

The State Of Trust & Attention on Truecaller

Understanding identity-led behaviour
in India's digital moments
Urban India, 2025



truecaller

Foreword

India's digital landscape is shifting from volume to value. Users are moving away from noise and distraction, and toward experiences rooted in trust and verification.

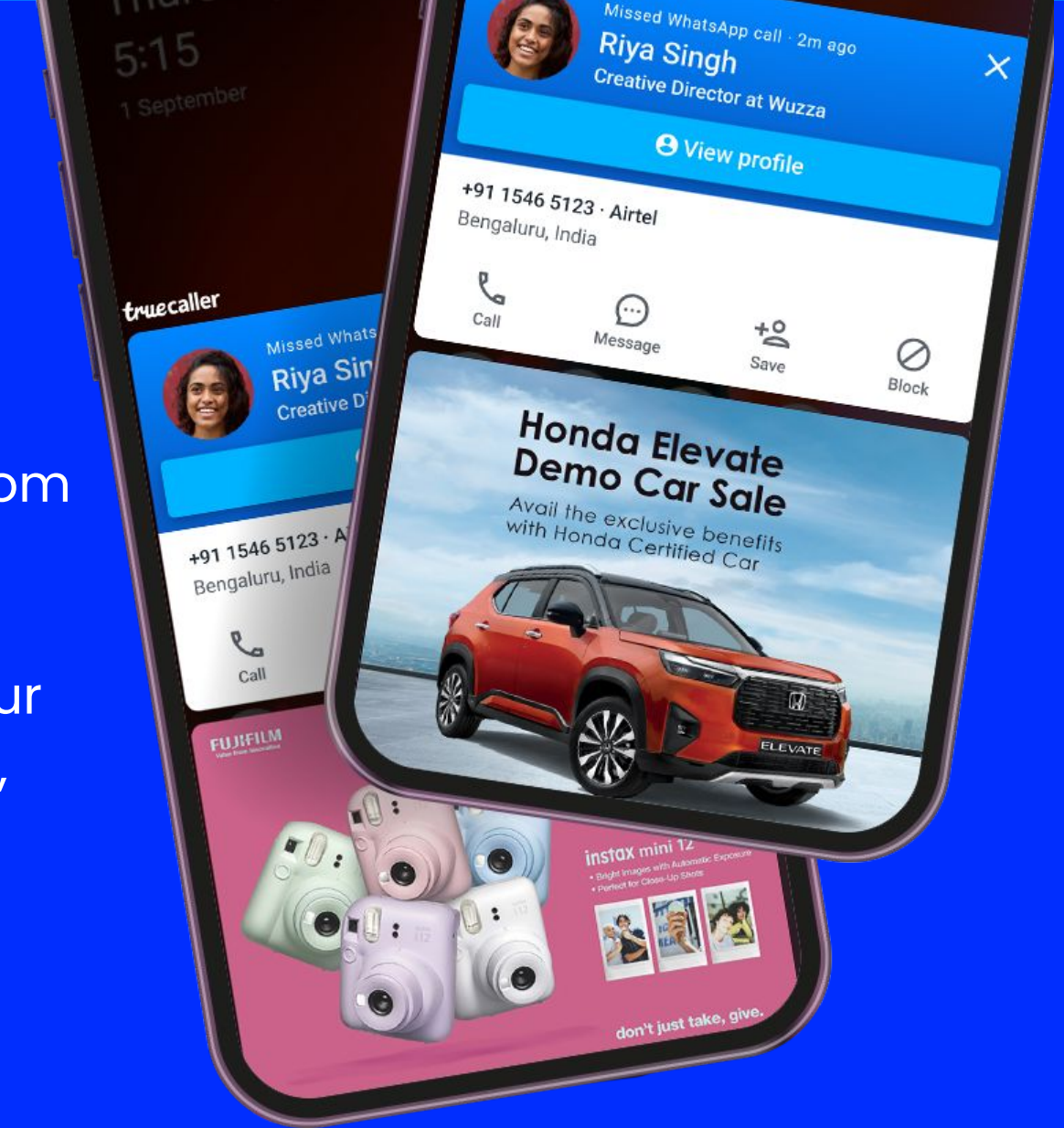
This report is, conducted in partnership with VTION, where we analysed the behaviour of over **400 million urban smartphone users** reveals a clear pattern: identity, safety, and clarity now define what meaningful attention looks like

