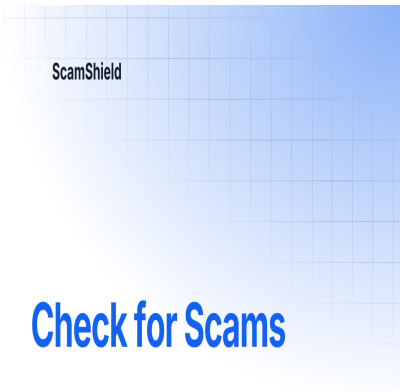




• Likelily-SCAM • SMS: What the Sender ID Label Does and Does Not Prove

Description

Since 31 January 2023, unregistered alphanumeric and relevant numeric Sender IDs sent to Singapore mobile users are relabelled • Likelily-SCAM •. A registered Sender ID reduces spoofing risk but does not prove every message or link is safe. This guide is for a phone user deciding whether an sms carrying a familiar organisation name or a likely-scam label can be trusted and resolves one task: interpret the sender label correctly and verify the request through an independent channel. The material claims were checked against [SGNIC SMS Sender ID Registry overview](#) and [SGNIC SSIR FAQs](#).

Choose the route that matches your case

Situation	What to do
Message is labelled Likelily-SCAM	Do not use its link or number; verify independently
Sender name looks familiar	Still verify any unusual request
Message asks for password, OTP or transfer	Stop and contact the organisation through its official app or website
Organisation sends customer SMS	Register every exact sender format and use a participating aggregator

Read the label narrowly

Likelily-SCAM means the sender ID was not recognised under the registry route; it is a strong warning, not a judicial finding about the person behind the message. According to [SGNIC SMS Sender ID Registry overview](#), the controlling detail for this branch is the specific rule or service condition cited here.

Delete or report suspicious messages only after preserving what the bank or police may need.

Do not over-trust a clean label

A registered name can still be used in a socially engineered message sent through a compromised account or followed by a separate call. According to [SGNIC SSIR FAQs](#), the controlling detail for this branch is the specific rule or service condition cited here.

Verify the transaction or notice inside the official app rather than tapping the SMS link.

Check exact formatting

SGNIC warns that sender IDs are case sensitive. An organisation that registers one capitalisation and sends another may see messages blocked or relabelled. According to [SGNIC SMS Sender ID Registry overview](#), the controlling detail for this branch is the specific rule or service condition cited here.

Businesses should inventory production, test and vendor sender strings before launch.

Use participating aggregators

Only participating aggregators can handle registered IDs under the regime. Vendors may need a Letter of Authorisation and must route through the approved chain. According to [SGNIC SSIR FAQs](#), the controlling detail for this branch is the specific rule or service condition cited here.

A marketing vendor's assurance is not a substitute for checking the registry arrangement.

Allow registration lead time

SGNIC says the full process typically takes about 19 calendar days when documents and payments are prompt, and payment notices have 30-calendar-day deadlines. According to [SGNIC SMS Sender ID Registry overview](#), the controlling detail for this branch is the specific rule or service condition cited here.

Build registration into the campaign plan instead of attempting it on launch day.

Verify outside the message

Open the organisation's official app, type its known website address or call the number printed on a physical card. According to [SGNIC SSIR FAQs](#), the controlling detail for this branch is the specific rule or service condition cited here.

Never search for a hotline using words supplied by the suspicious message because paid or manipulated results can mislead.

Run the numbers or sequence

An SMS appears under a bank's familiar registered name but asks for an urgent account-verification transfer. The name alone does not validate the request. Close the message and check the bank's official app or card hotline.

The calculation or sequence above is an LBRD working example. Replace every example input with the amount, date, access condition or document from your own case. Keep the official rate or threshold beside the working so another person can reproduce the answer.

Build a verification note another person can check

Before acting, create a one-page case note headed with the task, the date checked and the person responsible. Copy only the facts that affect your decision, then attach the statement, booking, application, receipt, map record or screenshot that supplies your own input. This separates a published rule from a personal assumption. If the official page changes, keep the earlier dated record but rework the decision with the live version.

Controlling source	What to verify	What to retain
SGNIC SMS Sender ID Registry overview	Full-regime start date, registration requirement, relabelling and registry purpose.	Record the page date, the exact rule used and the case input it governs.
SGNIC SSIR FAQs	Registration process, typical 19-day timeline, 30-day payment deadlines and sender-format cautions.	Record the page date, the exact rule used and the case input it governs.

Read the source in context, including definitions, exceptions and effective dates. A relevant page is not proof by itself: the cited passage must contain the particular rate, deadline, eligibility condition, access rule or warning used here. Where two official channels appear inconsistent, pause and ask the authority about the exact case rather than choosing the more convenient answer.

Use the guide with its limits

A public label or consumer rule works best when paired with a calm verification routine. Save the evidence, leave the suspicious or disputed channel, and return through an official app, typed address or known hotline before taking an irreversible step.

No interview, personal use, fresh field visit, survey result or price check is claimed unless explicitly stated. Availability, fees and procedures can change. Reopen the linked authority page immediately before payment, travel, filing or emergency use.

Before you act

1. Read the exact sender label
2. Do not tap an unexpected link
3. Identify the claimed organisation
4. Verify in its official app

5. Call a known official number if needed
6. Report and retain evidence
7. For businesses, audit every sender format

Mistakes that change the outcome

- Treating a registered label as a guarantee
- Replying with an OTP
- Calling the message's number
- Ignoring capitalisation differences
- Launching before registry approval

Continue with the relevant LBRD guide

Next, [add a second-channel family verification rule](#). You can also [spot another impersonation route](#).

Questions readers ask

Is every Likely-SCAM message fraudulent?

The label means the sender ID was unregistered; treat it as unsafe and verify independently.

Is every registered sender safe?

No. Registration reduces spoofing but cannot validate the full message or recipient context.

When did the full regime start?

31 January 2023.

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