Information Note to the Press (Press Release No. 158/2026)

TELECOM REGULATORY AUTHORITY OF INDIA

New Delhi, 13th November, 2026

For Immediate Release **Website:** www.trai.gov.in

"Quarterly Highlights of Action Taken Against Unsolicited Commercial Communications (UCC)" for the Quarter July - September, 2026

The Telecom Regulatory Authority of India (TRAI) today released Quarterly Highlights of Action Taken Against Unsolicited Commercial Communications (UCC) during Q2 of FY 2026-27 i.e. 1st July, 2026 to 30th September, 2026, compiled on the basis of information furnished by the Telecom Service Providers.

The report is also available on TRAI's website (www.trai.gov.in) and under the link https://www.trai.gov.in/sites/default/files/2026-11/PR_No158of2026.pdf. For any suggestions or any clarification pertaining to this report, Shri Deepak Sharma, Advisor (QoS-II), TRAI may be contacted at advqos@trai.gov.in.

13/11/2026

(Harinder Kumar)
Secretary, TRAI
www.trai.gov.in

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Quarterly Highlights of Action Against Unsolicited Commercial Communications (UCC)

For the period 1st July, 2026 to 30th September, 2026 (Q2 of FY 2026-27)

Particulars	Key Statistics (rounded off)
Total Subscriber Base in the country as on 30th Sep, 2026	**1.349 billion**
Total Calls Originated in the Telecom Network during Jul'26 to Sep'26	**714.01 billion**
Total SMS Originated in the Telecom Network during Jul'26 to Sep'26	**702.28 billion**
Total UCC Complaints Registered during Jul'26 to Sep'26	**1.529 million**
Total Actionable Complaints during Jul'26 to Sep'26	**0.723 million**
Enforcement Actions Against Actionable Complaints during Q2 of FY 2026-27	
Telecom Resources Barred for 15 Days for 1st violation of regulations	**1,10,325**
Telecom Resources Disconnected for 1 Year for repeated violation of regulations	**13,777**
Total No. of Senders* Blacklisted for 1 Year	**374**
Total SMS Headers Blocked	**3,725**

** A Sender is a Principal Entity or Telemarketer who owns one or more telephone numbers or the SMS headers used for communication.*

Key Insights:

- ***Overall, action was taken against more than 124 thousand telecom resources along with blacklisting of 374 senders in Q2 / FY 2026-27.***
- ***Enforcement targeted multiple layers – outgoing barring, long-term disconnection, sender blacklisting across all operators and SMS header blocking – to curb repeat violations.***

- ***Against 714.01 billion total calls originated in the telecom network in the country in Q2 of FY 2026-27, total UCC complaints stood at 1.529 million i.e. approximately 2.14 complaints per million calls.***
- ***Performance of the individual Telecom Service Providers (TSPs) in controlling UCC/Spam as Originating Access Provider (OAP) is enclosed as Annexure A, and their performance as Terminating Access Provider (TAP) is enclosed as Annexure B.***

TRAI DND App

Consumer participation through the TRAI DND App continued to play a critical role in strengthening enforcement against spam communications. The App is a tool for consumers to register and modify their preferences for blocking or receiving promotional communications with ease, and is a convenient option to report UCC. As UCC complaints provide the basis for identification of the spammers and taking action against them, TRAI has been taking up various consumer awareness campaigns to encourage customers to report UCC.

Item	Key Statistics (rounded off)
Total App Downloads as on 30.09.26	**4.236 million**
Total UCC Complaints Received during Jul'26 to Sep'26 through all means.	**1.529 million**
Total Complaints Received via TRAI DND App during Jul'26 to Sep'26	**1.421 million**
% of Complaints Received through TRAI DND App	**92.9%**

Key Insights:

- ***The TRAI DND App accounts for 92.9% of all UCC complaints received by the Access Providers.***
- ***During the quarter Jul'26 to Sep'26, media campaigns to educate customers about TRAI DND app were undertaken through 132 FM Channels, 15 AIR FM Channels, 23 Private TV Channels, 2 DD Channels and 97 News Papers.***
- ***TRAI organized the 'TRAI DND Reel Challenge' on the MyGov Portal from June 2026 to August 2026 to create awareness about reporting spam calls and unwanted commercial communications through the TRAI DND App.***
- ***TRAI also conducted awareness campaigns across social media platforms about the TRAI DND App, and to encourage consumers to report spam. One of the digital campaigns garnered more than 24.8 million impressions.***
- ***A total of 322 Consumer Awareness Programmes were conducted physically by TRAI, Consumer Advocacy Groups registered with TRAI, and the service providers across the country during this quarter, leading to direct physical interaction with around 31 thousand participants.***
- ***SMS Campaigns were also undertaken and more than 3 billion SMS were sent to the customers from July to September,2026, for making them aware about the TRAI DND App.***

DND Preference Registrations

Consumers can use the TRAI DND App, their telecom service provider's App/ Website, or call/ send SMS to 1909 to register and modify their Do Not Disturb (DND) preferences for blocking or receiving promotional communications from the senders from any or all the sectors.