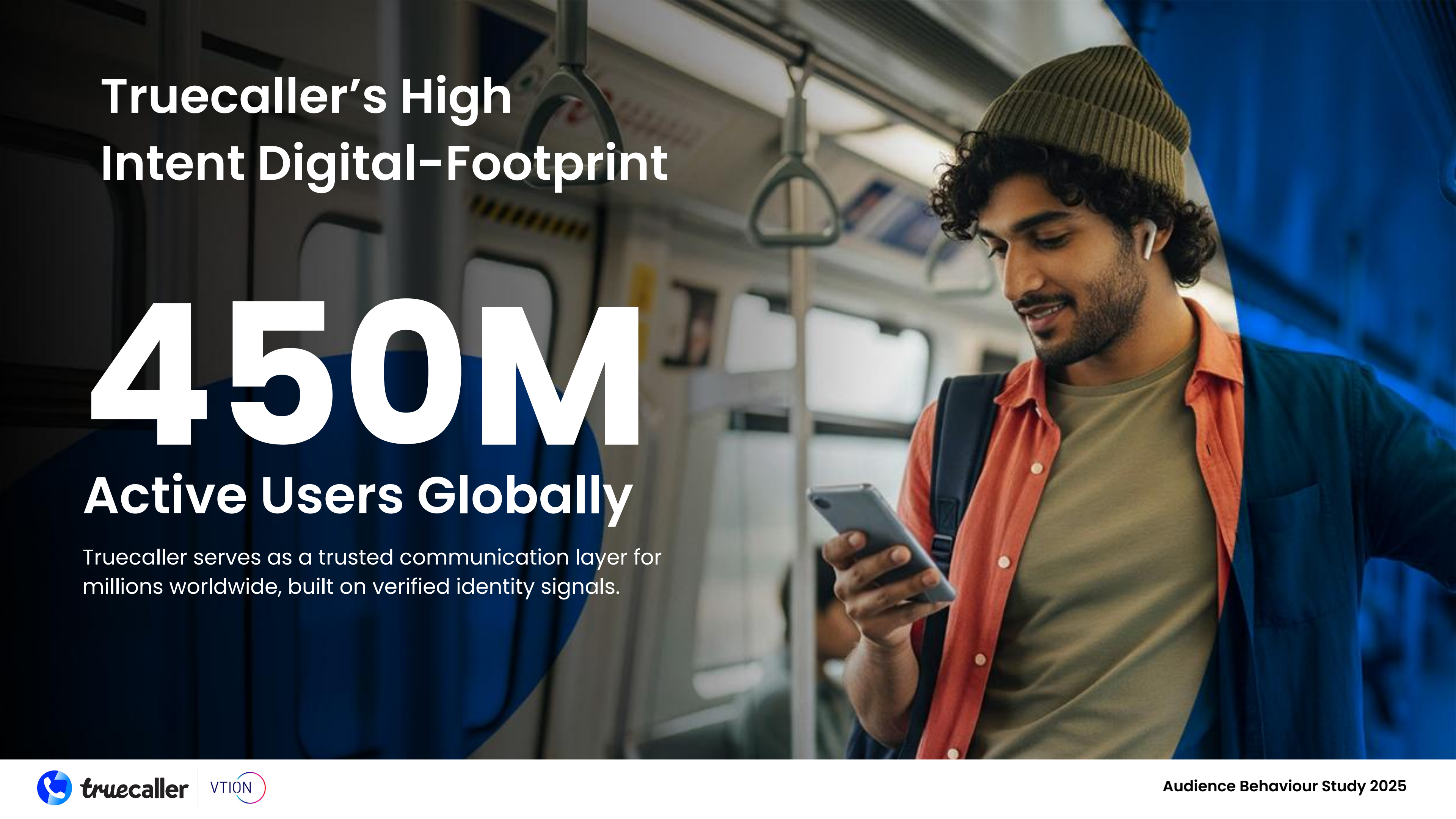
The insight is consistent and powerful.

When trust shapes the moment, user behaviour becomes deliberate, confident and more open to brands.

Truecaller creates this environment of clarity and safety, beginning with a simple question that guides every interaction: "Who is this?"

And this is where attention becomes trust-led.



