

The Telecom Regulatory Authority of India (TRAI) will start online registration of telemarketers from January 15, 2011 through the telecom commercial communications customer preference (TCCCP) portal as per the provisions of The Telecom Commercial Communications Customer Preference Regulations, 2010.

As per the provisions of these regulations, all the existing telemarketers and new telemarketers, before starting any telemarketing activity have to register with TRAI.

The telemarketer registration process is online through the TCCCP portal. After logging on to the website, telemarketers have to fill their complete details in the application form. On successful submission of the application form, the authentication details for accessing the TCCCP portal and application number will be communicated immediately to telemarketers.

New telemarketers have to pay a registration fee of Rs 1,000 and customer education fee of Rs 9,000 while existing telemarketers just have to pay the customer education fee of Rs 9,000. No part payment is permitted for registration.

Payment can be done by the telemarketers either online using various options such as debit card, credit card, net banking or offline through various branches of Corporation bank. The telemarketer registration number will be communicated instantaneously on receipt of payment and registration certificate will be send on the notified e-mail electronically. The registration would be valid for a period of 3 years unless revoked earlier. No telecom resources shall be provided to any telemarketer by any access provider unless telemarketer is registered with TRAI.

The list of registered telemarketers will also be available on TCCCP portal www.nccptrai.gov.in so that advertisers can give telemarketing activities only to the registered telemarketers. Provision has also been made so that customers can check their registration status on National Customer Preference Register through TCCCP portal.

Online registration of telemarketers is first step towards implementation of The Telecom Commercial Communications Customer Preference Regulations, 2010. Other operational procedures will come into force from 1.2.2011. Detailed guidelines and procedures for various activities are also available on TCCCP portal www.nccprai.gov.in.

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