



Decoding New Calling Regulations of 140 & 160

Most frequently
asked questions

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Who comes under the ambit of principal entities?

Principal entity is any company wanting to reach out to consumers.





Is 140 applicable to all industries / use cases?

140 is applicable to all industries for “Promotional Calls”.



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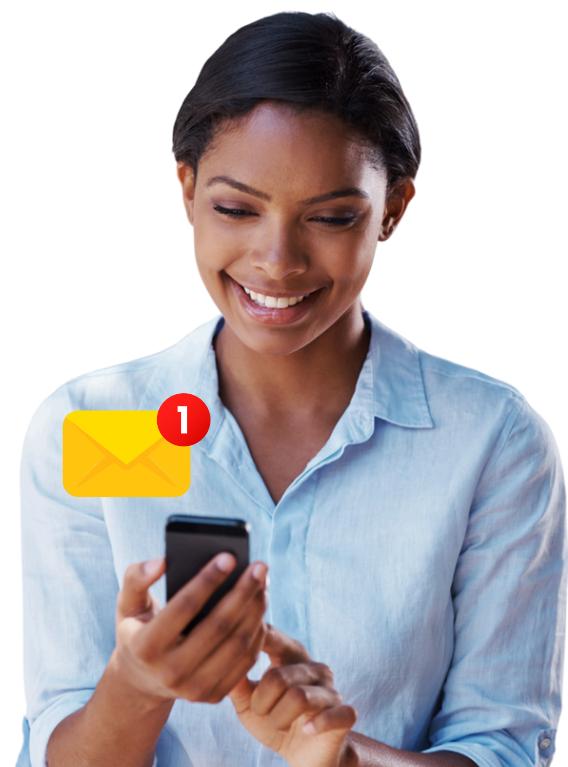
Should every call be validated via DLT API call?

DLT scrubbing will be by the Telco for any calling originated from 140 numbers.
Other numbers don't get scrubbed on the DLT.

+140XXXXXXX

Can the consent be taken only via SMS response or via an OTP?

There is a digital consent process which updates the DLT platform with Digital Consent registry. This involves SMS to consumers and acceptance SMS.





Suspension would be on what level?

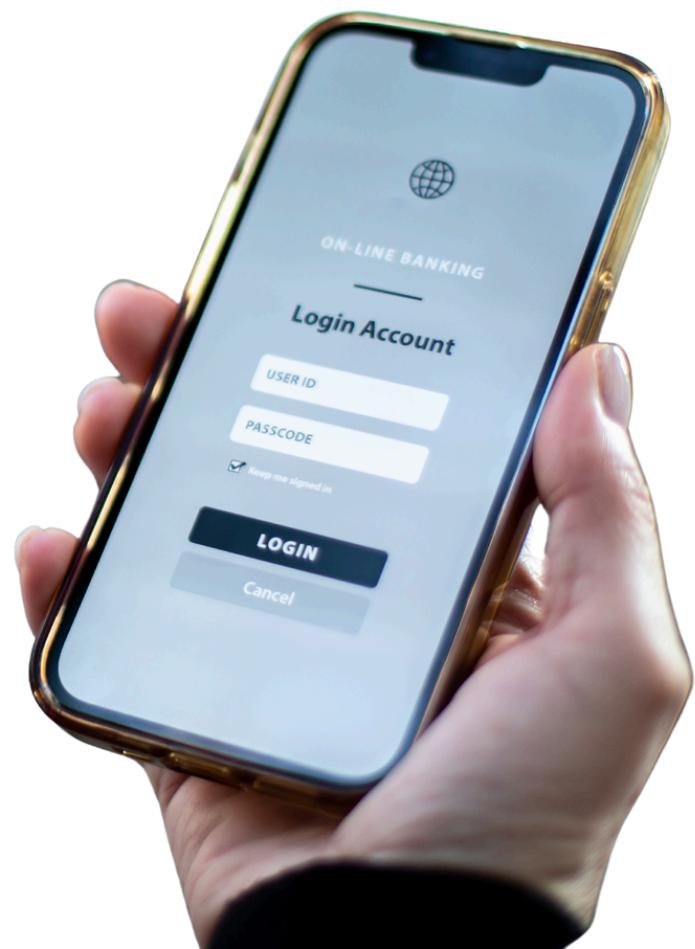
Suspension happens at Company level for all outbound calling resources.



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Is 160 applicable to all industries?

Currently 160 is applicable for **Banking, Financial, and Insurance services**, however, final directives on the features etc. is under feasibility analysis.





Should we change the number to 140 - If there are no DND complaints?

Promotional calls should be done on 140. No complaint means these are transaction calls and no need to change in the setup.





Still got more questions?

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