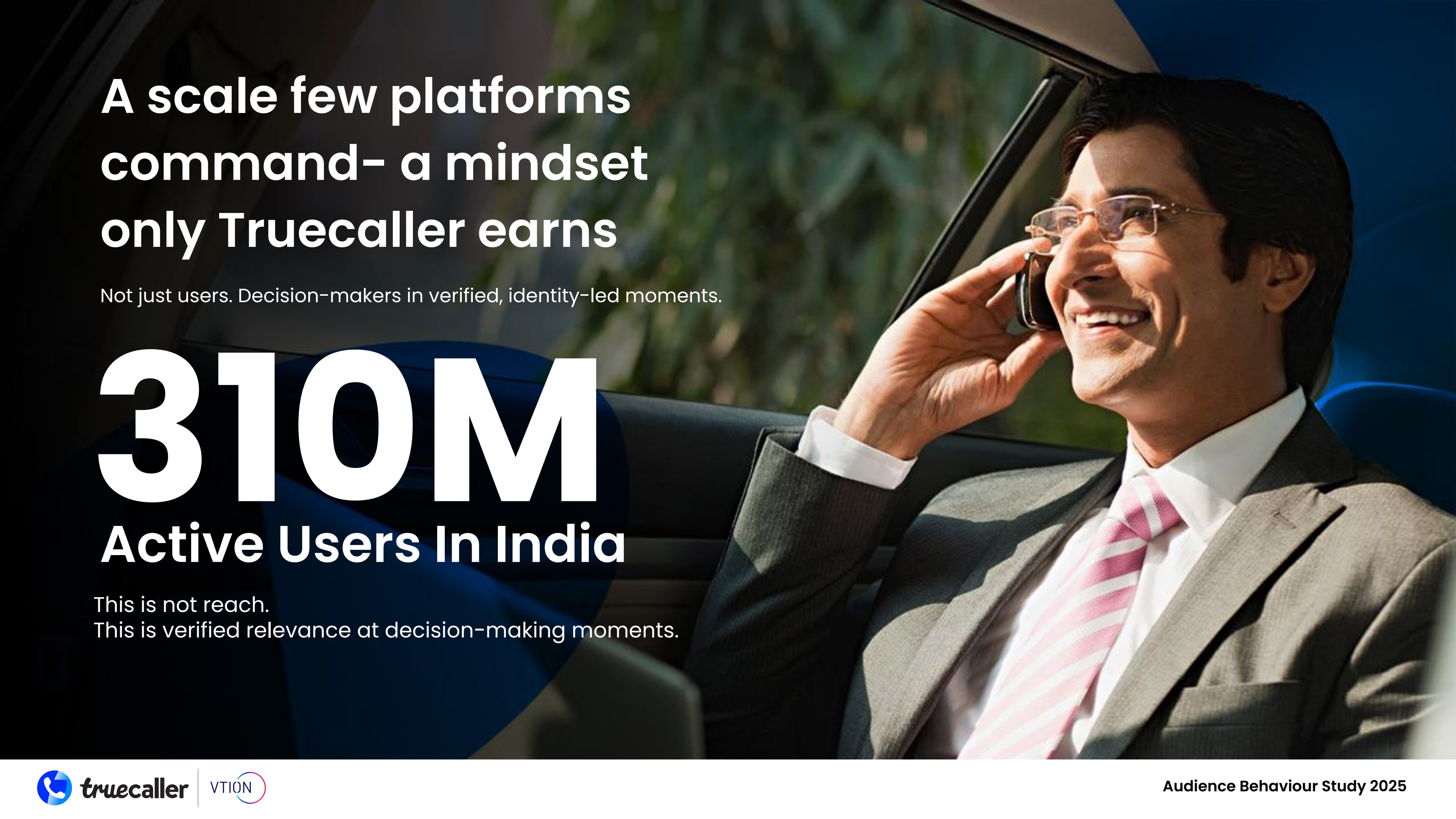


Truecaller's High
Intent Digital-Footprint

450M

Active Users Globally

Truecaller serves as a trusted communication layer for millions worldwide, built on verified identity signals.



**A scale few platforms
command- a mindset
only Truecaller earns**

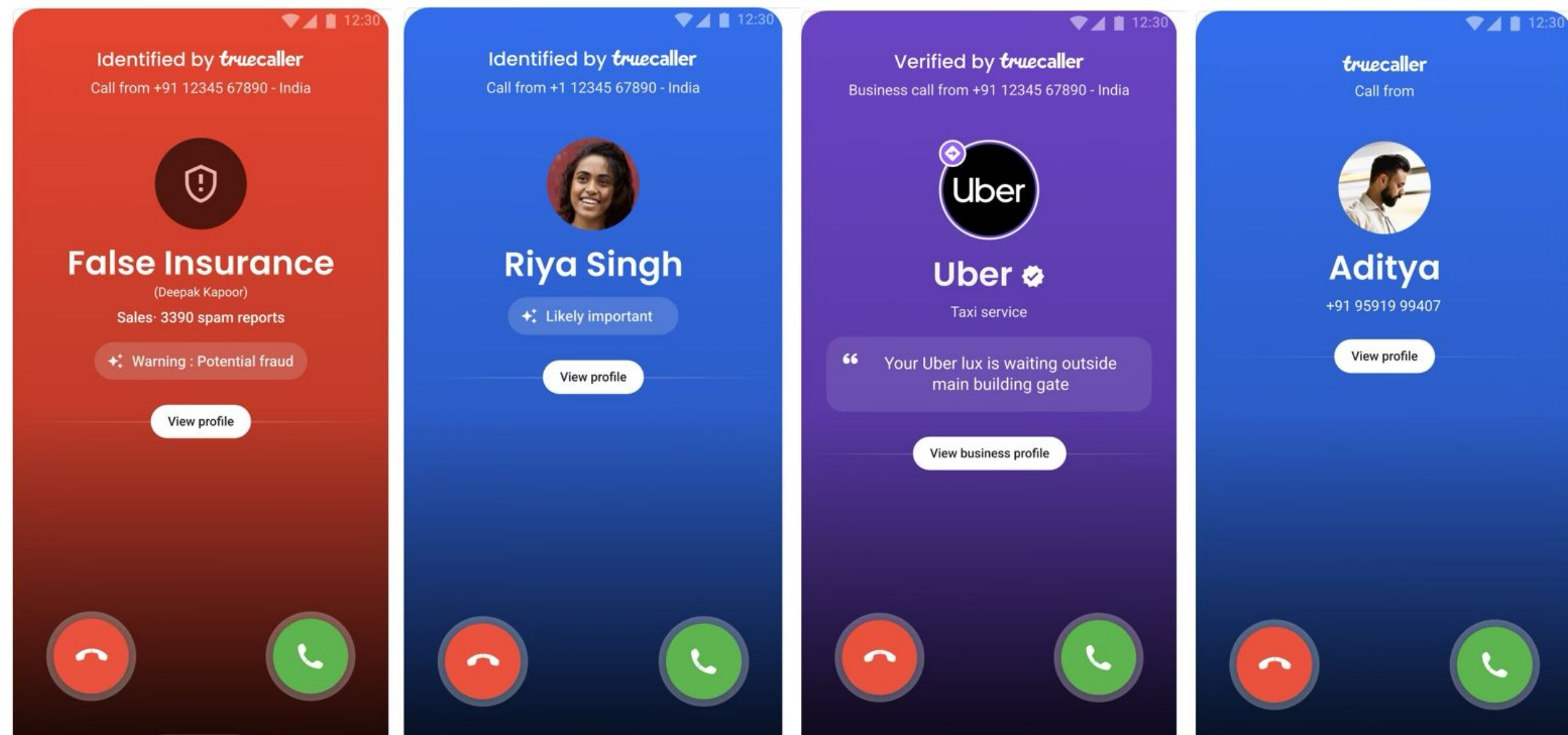
Not just users. Decision-makers in verified, identity-led moments.

310M
Active Users In India

This is not reach.
This is verified relevance at decision-making moments.

The Trust Halo

Verified identity creates a natural halo of trust around every call.



In a world full of uncertainty, misinformation, fraud, noise, and distraction, people gravitate to platforms that offer clarity, identity, and safety.

When Trust Leads Attention follows.

Truecaller sits at the intersection of:

- Identity verification
- Intent-driven usage
- Daily decision contexts
- Trusted communication moments

This is a distinct pattern of trust-led digital behaviour not found on entertainment or scroll-based platforms.

This report uncovers how verified attention forms inside these moments, and why brands that show up here don't just get seen. They get believed.



The Urban Attention Shift.

