

ITU Workshop “Securing Telephone Networks: Toward collaborative approach for combating fraudulent communications using Digital Certificate”

Geneva, Switzerland. 17th November, 2025



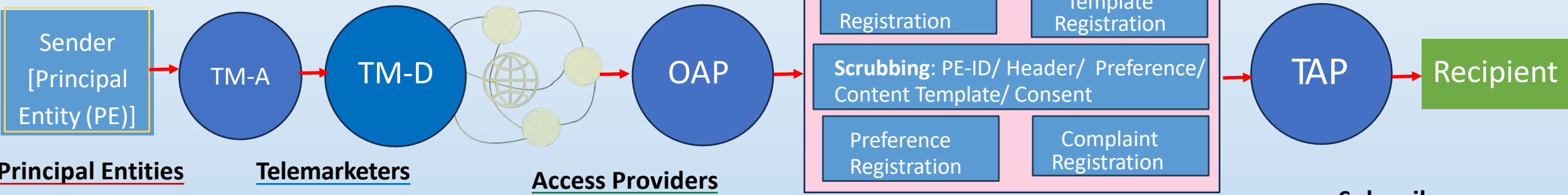


Session 2: Industry Dialogue: Impact and Mitigation Strategies

A presentation on
Regulatory Measures by Telecom Regulatory Authority of India to combat Spam,
by Deepak Sharma, Advisor (Quality of Service), TRAI.

Broad Framework for Commercial Communications

TM-A: Telemarketer Aggregator
 TM-D: Telemarketer Delivery Function
 OAP: Originating Access Provider



Principal Entities (Senders)

- About 300K
- Entity Registration
- Header Registration
- Content Template
- Consent Template
- Consent Database

Telemarketers

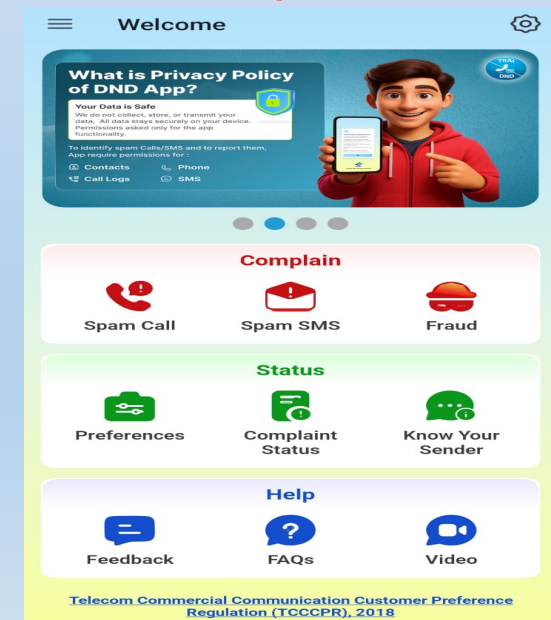
- About 20,000
- TM Registration with TSPs
- Aggregator Function
- Delivery Function

Access Providers

- KYC for Entity
- Registrar for TM, Entity, Header, Content Template
- Scrubbing
- Management of Telecom Resources
- Messages & Calls delivery
- Complaint Resolution

Subscribers

- About 1.15 B
- Preference Registration (DND)
- Complaint Registration
- Consent registration (through sender)

















TRAIDND App

Key Measures

- **DND registry** for registering consumers' preferences, consents and complaints.
- **140 series (140 xxx xxxx) numbers** only to be used by the Telemarketers/ Senders for making promotional calls - no promotional calls allowed from regular 10-digit mobile numbers
- Calls from 140 series are **scrubbed** in real time against the preferences registered by Customers.
- **1600 series (1600 xxx xxx) numbers** only to be used for Transaction and Service calls by entities in Banking, Financial Services and Insurance sectors, and for calls from the government to citizens for government services.
- Commercial SMSes are to be sent only using **headers and content templates** registered with the access providers.
- Mandatory prior **whitelisting of URLs/APKs/call back numbers** in commercial messages.
- For easier identification of type of Commercial Communication by recipients, **"-P", "-S", "-T", and "-G"** are to be suffixed to the SMS headers for promotional, service, transactional, and government messages, respectively.

[Filters](#)

Messages

-  **AX-HOALOT-P** 11:05 AM >
 Buy land at India No.1 destination - AeroEstate Khopoli Plots @84L all-in...
-  **VD-ViCARE-S** 9:09 AM >
 Dear Customer, your E-Bill Is Available for Download, simply downl...
-  **AD-AIRBNK-S** 7:40 AM >
 Airtel Payments Bank Txns card 6678 ...
-  **JM-IGLMKT-S** Yesterday >
 Dear Customer,
-  **AX-NBHOME-S** Yesterday >
 10 tenants are searching for 1 BHK in , Sector 46 on NoBroker. Reactivat...
-  **AD-AIRMCA-S** Yesterday >
 The person you were calling at 15:11 is now available for calls. You c...
-  **AD-AIRDLT-S** Yesterday >
 Please use otp: 553799 to validate.

Key Measures

- **Stringent action against unsolicited commercial communications** – ranges from suspension of connections to disconnection of all the connections for one year and complete blacklisting of sender across all telecom service providers in India.
- **Enhanced Message Traceability** implemented whereby the entire chain of message transmission from sender to the telecom service provider through one or more telemarketers is traceable.
- **Stringent penalties against Access providers** for failure to take action and non-compliance.
- **Collaboration with Other Sectoral Regulators** such as from banking, insurance, security markets etc and government organisations like departments of Telecom, Home affairs, Consumer affairs, IT etc.
- **A pilot with Banks** is underway on acquisition of consumers' consents digitally on DLT platform, which will be used for scrubbing consents in real time.
- **Coordinated action** across operators to disconnect resources linked to spammers: 2.1 million numbers disconnected and more than 100K entities blacklisted in last one year.
- Approximately 350K headers and 1.2 million content templates have been blocked since 2023.

Key Challenges

- Ensuring authenticity of CLI presented to the customer:
 - Most of the efforts revolve around CLI
 - Authenticity needs to be ensured right at the origination
 - International collaboration needed
- Consumer awareness, especially, on reporting frauds and unsolicited commercial communications.



Thank You



भादूविप्रा
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