

Date: 31-Aug-20

TO WHOM SO EVER IT MAY CONCERN

As you are aware, TRAI had prescribed a complete new framework to manage commercial communications by way of “The Telecom Commercial Communication Customer Preference (“TCCCPR”) Regulations dated 19th July 2018. The TCCCPR is aimed at providing an enhanced and equipped eco-system to curb the problem of Unsolicited Commercial Communication (UCC) or spam calls and messages while also providing an opportunity for the brands / enterprises to connect with the customers in a more meaningful and relevant way.

All the senders of commercial communication are required to follow a mandatory registration process and has to be registered on the DLT platform as a Principal Entity.

With effect from 1st September 2020, all traffic will be charged as follows for DLT Scrubbing:

All traffic will be charged at **INR 0.025 per message submitted** to VIL Scrubber. This charge will be in addition to the message charges including termination charges as agreed.

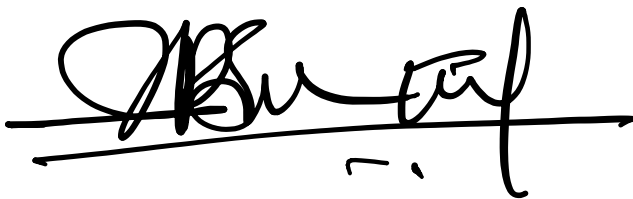
The DLT Scrubbing charges shall be applicable on all messages – Transactional, Promotional and Service (Implicit and Explicit).

Kindly note:

1. The traffic will have to be submitted from registered Sender IDs only.
2. Scrubbing charges shall be applicable on all messages which will be submitted to DLT Platform, except the messages from the “Exempt Headers” as defined by TRAI

Thanking You,

for **Vodafone Idea Ltd**



MP Sunil Kumar
EVP, Carrier & Wholesale Business