

# Number Series Guide for India

| Series  | Intended use case                                                 | Why it matters                                                                                                                                                                                                                                                                                                                     |
|---------|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 79 / 80 | General outbound AI agent campaigns and business calls            | Resemble standard mobile numbers, which recipients in Karnataka and Gujarat associate with familiar calling patterns. Higher pickup rates for general outbound.                                                                                                                                                                    |
| 22      | Mumbai-region campaigns                                           | Geographically associated with Mumbai; local familiarity increases answer rates for region-specific outreach.                                                                                                                                                                                                                      |
| 11      | Delhi-region campaigns                                            | Geographically associated with Delhi; same local familiarity advantage as the 22 series.                                                                                                                                                                                                                                           |
| 92      | Campaigns where answer rate optimization is the primary objective | High-pickup-rate series; recommended when connect rate is the overriding campaign KPI.                                                                                                                                                                                                                                             |
| 1600    | BFSI — banking, financial services, insurance outbound            | Mandatory under <u>TRAI</u> for service/transactional calls by BFSI institutions. Signals a legitimate, trustworthy call from a financial institution. Using 1600 for marketing or sales rather than service/transactional creates classification exposure. Non-compliance results in carrier <i>blocking</i> , not just flagging. |
| 1400    | Promotional and marketing campaigns                               | Mandatory for outbound promotional calling. Requires full DLT (Distributed Ledger Technology) header and template registration before any campaign traffic is sent.                                                                                                                                                                |