

COAI Statement on TCCCPR:

As per the revised directive from TRAI to resume the scrubbing, in case of failure of the messages due to any reasons including content id, mismatch of template etc. same may be recorded. However, the message may be allowed to be delivered to the recipient. Thus, no messages will be getting blocked.

Further, we reiterate that COAI members remain fully committed to address the issue of unsolicited commercial communications and will continue to abide by the TRAI Regulations/Directions on this issue.

To be attributed to Lt. Gen Dr. SP Kochhar, DG, COAI.