

## National Stock Exchange of India

### Circular

Department: Compliance	
Download Ref No: NSE/COMP/74037	Date: May 05, 2026
Circular Ref. No: 40/2026	

To All Members,

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

The Telecom Regulatory Authority of India (TRAI), vide its direction dated November 19, 2025, has mandated the following for entities regulated by RBI, SEBI and PFRDA:

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

The Exchange had earlier advised Trading Members to comply with TRAI directions issued from time to time. Trading Members are once again reminded to strictly adhere to these directions/guidelines.

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 the helpdesk on 1800 266 0050 (Select IVR option 3) or email at [memcompliance\\_support@nse.co.in](mailto:memcompliance_support@nse.co.in)

**For and on behalf of  
National Stock Exchange of India Limited**

**Sonal Sharma  
Senior Manager**

**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;

\*\*\*\*