Telecom Regulatory Authority of India (TRAI)
New Delhi, 13th February 2026

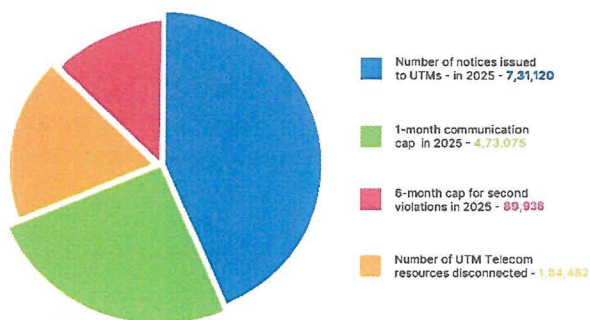# Over 7 lakh notices, 5.6 lakh restrictions: TRAI tightens grip on spam telemarketers in 2025

- *Over 17 lakh spam complaints were filed by users through the DND app.*
- *Nearly 90,000 repeat offenders faced extended communication bans of up to six months, under TRAI's UCC enforcement framework.*

The Telecom Regulatory Authority of India (TRAI) has released its annual update on the enforcement of Unsolicited Commercial Communication (UCC) and consumer engagement under the Do Not Disturb (DND) ecosystem for the year 2025, highlighting a significant scale-up in regulatory action against spam telemarketing.

During 2025, **7,31,120 notices** were issued to unregistered telemarketers (UTMs) found in violation of UCC norms. As part of progressive enforcement measures, **4,73,075 entities were subjected to one-month communication restrictions**, while **89,936 repeat offenders faced six-month communication caps**. In addition, **1,84,482 telecom resources were disconnected** during the year for continued non-compliance. Cumulatively, since August 2024, **over 21.05 lakh telecom resources have been disconnected**, reflecting intensified efforts to curb persistent spam networks and strengthen compliance across the telecom ecosystem.

The enforcement action is supported with sustained efforts to encourage consumer for reporting of spam. In 2025, a total of **31.09 lakh UCC complaints** were registered across all channels. Of these, **17.06 lakh complaints - over half - were submitted through the DND application**, underscoring increased consumer participation in reporting unsolicited communications.

UTM ENFORCEMENT METRICS:

- Number of notices issued to UTMs - in 2025 - 7,31,120
- 1-month communication cap in 2025 - 4,73,075
- 6-month cap for second violations in 2025 - 89,936
- Number of UTM Telecom resources disconnected - 1,84,482

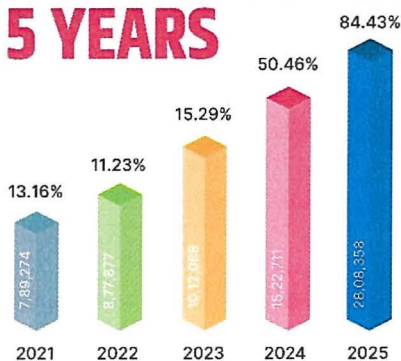Commenting on the development, **Shri Anil Kumar Lahoti, Chairman, TRAI**, stated:
"TRAI's enforcement efforts in 2025 are anchored in the principle that consumers should experience perceptible improvement in control of unsolicited commercial communications. Enhanced consumer participation through the DND ecosystem has enabled faster identification of violations and more decisive action against persistent offenders."

Monthly data indicates that **complaints against unregistered telemarketers consistently accounted for the overwhelming majority of reported cases** throughout the year, significantly outnumbering complaints against registered telemarketers. This

trend reinforces TRAI's focus on targeting unauthorised and non-compliant entities operating outside the regulatory framework.

TRAI has adopted a two-pronged strategy that enables legitimate, consent-based commercial communications through registered entities, while simultaneously deploying regulatory, technological and enforcement measures, such as DLT(blockchain)-based registration, AI-led spam detection, mandatory use of designated number series, strengthened complaint mechanisms, and disconnection of non-compliant senders, to curb unsolicited communications from unregistered entities.

DND ADOPTION TREND PAST 5 YEARS

Year	Value	Percentage
2021	7,89,274	13.16%
2022	8,77,877	11.23%
2023	10,12,068	15.29%
2024	15,22,711	50.46%
2025	28,08,358	84.43%

The DND ecosystem has also seen a significant increase in adoption. **DND app installations grew by 84.43% year-on-year in 2025**, rising to **28.08 lakh cumulative installations**, compared to **15.22 lakh in 2024**.

The combination of increased consumer reporting and strengthened enforcement mechanisms has enabled faster identification of violators and more decisive regulatory action.

The Authority reiterates its commitment to protecting consumer interests, ensuring transparency, and raising the consequences of non-compliance for entities engaged in unsolicited commercial communication, while continuing to refine the DND framework in collaboration with stakeholders.

13/2/26

(Atul Kumar Chaudhary)
Secretary, TRAI
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About TRAI
The Telecom Regulatory Authority of India (TRAI) is an independent statutory body set up under the TRAI Act, 1997. TRAI regulates the telecommunications, broadcasting, and cable TV services sectors in India. Our goal is to ensure fair rules, transparent practices, and better quality of service for all users.

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