Parameter	Key Statistics (rounded off))
Total Preferences Registered at DND Registry as on 30.09.2026.	**224.49 million**
Total Subscriber Base in the country as on 30.09.2026	**1.349 billion**
Percentage of Registered Preferences.	**16.64%**

Key Insights:

- ***More than 1.12 billion subscribers have not registered any preference, and, hence, are accessible for all commercial communications from registered telemarketers and senders. The consumers desirous of controlling commercial communications can register their preferences on DND registry.***

TRAI Designated Series: 140xx, 1600xx and 1601xx

TRAI introduced the designated 140 series for promotional calls to ensure that such calls originate from a dedicated numbering series, enabling consumers to easily identify and manage such calls. The calls originating from 140 series numbers are pre-verified against the preferences of the customers before delivery. The designated series enables the consumer to exercise the choice of accepting or declining the call.

The 1600 series was introduced for service and transactional calls by the entities in Banking, Financial services & Insurance sector, and for Government to citizen communication. This designated series provides trusted calling numbers for such important communications.

Further, for service and transactional calls by the Utilities, and the entities in logistics and delivery sectors, TRAI introduced 1601 series on 10th August, 2026.

Together, these dedicated numbering series improve transparency, consumer trust, and the effectiveness of regulatory enforcement against spam and fraudulent communications.

Item	Key Statistics (rounded off) (During Q2, FY 2026-27)
Total Promotional calls originated using 140 Series numbers.	**15.27 billion**
140 Series calls blocked after verification with registered DND preferences of the customers.	**1.70 billion**
Commercial SMS originated by the Registered Senders/ Telemarketers.	**660.71 billion**
Promotional SMS Blocked after verification with registered DND preferences of the customers.	**11.09 billion**
Total Calls originated from 1600 Series numbers.	**1.27 billion**

Key Insights:

- ***Registered DND preferences enabled blocking of about 1.70 billion promotional calls and 11.09 billion promotional SMSs, demonstrating effective consumer preference enforcement.***
- ***15.27 billion promotional calls and 660.71 billion commercial SMS were routed through registered communication channels.***

AI-Based Suspected Spam Flagging on Incoming Calls

In order to alert the consumers from suspected spam calls and SMS from entities using normal 10-digit numbers that bypass the regulated system, AI-based systems have been deployed by the Telecom Service providers (TSPs) to flag such suspected spam on the basis of calling pattern analysis. Further, the telecom service providers have started sending warning notifications to entities suspected with high probability of sending such spam. An entity could be using multiple numbers for sending spam. These notifications warn the suspected senders of regulatory action so as to refrain from sending further spam.

Item	Key Statistics (rounded off) (During Q2, FY 2026-27)
Total Incoming Calls	**705.96 billion**
Total Incoming Calls Flagged by AI based Systems as Suspected Spam	**18.28 billion**
Total Incoming SMS	**854.4 billion**
Total Incoming SMS Flagged by AI based Systems as Suspected Spam	**1.62 billion**
Warning Notifications issued to suspected high probability spam sending entities	**4.59 million**
e-KYC done for suspected UCC senders	**34.03 thousand**
Disconnections done due to failure of KYC verification of Suspected UCC Senders	**9.97 thousand**

Key Insights:

- ***AI-based spam detection flagged 19.9 billion suspected spam calls/SMS, enabling consumers to exercise choice of either ignoring such communication or picking such communications with caution.***
- ***Over 4.59 million warning notifications were issued to the suspected senders during the quarter.***
- ***Performance of the individual Telecom Service Providers (TSPs) in controlling UCC/Spam by using AI-based preventive measures is enclosed as Annexure-C.***

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.

