Dated : 27th November, 2026

DIRECTION

Subject: Direction under section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) regarding mandatory adoption of the 1601 numbering series by eligible entities in sectors other than BFSI and Government.

F. No. D-27/1/(8)/2026-QoS (E-21277)- Whereas the Telecom Regulatory Authority of India (hereinafter referred to as the "TRAI" or "the Authority"), established under sub-section (1) of section 3 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) (hereinafter referred to as the "TRAI Act"), in exercise of the powers conferred upon it under section 36, read with sub-clause (v) of clause (b) and clause (c) of sub section (1) of section 11, of the TRAI Act made the Telecom Commercial Communications Customer Preference Regulations, 2018 (6 of 2018) dated 19th July 2018 (hereinafter referred to as the "regulations"), to curb unsolicited commercial communications;

2. And whereas regulation 3 of the regulations reads as follows-

"3. Commercial communications through network of Access Providers.— (1) Every Access Provider shall ensure that any commercial communication using its network takes place only using registered headers or the number resources allotted to the Senders from special series assigned for the purpose of commercial communication.

(2) No Sender, who is not registered with any Access Provider for the purpose of sending commercial communications under these regulations, shall make any commercial communication, and in case, any such Sender sends commercial communication, all the telecom resources of such Sender may be put under suspension or may also be disconnected as provided under these regulations";

3. And whereas the Department of Telecommunications (hereinafter referred to as "DoT"), vide its letter dated the 23rd December 2024, conveyed its decision to allocate a separate numbering series for Service and Transactional Voice Calls, i.e., "1600", exclusively for Government (Central/State) entities and BFSI (Banking, Financial Services, and Insurance) sector entities;

4. And whereas, following consultations with Access Providers and other stakeholders, and keeping in view the growing requirement for trusted service and transactional communications by entities outside the BFSI and Government sectors, the Authority , vide letter No. M-5/11/(1)/2022-QoS (E-6703) dated the 6th April, 2026, requested DoT to allocate a separate and dedicated numbering series for making Service and Transactional Voice Calls by such entities, while preserving the exclusivity of the 1600 numbering series for entities in the BFSI and Government sectors;

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5. And whereas DoT has, vide letter No. 16-2/2023-AS-III/TRAI/N115 dated the 30th June, 2026, allocated the 1601 numbering series exclusively for Service and Transactional Voice Calls by entities in sectors other than BFSI and Government, and has requested the Authority to classify the eligible sectors in accordance with the regulations;

6. And whereas pursuant to the aforesaid letter of DoT, the Authority, vide its Direction dated the 10th August, 2026, specified the sectors eligible for allocation of 1601-series numbers during Phase-I, namely Utilities, Logistics and Courier Services;

7. And whereas in the aforementioned Direction dated 10th August,2006, the Authority has, inter alia, indicated that the implementation of Phase-I would be reviewed by taking into consideration stakeholder feedback, utilization of numbering resources, consumer complaints and other relevant factors, based on which additional sectors or entities eligible for allocation of 1601-series numbers shall be notified separately by the Authority from time to time;

8. And whereas the Authority has received inputs from various stakeholders requesting inclusion of additional sectors for the allocation of 1601-series numbers and upon examination of the inputs received, the Authority has decided to include additional sectors specified in Annexure-I to this Direction for allocation of 1601-series numbers under Phase-II;

9. Now, therefore, the Authority, in exercise of the powers conferred upon it under section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) and the provisions of the Telecom Commercial Communications Customer Preference Regulations, 2018 (6 of 2018), hereby directs all Access Providers to—

(a) bring the contents of this Direction to the notice of all stakeholders, including Principal Entities belonging to the additional sectors specified in Annexure-I to this Direction;

(b) ensure that the allocation of 1601-series numbers under Phase-II is made, in addition to the sectors already covered under Phase-I, only to the eligible entities belonging to the additional sectors specified in Annexure-I, subject to fulfilment of the following criteria:-

(i) the entity shall be a company registered in India under the applicable law;

(ii) the entities belonging to the Sectors specified in Table-I in Annexure-I shall have annual turnover of rupees five hundred crores (Rs 500 Crore) or more, in at least one of the last three financial years and must submit the documentary evidence thereof to the Access Provider;

(iii) the entities in the Sectors specified in Table-II in Annexure-I shall have a subscriber base of one million or more in any month during the last one-year period, immediately preceding the date of application;

(iv) the entity shall have undergone KYC verification by the Access Provider as per TCCCPR, 2018, and shall be duly registered on the DLT platform before assignment of a 1601-series number; and

(v) the entity shall submit to Access Provider the details of the purpose for which 1601-series number shall be used by it, including its operational requirements and expected call volumes;

(c) ensure that they:-

(i) obtain an undertaking which should mandatorily contain the conditions as specified in Annexure-II, from an eligible entity before assigning 1601-series numbering resource;