Urban smartphone behaviour is shifting from entertainment-led passive browsing to purpose-led, identity-led checks.

Key behavioural shifts:

- People don't browse here. They arrive with purpose.
- Decision-making happens in **micro-moments of clarity.**
- Verified identity moments reduce noise and cognitive load.
- People trust environments where **their safety is protected.**

This is where Truecaller becomes part of India's daily rhythm, not for entertainment, but for **certainty.**

Identity First Attention Moments

Every interaction on Truecaller begins with clarity:

Who is this?
Should I respond?
Is this safe?

This cognitive pause creates:

- verified, identity-led attention
- behaviour rooted in trust and awareness
- moments where users are fully conscious
- exposure shaped by intent, not accidental

This is not casual attention – they're responding to verified signals
It is **attention** in its **purest form**.

Verified Attention = attention that forms only when identity is clear, trust is established, and the user is consciously making a decision not browsing, scrolling, or acting accidentally.



Identity-Led App Opens

Users open Truecaller more than 20 times daily – not to browse, but to verify, respond, and decide.

20 times a day

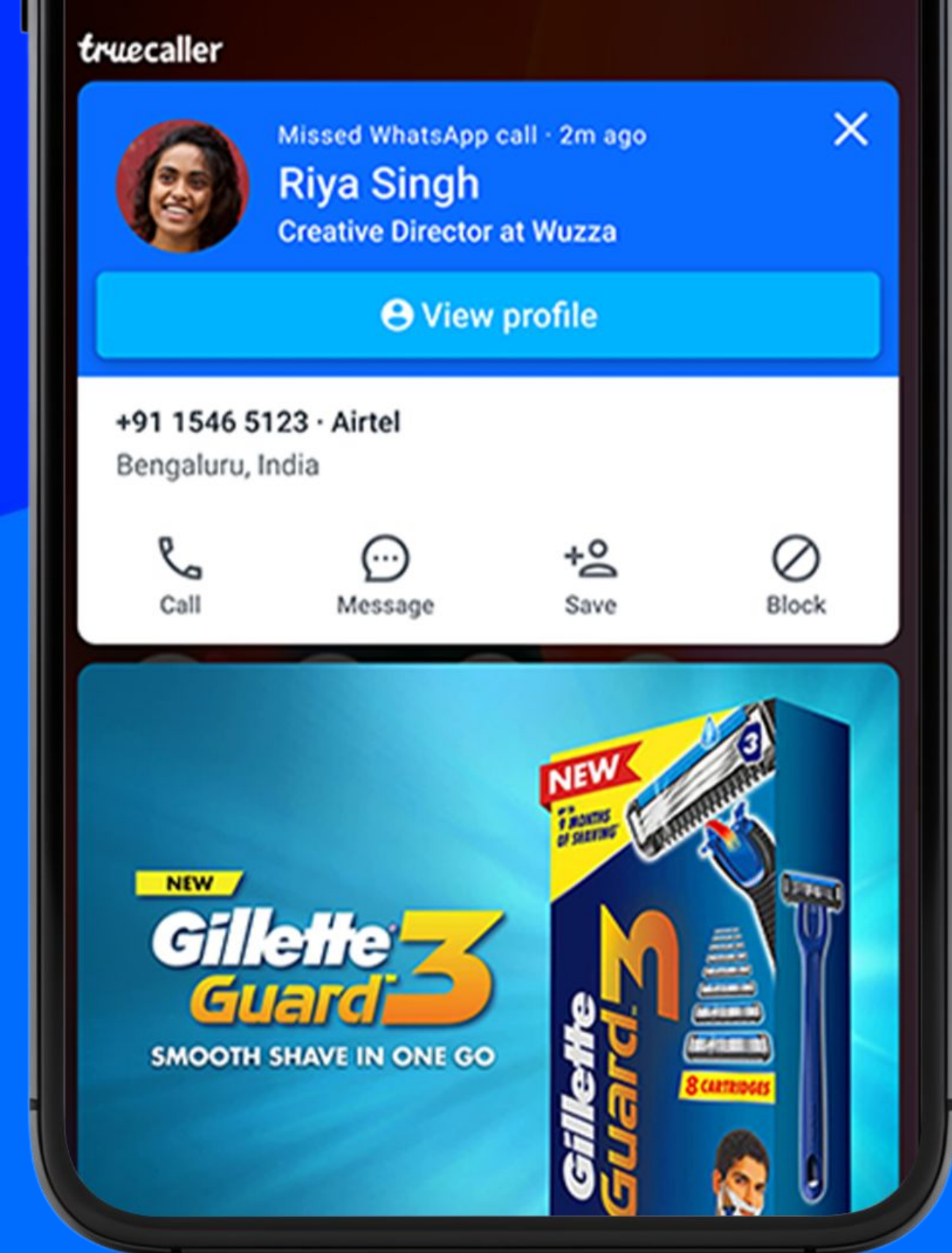
Every open is an intent signal.

Why this matters:

Users are in decision mode.

They are alert, not distracted.

Brand exposure occurs during actions, not accidents.



Incremental Audience Verified Additive Reach

+26–38%

VTION behavioural data proves reach over major digital platforms.

This reach is:
verified (identity-safe)
additive (not duplicated)
urban and high-value
available in low-noise environments

Brands don't just reach more people,
they reach better-prepared people.



The Premium Urban Profile

Truecaller mirrors India but with
a decisive edge.

8/10

Users are aged 25+
(working-age decision makers)

47%

live in Metros + Tier 1 cities.
(where digital-first behaviours
thrive)

Users also open the app 20+ times a day, turning daily routine
into verified, brand-safe attention.

This is India's premium, high-trust digital audience - verified,
urban, and decisive.

