



Central Depository Services (India) Limited

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COMMUNIQUÉ TO REGISTRAR & TRANSFER AGENTS

CDSL/OPS/RTA/POLCY/2026/141

May 08, 2026

TELECOM REGULATORY AUTHORITY OF INDIA (TRAI) DIRECTION- MANDATORY PHASE-WISE ADOPTION OF 1600-SERIES NUMBERS

Issuers / RTAs are advised to refer Communique no. **CDSL/OPS/RTA/POLCY/2025/288** dated **November 24, 2025**, regarding telecom regulatory authority of India (TRAI) direction- mandatory phase-wise adoption of 1600-series numbers.

In the aforesaid communiqué Telecom Regulatory Authority of India (TRAI) vide its direction dated November 19, 2025, mandated use of 1600xx series numbers exclusively for services and transactional voice calls by the entities in Banking, Financial Services, and Insurance (BFSI) sector. Further, TRAI has also mandated that for promotional calls, the entities shall use only 140xx-series numbers.

In view of the above, Issuers / RTAs are once again advised to strictly adhere to the directions/guidelines issued by TRAI from time to time and ensure the following:

- a. strictly comply with the usage of **1600xx-series numbers only for making services and transactional calls.**
- b. use only **140xx-series numbers for making promotional calls.**

For ready reference, definitions of transactional, service and promotional calls as provided in Telecom Commercial Communications Preference Regulations, 2018, refer **Annexure**.

Issuers / RTAs are advised to note the same and ensure compliance.

Queries regarding this communiqué may be addressed to: CDSL – Helpdesk Emails may be sent to: dprtastupport@cdslindia.com and connect through our IVR Number **022-62343333**.

**For and on behalf of
Central Depository Services (India) Limited**

sd/-

**Nilesh Shah
Vice President – Operations**

Definition of Service, Transactional and Promotional communication as per TCCCPR-2018.

“2 (bh). “Service message or Service Call” means a message sent or voice call made by a Sender to –

(i) its Customer or Subscriber to provide information pertaining to any product or service, its warranty, product recall, software upgrade alerts, safety or security of the product used or purchased by the Customer, periodic balance alerts, information regarding delivery of goods or services, and such Messages are not promotional in nature and do not require Explicit Consent; or

(ii) a Recipient to facilitate or complete a commercial transaction involving the ongoing purchase or the use by the Recipient of the product or services offered by the Sender after obtaining Explicit Consent from the Recipient and such Messages are not promotional in nature:

Provided that such Explicit Consent shall be for seven days or as directed by the Authority from time to time:

Provided further that a transactional Message or transactional Voice Call containing information pertaining to service shall be treated as a Service Message or Service Voice Call”;

2 (bt). “Transactional Message or Transactional Voice Call” means a Message sent or Voice Call made by a Sender to its Customer or Subscriber in response to Customer initiated transaction within thirty minutes of the transaction relating to any product or service such as OTP from banks, non-bank-entities like e-commerce, apps login etc., transaction alerts and confirmations, balance alerts post completion of a transaction, refund information, etc. and such Messages or calls are not promotional in nature and does not require Explicit Consent;

2 (av). “Promotional voice call” means commercial communication any voice Commercial Communication containing promotional material or advertisement of a product or service:

Provided that if promotional content is mixed with any type of commercial Voice Call, such voice call shall be treated as a Promotional Voice Call.

Explanation: These calls shall only be delivered to Subscribers who have not blocked their preference, under the applicable category, in the Preference Register or have given their Consent in the Consent Register, as applicable. If the Sender has acquired explicit digital consent, as provided under these regulations, from the intended Recipient, such Promotional calls with Explicit Consent of the Recipient shall be delivered to the Recipients irrespective of their preferences registered, under the applicable category, in the Preference Register;