🔴 *Note: TRAI is a regulatory authority and does not provide direct consumer services. For individual issues, please contact your licensed service provider.*

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Annexure A: Performance of Telecom Service Providers in controlling UCC / SPAM as Originating Access Provider (OAP) during Jul'26 to Sep'26

Measuring Parameters	Airtel	BSNL	Reliance Jio (RJIL)	Vodafone Idea (VIL)	Tata Teleservices (TTL)	Reliance Comm. (Rcom)	STPL	QTL	Total
1. Sender-side enforcement by Originating Access Provider (OAP)									
Total active subscribers (as on 30th Sep, 2026)	506.7 million	100.95 million	527.25 million	200.88 million	11.24 million	73.7 thousand	58.28 thousand	320.27 thousand	1349 million
Total complaints received against Calls/SMS originated from the network	352,062	42,022	293,716	539,285	208,783	11,452	13,865	5,816	1,467,001
Actionable Complaints	186,013	27,843	172,622	319,629	17,475	0	218	31	723,831
Warning Notifications issued to Senders	186,013	27,843	172,622	319,629	17,475	0	218	31	723,831
Telecom Resources barred for a period of 15 days for 1st Violation	34,703	34	1,800	47,249	26,539	0	0	0	110,325
Telecom Resources disconnected for a period of one year for 2nd Violation	7,889	0	4,963	355	570	0	0	0	13,777
SMS Header blacklisted *	882	0	1506	770	30	0	537	0	3,725
Senders blacklisted for a period of one year (no new telecom resources are provided to blacklisted senders during this period)	85	0	274	9	6	0	0	0	374

** The total number of disconnected SMS headers includes headers identified/reported through UCC complaints, as well as those reported through the I4C and Chakshu portal.*

Annexure B: Performance of Telecom Service Providers in controlling UCC / SPAM as Terminating Access Provider (TAP) during Jul'26 to Sep'26

Measuring Parameters	Airtel	BSNL	Reliance Jio (RJIL)	Vodafone Idea (VIL)	Tata Teleservices (TTL)	Reliance Comm. (Rcom)	STPL	QTL	Total
2. Customer-side Performance as Terminating Access Provider									
Total active subscribers (as on 30th Sep, 2026)	506.7 million	100.95 million	527.25 million	200.88 million	11.24 million	73.7 thousand	58.28 thousand	320.27 thousand	1349 million
Preference registrations during Q2 FY 2026-27 (Jul-Sep26)	911.50 thousand	455.75 thousand	911.75 thousand	454.95 thousand	0	0	0	0	2.73 million
Total preference registrations (as on 30th Sep, 2026)	87.19 million	14.5 million	56.58 million	65.53 million	0.5 million	0	1.2 thousand	55 thousand	224.35 million#
Preference registrations as a percentage of total subscriber base of Access Provider	17.2%	14.4%	10.7%	32.7%	4.4%	0.0%	2.1%	17.2%	16.6%
Total complaints received against Calls/SMS terminated on the network	643,546	51,169	696,283	138,736	0	0	0	0	1,529,734
Total Complaints Forwarded to Originating Network	635,420	45,343	650,038	137,182	0	0	0	0	1,467,983
Voice calls flagged as Suspected Spam for alerting customers	7,550 million	0	8,920 million	1,810 million	0	0	0	0	18,280 million
SMS flagged as Suspected Spam for alerting customers	699 million	53 million	550 million	318 million	0	0	0	0	1,620 million

 # The total preference registrations do not include data pertaining to MTNL and APSFL.

Annexure C: Performance of Telecom Service Providers in controlling UCC / SPAM by using AI-based preventive measures during Jul'26 to Sep'26

Measuring Parameters	Airtel	BSNL	Reliance Jio (RJIL)	Vodafone Idea (VIL)	Tata Teleservices (TTL)	Reliance Comm. (Rcom)	STPL	QTL	Total
3. Preventive Measures using AI-based System									
Telecom Resources (CLIs) identified with high probability as suspected of sending spam	3,748,362	439,715	1,008,861	5,631,603	2,890,014	994	749	11,319	13,291,902
Warning Notifications sent to the suspected UCC Senders*	2,075,954	15,069	1,008,861	1,418,000	74,044	17	8,673	10,418	4,595,967
e-KYC done for suspected UCC senders	27,414	0	3,580	2,602	415	11	3	0	34,025
Disconnections done due to failure of KYC verification of Suspected UCC Senders	7,154	0	1,645	1,171	0	7	0	0	9,977

** Suspected Sender of UCC means a Sender suspected of sending unsolicited commercial calls/SMS on the basis of high probability.*