CLEARTOUCH
a tcn company

Stay Compliant, Stay Heard

Between July and September 2026, TRAI acted against more than 124,000 telecom resources to curb spam. For businesses that reach customers by phone or SMS, compliance now decides whether you're heard or not.

Last quarter in numbers (Q2 FY26-27)

4.59
Million warnings sent to suspected spam senders.

9,970
Connections cut for failing e-KYC checks.

110,325
Numbers barred from calling for 15 days after a first violation.

3,725
SMS headers blocked and

374
Senders blacklisted.

13,777
Numbers disconnected for a year after repeat violations.

~20
Billion calls and SMS flagged as suspected spam by operators' AI.

What's at stake

The cost of a slip. A 15-day suspension stops every outbound call on that number, and a blocked header stops every SMS sent under it. To your customers, you simply go quiet.

Customers can report in seconds. TRAI logged 1.529 million spam complaints last quarter, and 92.9% came through their DND app.

The opportunity is huge. More than 1.12 billion subscribers have no DND preference registered, and registered senders delivered 660.71 billion commercial SMS last quarter. Compliant businesses can keep reaching that audience with confidence.

Your compliance checklist

- **Right number series:** 140 for promotions, 1600 for banking, insurance, and government service calls, 1601 for utilities, logistics, and delivery. No ordinary 10-digit SIPs or SIMs.
- **Registrations in order:** DLT, e-KYC, headers and templates up to date.
- **DND respected:** Lists scrubbed against DND preferences before every campaign.
- **Campaigns monitored:** Complaints, answer rates, and opt-outs tracked by campaign.
- **Warnings acted on:** Any operator warning investigated within the week.
- **Vendors aligned:** Agencies and telecalling partners held to the same standards.
- **Teams trained:** Everyone running campaigns knows the rules.

Let's make sure you're heard

Not sure where you stand? ClearTouch can review your setup with you and help close gaps before they turn into blocks.

Talk to Us

Source: TRAI Q2 FY27 figures (1 July to 30 September 2026), as reported by tele.net.in on 16 November 2026.

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