(ii) comply with all conditions specified by DoT in its letter dated 30th June, 2026 and assign only ten-digit numbers from 1601 numbering series;

(iii) complete onboarding and migration of all eligible Principal Entities within 180 days from the date of issue of this Direction, in accordance with the timelines specified in Annexure-III;

(iv) adequately publicise the availability of the 1601- numbering series among eligible Principal Entities belonging to the sectors specified in Annexure-I, and facilitate their timely onboarding and migration;

(v) obtain an undertaking containing the mandatory conditions as specified in Annexure II, from the entities covered under Phase-I vide aforesaid TRAI Direction dated 10th August, 2026, and also from the entities which have already been allotted 1601-series numbering resource(s);

(vi) submit to the Authority a status report on onboarding of eligible Principal Entities at intervals of fifteen days, commencing from the date of issue of this Direction, until completion of the 180-day implementation period, and such report shall include the name and sector of each entity and the 1601-series number allocated to it ; and

(vii) submit a final compliance report certifying completion of onboarding of all eligible Principal Entities belonging to the sectors specified in Annexure-I, within fifteen (15) days of the expiry of the 180-day implementation period.

10. The Authority may undertake further review of the implementation of 1601-numbering series, taking into consideration stakeholder feedback, utilization of numbering resources, consumer complaints and other relevant aspects, and may notify additional sectors or entities eligible for allocation of the 1601-series numbers separately from time to time.

11. This Direction shall come into force with immediate effect.

27/11/2026

(Deepak Sharma)
Advisor (QoS-II)

To

All Access Providers.

Annexure-I

Sectors eligible for allotment of 1601-series numbering resources: Phase II

Table-I

Sr. No.	Sector*
1	Retail Chains
2	e-Commerce
3	Hospitals
4	Diagnostic Laboratories
5	Telecom Service Providers
6	Internet Service Providers (ISPs)
7	Automobile Sales
8	Automobile Repair and Servicing
9	Travel Agencies
10	Commercial Airlines
11	Food Aggregators
12	Ride-hailing Aggregators
13	Lending Service Providers (LSP)

* Only entities having Annual Turnover of Rs 500 Crore or more, in at least one of the preceding three financial years, shall be eligible.

Table - II

Sr.No.	Sector #
1	Distribution Platform Operators (DPOs) including such as Direct-to-Home (DTH), Headend-in-the-Sky (HITS), Internet Protocol Television (IPTV) service providers and Multi-System Operators (MSOs)

Only entities having one million or more total number of subscribers in any month during the last one-year period, counted from the date of application, shall be eligible.

Annexure-II

Mandatory Conditions of the Undertaking to be obtained by the Access Providers from the Entity

Every Access Provider shall obtain an undertaking containing the following mandatory conditions, from each entity which has been issued or already assigned or is proposed to be assigned 1601-series numbering resource(s).

(a) That the entity shall comply with applicable provisions of the TCCCPR, 2018 and the applicable Directions issued by the Authority from time to time;

(b) That the entity shall use 1601-series numbers exclusively for making Service and Transactional voice calls to the customers with whom it has a 'Relationship' as per the provisions of TCCCPR, 2018, and shall not under any circumstances, use such 1601-series numbers for making Promotional Voice Calls to any customer;

(c) That the calls on the basis of an inquiry made by the customer to the entity in writing or through digital means, for any goods or services shall be made by the entity for a maximum period of seven days from the date of receipt of the inquiry by the entity, or until termination of such relationship by either party, whichever is earlier;

(d) That the calls on the basis of an application made by the customer to the entity in writing or through digital means regarding any goods or services, shall be made by the entity for a maximum period of three months from the date of receipt of such application by the entity, or the period until the termination of such relationship by either party, whichever is earlier.

(e) That the entity shall provide the documentary or electronic evidence of its Relationship with the customer to the Access Provider whenever required by the Access Provider during the investigation of any complaint of UCC related to the alleged misuse of 1601- series number by the entity for making promotional voice call.

(f) That the entity acknowledges that, in the event if misuse of 1601 series number(s) for making Promotional Voice calls, the Access Provider shall take appropriate action against the entities in accordance with the applicable regulations and Directions issued by the Authority, and the terms and conditions of the agreement between the Access provider and the entity.

Annexure-III

Implementation Schedule for Phase-II

Sl. No.	Activity	Timeline
1.	Commencement of allocation of 1601 numbering resources to eligible Principal Entities belonging to the additional sectors covered under Phase-II	With effect from the date of issue of this Direction.
2.	Completion of onboarding and migration of eligible Principal Entities covered under Phase-II	Within 180 days from the date of issue of this Direction
3.	Submission of status reports on onboarding of eligible Principal Entities by Access Providers to TRAI	At intervals of 15 days, commencing from the date of issue of this Direction, until completion of the 180-day implementation period
4.	Submission of final compliance report by Access Providers to TRAI	Within 15 days from the date of expiry of the 180-day implementation period