

National Stock Exchange of India

Circular

Department: COMPLIANCE	
Download Ref No: NSE/COMP/65008	Date: November 11, 2024
Circular Ref. No: 97/2024	

To All Members,

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

This is in continuation to Exchange Circular Nos. NSE/COMP/ 62297 dated May 31, 2024, NSE/COMP/ 63629 dated August 30, 2024, NSE/COMP/64737 dated October 25, 2024, and NSE/COMP/64770 dated October 28, 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").

TRAI has mandated the registration of Sender-Telemarketer chains to improve traceability and curb spam calls/SMS. While the initial deadline for registration was October 31, 2024, TRAI has extended it to November 30, 2024. Starting December 1, 2024, messages with undefined or mismatched chains will be rejected.

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

Anjali Kunde
Chief Manager