

CIRCULAR

HO/ (79)2026-MIRSD-PODMMC

26-02-2026

All Stock Brokers (SBs)
All depository Participants (DPs)
All Registrar to an Issue and Share Transfer Agents (RTAs)
All Investment Advisers (IAs)
All Research Analysts (RAs)
All Infrastructure Investment Trusts (InvITs)
All Real Estate Investment Trusts (REITs)
All Small and Medium REITs (SMREITs)
All Alternative Investment Funds (AIFs)
All Portfolio Managers (PMs)
All Collective Investment Scheme (CIS)
All Mutual Funds (MFs)/Asset Management Companies (AMCs)/AMFI
All Portfolio Managers/ APMI
All persons regulated by the Board

Madam/ Sir,

Sub: Ease of Doing Investment (EoDI)- Disclosure of registered name and registration number by SEBI regulated entities and their agents on Social Media Platforms (SMPs)

1. All intermediaries registered under Section 12 of the Securities and Exchange Board of India Act, 1992 are required to abide by the code of conduct provided under respective regulations.
2. With the rapid increase in the use and acceptance of social media, a need is felt to distinguish contents related to securities market uploaded/posted by the persons regulated by the Board (hereafter referred to as 'regulated entities') and their agents on SMPs, from the contents uploaded/posted by other unregistered persons. This would enable the investor to identify that the content on the SMP(s) is uploaded by a

SEBI regulated entity or its agent. Thus, ensuring ease of investments for investors in the securities market.

3. For the purpose of this circular:

- a. persons regulated by the Board' shall have the same meaning as defined under Chapter IIIA- Explanation 1 of Regulation 16A, of SEBI (Intermediaries) Regulations, 2008.
- b. content (which relates to the securities market) uploaded on SMPs includes content/videos published/broadcasted/uploaded/posted on any SMP (whether in closed groups or publicly available groups) like YouTube, Instagram, Facebook, WhatsApp, X, Linked In, Threads, Telegram, Reddit etc.

4. In order to strengthen the conduct of regulated entities, increase transparency and strengthen investor protection in the securities market, it has been decided that the regulated entities and their agents shall ensure compliance with the following, with respect to uploading/posting content on SMPs:

4.1 Information/disclosures in the social media content:

- i. Regulated entities and their agents (mutual fund distributors, distributors of portfolio management services etc.) shall prominently disclose their registered name and registration number on the home page of their social media handles as well as at the beginning of each of the videos/content (which relate to the securities market) uploaded by them.

Regulated entities:

- ii. In case of an entity having **single** registration with SEBI:
 - a. The SEBI registered name and registration number shall be stated on the home page near the name of the social media handle on the SMP which is being used for hosting/broadcasting/ publishing/ uploading/posting contents (related to the securities market) as well as in the beginning of each video/shorts/content etc. uploaded by them on their handles.
- iii. In case of an entity having **multiple** registrations with SEBI:
 - a. On the home page of their handles- A weblink directing to the website of the registered intermediary listing all the SEBI registered names and registration numbers shall be provided.
 - b. In the beginning of each video/ content uploaded by the entity- SEBI registered name and registration number of the entity in the capacity in which it is hosting/ broadcasting/ publishing/ uploading/posting the video/ contents, is required to be disclosed.

Agents of Regulated entities:

- iv. In case of an agent of a SEBI regulated entity having **single registration as an agent** (related to the securities market):
 - a. In case of an agent of SEBI regulated entity (ies) (authorized participants, mutual fund distributors, distributors of portfolio management services etc.), SEBI registration name and registration number of the principal entity followed by the agent's own registered name and registered number shall be stated on the home page near the name of the social media handle as well as in the beginning of each video/ content uploaded by it.
- v. In case of an agent of a SEBI regulated entity having **multiple registrations as an agent** (related to the securities market):
 - a. On the home page of their handles- A weblink directing to the website of the agent listing the SEBI registration names and registration number(s) of the principal entities followed by it's own registered names, registration numbers and the capacities in which it is registered shall be provided.
 - b. In the beginning of each video/ content uploaded by the agent-SEBI registered name and registration number of the principal entity to whom the content relates followed by its own registered name and registered number, shall be disclosed.

vi. For ease of understanding, the following matrix may be referred to:

Applicability	Number of registrations/ associations	Disclosure of registered name and registration number- Home Page	Disclosure of registered name and registration number- In the beginning of the content
All Regulated entities	Single	✓	✓
All Regulated entities	Multiple	✓	Only relevant entity*
Agents of Regulated entities	Single	✓	✓
Agents of Regulated entities	Multiple	✓	Only relevant entity*

**For instance:*

- a. In case ABC Ltd. is registered as a Stock Broker, Investment Advisor, Mutual Fund etc. it would be considered as a regulated entity with multiple registrations. ABC Ltd. would have to provide a web link (which directs to its website) listing all the SEBI registered names and registration numbers, on the home page of its social media handle. Further, in case it uploads content pertaining to its Investment Advisory business on its social media handle it shall provide its SEBI registered name and registration number as an Investment Advisor, in the beginning of the content.
- b. In case QRS Ltd. is registered as a mutual fund distributor, an authorized participant, investment advisor etc, it would be considered as an agent having multiple registrations. QRS Ltd. would have to provide a web link on the home page of its social media handle, listing the SEBI registered names and registration numbers of all its principal entities followed by its own registered name(s), registration numbers and the capacities in which it is registered. In case it uploads content in the capacity of a mutual fund distributor, it shall provide the SEBI registered name and registration

number of the principal Mutual Fund (to whom the content relates) followed by its own registered name and registered number, in the beginning of the content.

- 4 The provisions of this circular shall come into effect from May 1, 2026 for all contents uploaded on/after the effective date.
- 5 This circular is issued in exercise of the powers conferred under Section 11(1) of the Securities and Exchange Board of India Act, 1992, to protect the interests of investors in securities and to promote the development of, and to regulate the securities market.
- 6 This Circular is available at www.sebi.gov.in under the category “Legal >Circulars”

Yours faithfully,

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