4 in 10

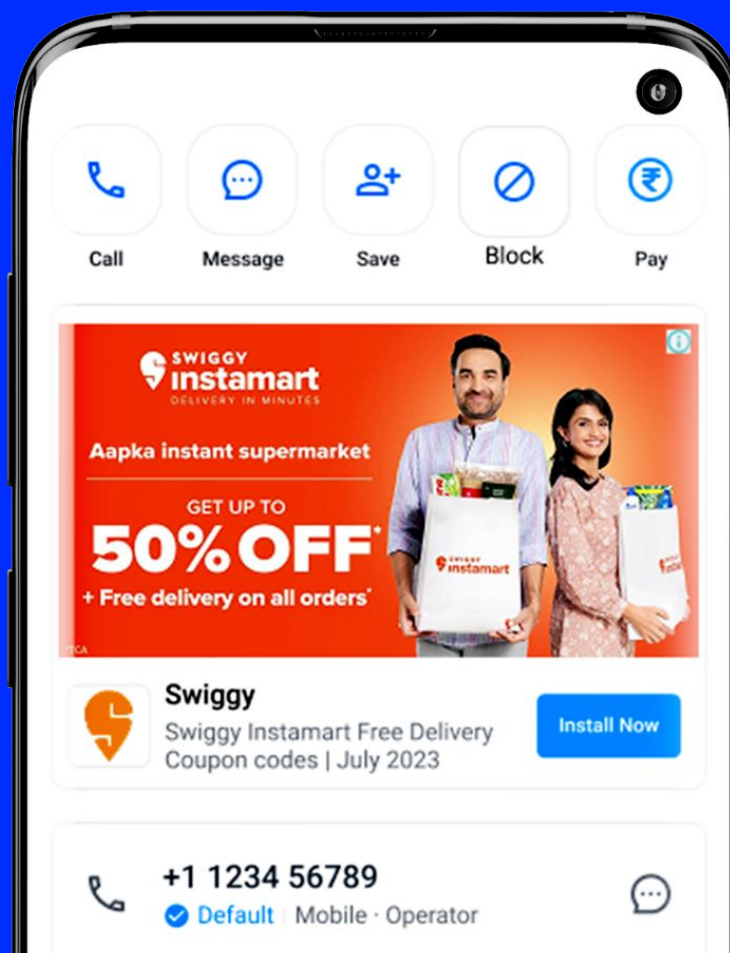
belong to NCCS A, (top spending consumers)

How verified behaviour shapes media outcomes

Identity-led attention produces powerful media effects:

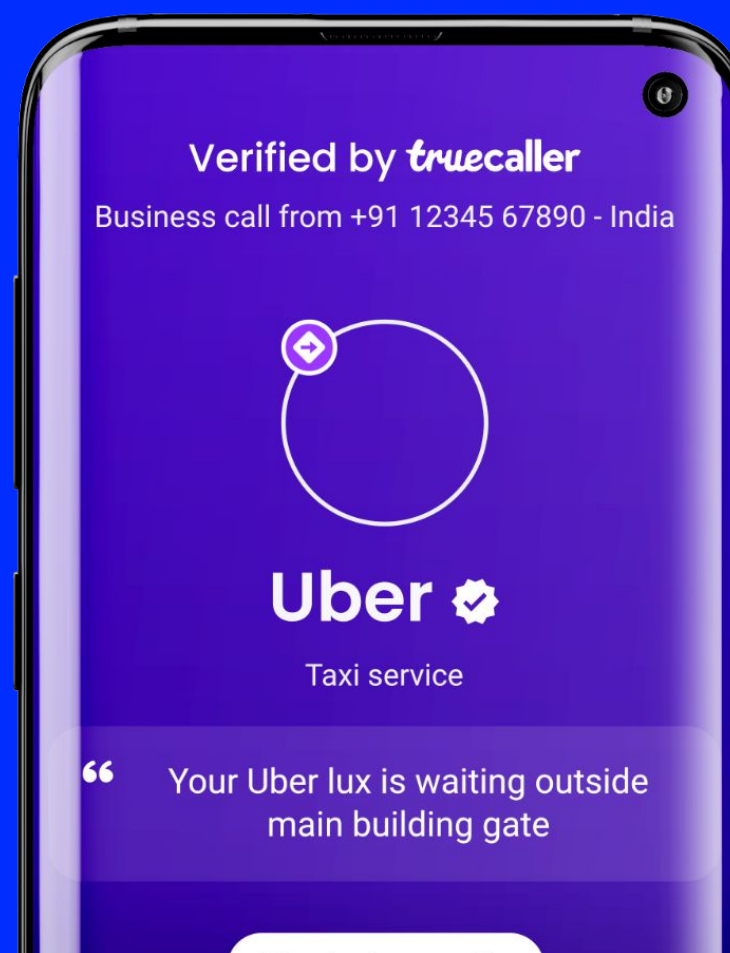
Verified attention

Exposure happens only when users are fully aware & intentional.



