



PR No.12/2026

Launch of AI-driven calling campaign to promote 'SEBI Check' Tool and Validated UPI Handles

Chairman, SEBI has launched a multilingual, AI-enabled public outreach initiative to enhance investor awareness about the 'SEBI Check' Tool and validated UPI handles, on pilot basis. This initiative has been launched in collaboration with Sarvam, a generative AI company that develops AI models designed for Indian languages.

SEBI has introduced the 'SEBI Check' Tool and validated UPI handles on October 1, 2025, enabling investors to verify UPI ID, QR code and bank account details of SEBI-registered intermediaries before transfer of funds.

As part of the initiative, a sample of individual investors will receive informational calls about the SEBI Check Tool, validated UPI handle and related frequently asked questions.

Awareness calls will originate only from the SEBI-authorized number 1600-313-384.

Mumbai
February 13, 2026