

F. no. 20-1349/2024 AS-I
Government of India
Ministry of Communications
Department of Telecommunications
(Licensing Policy Wing)

Sanchar Bhawan, New Delhi – 110 001

Dated 13th October 2026

Circular no. 01/ Licensing Policy / 2026

Subject: Introduction of calling name presentation service in telecommunication networks

References: (i) Telecom Regulatory Authority of India's recommendations on 'Introduction of Calling Name Presentation (CNAP) Service in Indian Telecommunication Network', dated 23.2.2024;

(ii) This Department's instructions no. 800-18/2025-LPU, dated 21.11.2025, in respect of handling of KYC issues during implementation of Calling Name Presentation (CNAP) service in India.

At the time when a call is incoming, calling name presentation service presents the calling name identity of the calling user on the user terminal of the called user. Calling name identity is the name of the calling user as recorded in subscriber data record of the originating telecommunication service provider and such identity is included in the calling line identification of such user. The term "calling line identification" means the telecommunication identifier assigned to the calling user by a new authorised entity or licensee providing telecommunication service to such user or the name of that user as recorded in subscriber data record or such other identification as may be specified by the Central Government from time to time.

2. Trials have been carried out by telecommunication service providers for introduction of calling name presentation service in wireless terrestrial networks established using 4G and higher generation technologies (hereinafter referred to as "telecommunication networks"). All telecommunication service providers who hold authorisation or license to provide access services (hereinafter referred to as "TSPs") are hereby instructed to introduce calling name presentation service in their telecommunication networks across all service areas with effect from 1.11.2026. Introduction of calling name presentation service in wireless terrestrial networks established using 2G and 3G technologies and in public switched telephone networks shall be considered separately, after examination of the matter.

Explanation.—For the purposes of this circular,—

- (a) "originating TSP" means a TSP in whose telecommunication network the call is being originated by the user terminal of the calling user; and
- (b) "terminating TSP" means a TSP in whose telecommunication network the call is being terminated at the user terminal of the called user.

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3. In this respect, it is pertinent that sub-rule (1) of rule 48 of the Telecommunications (Authorisation for Provision of Principal Telecommunication Services) Rules, 2026 provides as under:

“48. **Calling line identification.**—(1) Every new authorised entity shall ensure presentation of calling line identification to a called user—

- (a) in a manner that is secured from tampering; and
- (b) in accordance with such requirements as may be specified on the portal.”

3.1 Similarly, condition 39.21 of Chapter VI (Security Conditions) of the Unified License Agreement provides, *inter alia*, as under:

“39.21 (i) Calling Line Identification (CLI) shall be provided.”

3.2 Further, condition 16.1 of Chapter I (General Conditions) of the Unified License Agreement provides, *inter alia*, that the Licensee shall be bound by the terms and conditions of this License Agreement as well as instructions as are issued by the Licensor and by such orders or directions or regulations of TRAI as per provisions of the TRAI Act, 1997 as amended from time to time.

4. For the calling name presentation service to be introduced in telecommunication networks, the following conditions shall apply, namely:—

- (a) Each originating TSP shall provide the calling name presentation service to each user without the requirement of any separate request from such user.
- (b) The calling line identification presented on the user terminal of the called user shall consist of two fields. The first field shall contain the telecommunication identifier assigned to the calling user by the originating TSP, as per existing practice, and the second field shall contain the name of the calling user in the following order of preference:
 - (i) Name of the calling user as saved in the contact list of the user terminal of the called user; or
 - (ii) Where the telecommunication identifier assigned to calling user is not saved in the contact list of the user terminal of the called user,—
 - (1) in case of a domestic call, the calling name identity shall be presented; and
 - (2) in case of an international call, the words “International Call” shall be presented.

Explanation.—For the purposes of this circular,—

- (a) “domestic call” means a call that originates and terminates within the national service area; and
- (b) “international call” means a call that originates in the territory of one country and terminates in the territory of another, where one of the countries is India.
- (c) Each originating TSP shall establish, operate and maintain a database of calling name identity mapped against the telecommunication identifier assigned to each user, and the terminating TSP shall retrieve the calling name identity from such database and present the same to the called user.

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5. While introducing calling name presentation service in telecommunication networks, every TSP shall take appropriate technical measures for the security of communications, including the following, namely:—

- (a) It shall follow a security-by-design approach, wherein the query-response mechanism itself enforces non-retention of the calling name identity upon completion of the incoming call;
- (b) It shall ensure that the quality of telecommunication service is maintained in accordance with applicable laws; and
- (c) It shall ensure that the database, network and connectivity infrastructure are appropriately provisioned to support efficient processing of calling name identity queries and the timely retrieval and delivery of calling name identity information.

6. In respect of calling name presentation service for a user who holds business connections or bulk connections, a facility of presenting a “preferred name” in place of the calling name identity may be offered by the originating TSP, subject to the following conditions, namely:—

- (a) The user who holds business connections or bulk connections may be given an option by originating TSP to present its “preferred name” in place of its name as recorded in subscriber data record of originating TSP.
- (b) The preferred name of the user shall be either:—

- (i) a trade mark registered in the name of the user as per the records of the Trade Marks Registry under the Controller General of Patents, Designs and Trade Marks, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry; or

- (ii) a trade name of the user as registered on the Goods and Services Tax portal,

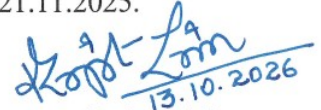
subject to prior verification of such preferred name by the originating TSP.

- (c) For new connections, the preferred name of the user shall be recorded in both the customer application form and subscriber data record and document(s) evidencing proof that the user is registered under such name shall be presented in original to the originating TSP and true copies thereof shall be attached to the customer application form by the originating TSP.
- (d) For existing connections, the originating TSP shall establish an appropriate mechanism to enable the user to submit requisite application for recording its preferred name in subscriber data record, and upon examination and proper verification of such application such preferred name of such user may be updated by the originating TSP in subscriber data record.
- (e) While assigning a preferred name to a user, the originating TSP shall undertake due diligence and make and maintain with it a true copy of document(s) evidencing proof that the user is registered under such name after verifying the same against the original.

7. Each TSP shall put in place appropriate technical and organisational measures to receive, record and maintain grievances received from users in respect of calling name presentation service, and shall redress such grievances through its grievance redressal

mechanism in a time bound manner. The Central Government may issue such instructions and clarifications as it may deem necessary in this connection.

8. The calling name identity of users who have availed of calling line identification restriction (CLIR) facility in accordance with extant guidelines shall not be presented.
9. This circular supersedes the Department's earlier instructions dated 21.11.2025.
10. This issues with approval of competent authority.


13.10.2026
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To:

All authorised entities holding a license or authorisation to provide access services

Copy to:

1. Private Secretary to the Hon'ble Minister of Communications
2. Additional Private Secretary to the Hon'ble Minister of State for Communications
3. Member (Finance), Department of Telecommunications
4. Director General Telecom, Department of Telecommunications, for information and monitoring compliance to the instructions contained in this circular
5. All Advisors, Department of Telecommunications
6. Additional Secretary (Telecommunications), Department of Telecommunications
7. Senior Deputy Directors General, Department of Telecommunications (Headquarters), through e-Office notice board
8. Senior Deputy Director General and Head, Telecommunication Engineering Centre
9. Joint Secretary (Telecommunications), Department of Telecommunications
10. Deputy Directors General, Department of Telecommunications (Headquarters), through e-Office notice board
11. Director (Information Technology), Department of Telecommunications for uploading this circular on the website of the Department of Telecommunications
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