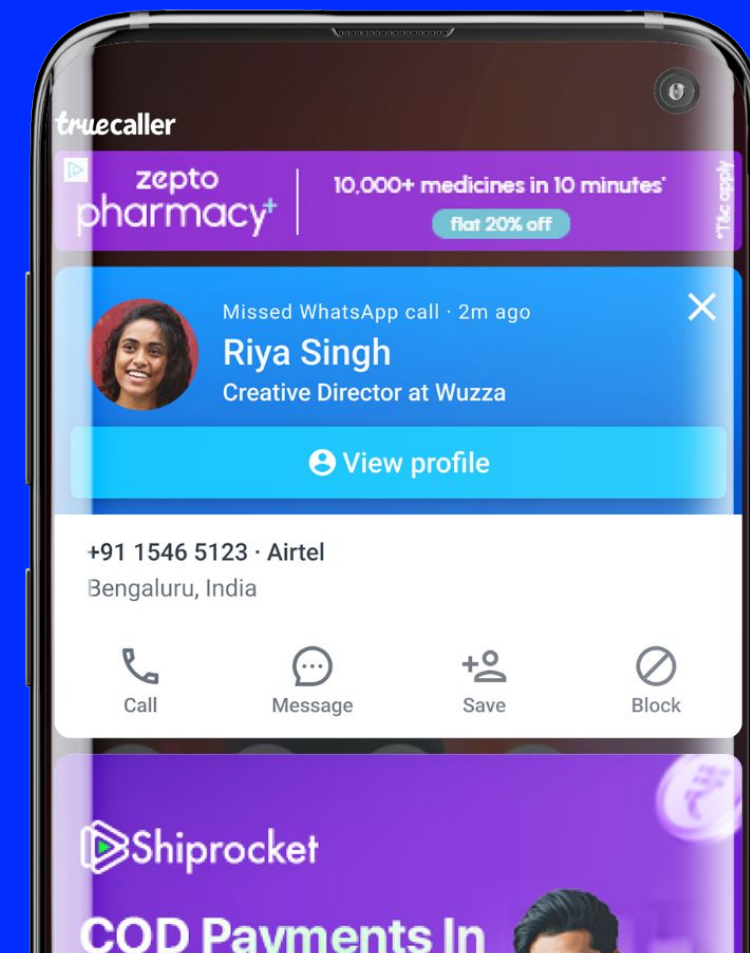
Trust adjacency

Brands appear in a trusted, identity safe environment



Low noise exposure

Higher salience in an uncluttered, purpose-led environment.



The Geography of Verified Attention

Metros drive aspiration.
Tier 2 and Tier 3 drive scale and daily momentum.

23%

Metros

24%

Tier 1

26%

Tier 2

28%

Tier 3

Verified attention is truly pan-India, evenly distributed across the urban spectrum.

Category Deep Dives



truecaller

Delivers not just reach
but readiness and
reliability.

Where Truecaller delivers **verified attention** across categories



CPG & Lifestyle

Daily decisions shaped by trust and clarity.



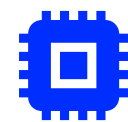
Finance & BFSI

High-intent users exploring safe financial choices.



E-Commerce & Retail

Verified attention that converts.



Technology & Mobility

Engagement inside decision-making windows.

The Digital Lifestyle Index



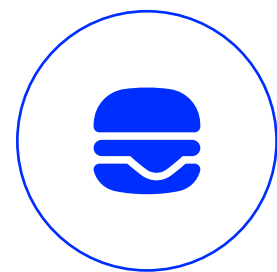
Travel Index 145
Planners on the move

1.4X more likely to
explore, compare,
and book.



Urban multitaskers. One verified space. Many intentions.

The Digital Lifestyle Index



Food Index 145

Where Impulse meets indulgence

1.4X

more likely to act on cravings instantly.



Urban multitaskers. One verified space. Many intentions.

The Digital Lifestyle Index



Fashion Index 142
Style-driven, ad-receptive

1.4X

more likely to
browse,
explore and
buy trends.



Urban multitaskers. One verified space. Many intentions.

The Digital Lifestyle Index



Banking Index 138
Financial decision-makers

1.3X

more likely to make secure digital transactions. online.



Urban multitaskers. One verified space. Many intentions.

The Digital Lifestyle Index



Q-Commerce Index 143
"I want it now"

1.4X

more likely to
purchase
instantly when
trust is clear.



Urban multitaskers. One verified space. Many intentions.

The Digital Lifestyle Index

Shows how Truecaller users over-index on high-intent lifestyle behaviours vs the average urban smartphone user, mapped using VTION passive behaviour signals.

Travel Index 145

Planners in motion

1.4X

more likely to explore, compare, and book.



Food Index 145

Impulse meets indulgence

1.4X

more likely to act on cravings instantly.



Fashion Index 142

Style-driven, ad-receptive

1.4X

more likely to browse and buy trends.



Banking Index 138

Financial decision-makers

1.3X

more likely to transact securely online.

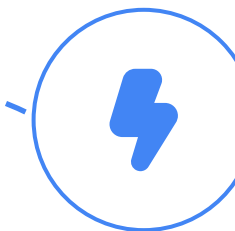


Q-Commerce Index 143

"I want it now"

1.4X

more likely to purchase instantly in verified moments.



**Urban multitaskers.
One verified space.
Many intentions.**

AMFI's Investor Protection Campaign Drives **Higher Confidence** on Truecaller's **Trusted Surfaces**

Results validated by **Kantar validated Brand Lift Study**

72%

Confidence Uplift

Exposed users felt significantly more confident about seeking AMFI guidance after seeing the campaign in Truecaller's trust-verified environment.

89%

Trust in Financial Advice

Among investors exposed to the campaign, nearly 9 in 10 reported greater trust in verified financial advice.

27%

Consideration Lift

Investors showed stronger intent to consult official AMFI guidelines before investing - indicating shift from awareness to action.

Exposure to AMFI content in contextually clear, identity-verified moments drove stronger trust, higher confidence, and guided decision making key to financial behaviour change.



Uber Shuttle builds **stronger reliability perception, higher trial intent, and sharper route awareness** powered by Truecaller's high-intent surfaces.

Results validated by **Kantar validated Brand Lift Study**

9X

Reliable Service Association

Users exposed to Uber Shuttle messaging on Truecaller were 9X more likely to associate the service with reliability and predictability.

7X

Intent to Try the Shuttle

Exposure to the ad significantly strengthened intent to try Uber Shuttle on available routes.

