

# National Stock Exchange of India Limited

## Circular

Department: COMPLIANCE	
Download Ref No: NSE/COMP/ 65468	Date: December 06, 2024
Circular Ref. No: 108/2024	

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, NSE/COMP/64770 dated October 28, 2024, 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").

TRAI has mandated the registration of Sender-Telemarketer chains to improve traceability and curb spam calls/SMS. While the initial deadline for registration was November 30, 2024, TRAI has extended it to December 10, 2024, vide direction dated November 30, 2024 (enclosed as Annexure A). Starting December 11, 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**

**Sonal Sharma**  
**Senior Manager**