

# National Stock Exchange of India Limited

## Circular

<b>Department: COMPLIANCE</b>	
<b>Download Ref No: NSE/COMP/ 65088</b>	<b>Date: November 14, 2024</b>
<b>Circular Ref. No: 99/2024</b>	

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, NSE/COMP/64770 dated October 28, 2024, and NSE/COMP/65008 dated November 11, 2024. SEBI has advised the Exchange to direct Trading Members to take necessary measures for effective implementation of the guidelines from Telecom Regulatory Authority of India ("TRAI").

In this regard, SoPs to guide Principal Entities in registering their PE-TM chain binding on the DLT platform as submitted by M/s Bharti Airtel Limited, M/s Reliance Jio Infocomm Limited, M/s Bharat Sanchar Nigam Limited, M/s Tata Teleservices Limited and M/s Vodafone Idea Limited to TRAI are enclosed herewith 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**

**Anjali Kunde**  
Chief Manager