6X

Route Awareness Lift

Users showed 6X higher awareness of Uber Shuttle availability on select routes.



Truecaller's high-intent surfaces delivered contextually clear moments where Uber Shuttle's message strengthened reliability perceptions, trial intent, and route awareness.

Women Drive the Festive Intent, Trust & Confidence Story for Godrej's Diwali campaign on Truecaller

Results validated by **Kantar validated Brand Lift Study**

18%

Higher Confidence in Technology

Users exposed to Godrej's smart appliance messaging on Truecaller reported stronger belief in product technology, performance, and reliability.

18%

Festive Purchase Intent Uplift in Women Audiences

Women — a core festive decision-making cohort — showed significantly higher likelihood to consider a Godrej appliance during the Diwali season.

20%

Brand Trust Uplift

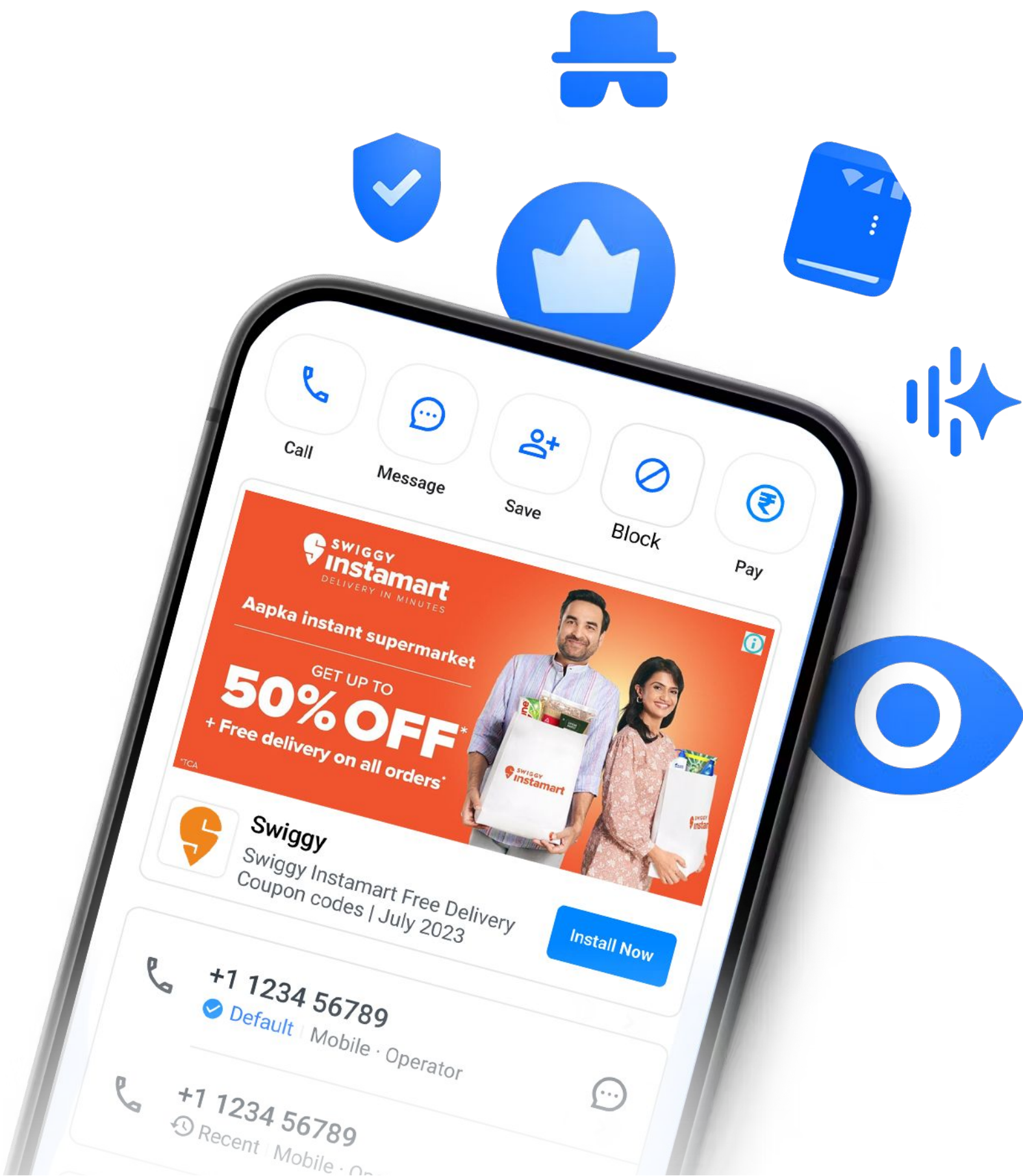
Exposure on Truecaller's trust-rich surfaces led to a meaningful rise in overall trust toward Godrej's home appliance portfolios.

The advertisement features the Godrej logo at the top left. Below it, the text "Dil bole **WOW!**" is displayed. To the right is a front-loading washing machine with the text "Powered by AI Tech" at the bottom. In the center, there are four promotional offers arranged in a 2x2 grid:

- UP TO ₹8,000/-* CASHBACK
- 4 YEARS* COMPREHENSIVE WARRANTY
- 0 DOWN* PAYMENT
- EMI STARTING AT ₹2,525/-* PER MONTH

At the bottom, a disclaimer reads: "T&C apply: Offer available in limited models only Visit: http://bit.ly/GATnC_ #On all leading bank cards"

Truecaller's identity-first attention moments created trust-rich festive consideration for Godrej's smart home appliances.



When your brand shows up on

truecaller

**IT DOESN'T JUST GET SEEN
IT GETS BELIEVED.**

Methodology

This study uses VTION's continuous passive mobile-behaviour measurement panel, which captures real smartphone usage in the background not dependent on recall, self-reporting, or claimed behaviour. All data reflects what users actually do on their devices.

