

# National Stock Exchange of India Limited

Circular

Department: COMPLIANCE	
Download Ref No: NSE/COMP/ 65516	Date: December 10, 2024
Circular Ref. No: 110/2024	

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, and NSE/COMP/65468 dated December 06, 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 enhance message traceability and combat spam. Effective from December 11, 2024, any messages associated with undefined or mismatched chains will be rejected. Focused efforts and coordinated actions from all stakeholders are required to minimize any disruptions.

In this regard, all the Trading Members are required to monitor the success rate of their outgoing messages round the clock for at least 2-3 days starting today. In case any significant failures are observed, the concerned Telecom Service Provider should be promptly contacted to address the issue and implement corrective measures.

To facilitate seamless coordination, please find below the contact details of the designated Single Points of Contact (SPOCs) from various TSPs who can assist in resolving traffic failures or provide necessary support:

S. No	Name of TSPs	Name	Email Id	Contact No
1	VIL	Mr. Saikishore L	<a href="mailto:saikishore.l@vodafoneidea.com">saikishore.l@vodafoneidea.com</a>	9619500900
2	VIL	Mr. Saravana S	<a href="mailto:saravana.s@vodafoneidea.com">saravana.s@vodafoneidea.com</a> <a href="mailto:support@vilpower.in">support@vilpower.in</a>	
3	TTL	Mr. Srinivasa Reddy Kadem	<a href="mailto:SrinivasaReddy.Kadem@tatatel.co.in">SrinivasaReddy.Kadem@tatatel.co.in</a>	9030080956
4	TTL	Mr. Shiva Chandra	<a href="mailto:Shiva.Chandra@tatatel.co.in">Shiva.Chandra@tatatel.co.in</a>	9711309542
5	TTL	Ms. Pooja Tomar	<a href="mailto:pooja.tomar@tatatel.co.in">pooja.tomar@tatatel.co.in</a>	9212108772

## National Stock Exchange of India Limited

S. No	Name of TSPs	Name	Email Id	Contact No
6	RJIO	Ms. Shalet Dias	<a href="mailto:Shalet.Dias@ril.com">Shalet.Dias@ril.com</a>	-
7	RJIO	Mr. Anurag Jain	<a href="mailto:Anurag1.Jain@ril.com">Anurag1.Jain@ril.com</a>	-
8	BSNL (South Zone)	Mr. Rama Subramaniam	<a href="mailto:szsdesmscpr@bsnl.co.in">szsdesmscpr@bsnl.co.in</a>	9443100839
9	BSNL (West Zone)	Mr. Ravindra	<a href="mailto:wza2psms@bsnl.co.in">wza2psms@bsnl.co.in</a>	9423000760
10	BSNL (East Zone)	Mr. Narendera	<a href="mailto:narinder1409@bsnl.co.in">narinder1409@bsnl.co.in</a>	9417533555
11	BSNL (North Zone)	Mr. Bikash Shaw	<a href="mailto:bikash.shaw@bsnl.co.in">bikash.shaw@bsnl.co.in</a>	9434747987
12	Airtel	Mr. Manish Mehra	<a href="mailto:Manish.Mehra@airtel.com">Manish.Mehra@airtel.com</a>	9810841119
13	Airtel	Mr. Rahul Verma	<a href="mailto:rahul6.verma@airtel.com">rahul6.verma@airtel.com</a>	7042837628
14	Airtel	Mr. Gaurav Bhandari	<a href="mailto:gaurav.bhandari@airtel.com">gaurav.bhandari@airtel.com</a>	7045658239
15	Airtel	Mr. Amit Malik	<a href="mailto:amit.malik@airtel.com">amit.malik@airtel.com</a>	9716299730
16	QTL	Mr. Chhinder Pal	<a href="mailto:techlead@infotelconnect.com">techlead@infotelconnect.com</a>	9464414646
17	QTL	Mr. Manish Bhankar	<a href="mailto:csd.compliance@infotelconnect.com">csd.compliance@infotelconnect.com</a>	9653018288
18	VMIPL	Mr. Yogeshwer Singh	<a href="mailto:yogeshwer.singh@vmipl.in">yogeshwer.singh@vmipl.in</a>	9875916826
19	VMIPL	Mr. Balakrishna C	<a href="mailto:balakrishna.c@vmipl.in">balakrishna.c@vmipl.in</a>	9242891111

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