

National Stock Exchange of India

Circular

Department: COMPLIANCE	
Download Ref No: NSE/COMP/ 64042	Date: September 20, 2024
Circular Ref. No: 67/2024	

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, and NSE/COMP/ 63629 dated August 30, 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”).

As per the TRAI directions following are the deadlines for implementation of the guidelines:

- September 30, 2024: Completion of the end-to-end implementation of the 140xxx numbering series on the DLT platform, including the migration of existing telemarketers and compliance with call scrubbing as per the regulations.
- October 1, 2024: Whitelisting of URLs, APKs, and OTT links.

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

Sonal Sharma
Senior Manager