This study blends:

- VTION's passive mobile-behaviour signals, captured with full consent from a paid panel representing 400+ million urban smartphone users in India, with Truecaller users proportionately represented in the overall universe.
- Urban smartphone activity at scale, combining both behavioural and contextual signals

Panel & Representation:

Weighted to represent India's urban smartphone population across age, gender, NCCS, and geography.

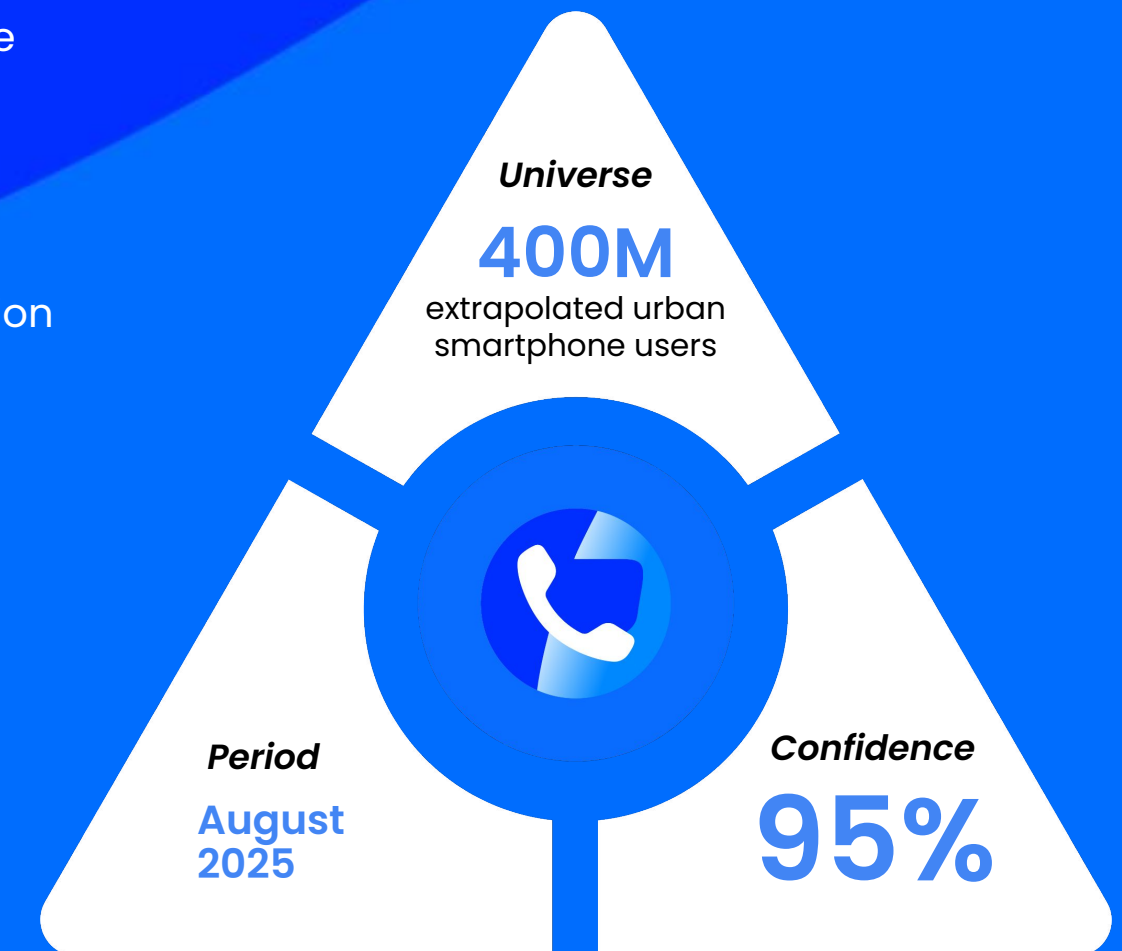
- 4 in 10 users of VTION 100k panel uses Truecaller app at least once a month
- Reflects India's Android-dominant ecosystem, which covers the majority of the country's smartphone base
- Based on continuous, multi-week behaviour tracking
- Real usage patterns; no recall, no surveys, no claimed behaviour
- Confidence Level: 95%, based on sustained behavioural consistency across the observation window

Methodological Integrity:

- All data is fully anonymised and aggregated – no personally identifiable information (PII) is ever collected or used
- Behavioural signals are mapped to identity-verified moments to understand how trust shapes attention

Findings represent actual digital behaviour, not what users think or report they do

Because people forget what they do.
Their phones don't.



Where trust leads, action follows.

India's attention economy has shifted – people now act in moments of verification, not distraction. Truecaller sits inside these decisive, identity-led moments where users are fully aware, intentional, and open to brands they trust.

This study makes three things clear:

- Verified identity creates trust-led behaviour.

Users act with intention when they know who is contacting them.

- Trust-led behaviour produces high-quality attention.

Attention here is conscious, deliberate, and low-noise.

- Brands in these moments gain belief, not just visibility.

Showing up in identity-led contexts shifts outcomes.

This is the new reality of digital attention.



About

Report by Truecaller in partnership with VTION.

About Truecaller Ads:

Truecaller Ads provides brands access to a high-trust mobile environment shaped by verified identity signals. With advanced targeting options and a verified user base of 310 million in India and 450 million globally, Truecaller enables advertisers to connect with audiences whose attention is active, intentional, and rooted in clarity.

About VTION:

VTION is a digital intelligence platform that provides passive mobile-behaviour measurement and real-world insight into India's smartphone users — helping marketers plan with precision and understand authentic audience actions.

Authored and curated by Archana Roche,
Head of Measurement & Analytics, Truecaller

