

Department: Membership	Segment: All
Circular No: MSE/MEM/18997/2026	Date: May 06, 2026

Subject: Telecom Regulatory Authority of India (TRAI) - Usage of designated numbering series (1600xx & 140xx) for Service, Transactional and promotional calls-regarding

To All Trading Members,

This is in continuation to the Exchange circular no. 18203 dated November 27, 2025, regarding compliance with the directives of TRAI.

Telecom Regulatory Authority of India (TRAI), vide its direction dated November 19, 2025, has mandated the following for regulated entities / intermediaries:

- **1600xx-series numbers** shall be used **exclusively for service and transactional voice calls**.
- **140xx-series numbers** shall be used **only for promotional calls**.

Regulated entities / intermediaries are once again advised to strictly adhere to the directions/guidelines issued by TRAI. Accordingly, Trading Members shall:

- Ensure strict compliance with the use of **1600xx-series numbers** solely for service and transactional calls.
- Use **140xx-series numbers** exclusively for promotional calls.

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

Trading Members are advised to take note of the above and adhere to the directions issued by TRAI from time to time.

For any support, please reach out to membership4 department at membership@mse.co.in or contact Membership department on (022) 6112 9000 Extension: 9043, 9044, 9045, 9071, 9072, 9077.

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