

National Stock Exchange of India

Circular

Department: COMPLIANCE	
Download Ref No: NSE/COMP/ 63629	Date: August 30, 2024
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To All Members,

Sub: Instructions to Principal Entities under Telecom Commercial Communication Customer Preference Regulations, 2018

This is in continuation to Exchange Circular no. NSE/COMP/ 62297 dated May 31, 2024. SEBI has advised the Exchange to direct the Trading Members to take necessary measures for effective implementation of the guidelines from Telecom Regulatory Authority of India ("TRAI"). Further, the Trading Members are advised to ensure that:

- a. end-to-end implementation of 140xxx numbering series on DLT platform, including migration of existing telemarketers and scrubbing of calls as per regulations, is completed latest by 30th September 2024;
- b. traffic containing URLs/ APKs/ OTT links/ Call back numbers, which are not whitelisted, is not permitted with effect from 1st September, 2024;
- c. the messages from Principal Entities to the recipients are traceable and, with effect from 01 November 2024, all messages, where the chain of Telemarketers is not defined or does not match, are rejected;
- d. whenever misuse of Headers and/ or Content Templates is noticed or reported –
 - i. traffic from concerned sender is suspended by all the Access Providers immediately, till such time the Sender files a complaint/ FIR with the Law Enforcement Agency for such misuse of its Headers and Content Templates under the law of land, and the Sender reviews all its Headers and Content Templates and takes corrective measures as per the regulations to prevent misuse of its Headers and other credentials;
 - ii. Delivery-Telemarketer identifies the entity that has pushed traffic from such Headers or Content Templates into the network and files a complaint/ FIR for misusing Headers and Content Templates of

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other entity with the Law Enforcement Agency (LEA), under the law of the land, against such entity within two business days, failing which the Originating Access Provider (OAP) files a complaint/ FIR against the concerned Delivery-Telemarketer and traffic from concerned Delivery-Telemarketer is suspended by all the Access Providers immediately, till such time a complaint/ FIR is made by the Delivery-Telemarketer; and the entity that pushed the traffic is blacklisted by Originating Access Provider as well as all other Access Providers for a period of one year;

- e. when a complaint is registered due to registration of Content Template in wrong category, the Content Template is blacklisted by the OAP; and if five Content Templates of such Sender are blacklisted for registration under wrong category, the OAP suspends the services of the Sender, for one month or till such time all the Content Templates of the Sender are reverified, whichever is later;
- f. one Content Template is not linked with more than one Header;
- g. all the Headers and Content Templates registered on DLT comply with the regulations and directions issued thereunder latest within 30 days of the issue of this direction;

The above-mentioned guidelines issued by TRAI are attached as **Annexure A**. Members are advised to take necessary measures for effective implementation of the same and ensure compliance.

For and on behalf of

National Stock Exchange of India Limited

Ankit Kothari

Senior Manager