



TRAI's New Rule to Curb Spam

[Source: PIB](#)

Recently, the [Telecom Regulatory Authority of India \(TRAI\)](#) has introduced a mandate requiring telecom firms to block messages containing unregistered **Uniform Resource Locators (URLs)**, [over-the-top \(OTT\) links](#), **Android Application Packages (APKs)**, or call-back numbers starting from 1st September 2024.

- The new rule, aimed at **reducing spam and phishing attempts**, requires institutions to register and **whitelist** (or allowlist - a list of acceptable entities) their numbers to send one-time passwords (OTPs), which may impact banks and services using OTPs for transactional alerts or authentication.
 - Telecom companies will now need to verify the content of messages before delivery, enhancing security.
- TRAI has also mandated that **telemarketing calls starting with the 140-series** (assigned to telemarketers) will have to be migrated to an online DLT (digital ledger **technology**) platform or on [blockchain](#) to enable better monitoring.
- To further curb spam, telecom operators are directed to **monitor and disconnect bulk connections** used for promotional and spam calls.
- TRAI was established in 1997 by the **Telecom Regulatory Authority of India Act, 1997**, to regulate telecom services, including fixation/revision of tariffs for telecom services **which were earlier vested in the Central Government**. Its headquarters is in New Delhi.
 - Its main objective is to provide a fair and transparent policy environment that promotes a level playing field and facilitates fair competition.

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