

National Stock Exchange of India

Circular

Department: COMPLIANCE	
Download Ref No: NSE/COMP/ 64737	Date: October 25, 2024
Circular Ref. No: 84/2024	

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").

The Trading Members are advised to note that:

As per the requirements outlined in Para 10(c) of TRAI Directions dated 20th August 2024 (attached as Annexure A), all Principal Entities must complete their onboarding process and ensure that their PE IDs are mapped with the corresponding Telemarketers. These Telemarketers are, in turn, required to map their IDs with the final Delivery Telemarketers, who must then establish a mapping with their respective Telecom Service Providers (TSPs). This chain of mapping must be completed in its entirety to ensure successful delivery of messages and calls. Only those communications that pass through this fully completed mapping chain will be successfully processed and delivered. Ensuring this compliance is critical to guarantee traceability of messages from the Principal Entity to the recipients, as mandated by the Direction.

All Trading Members should ensure that the PEs under its jurisdiction collaborate closely with their respective TSPs to complete the required Principal Entities - Telemarketers binding process. The said mapping process must be finalized by **31st October 2024**.

Failure to comply by this deadline will result in traffic originating from non-mapped PEs being rejected, and such messages will not be delivered from **1st November 2024** onwards.

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