

National Stock Exchange Of India Limited

DEPARTMENT : COMPLIANCE	
Download Ref No : NSE/COMP/47436	Date : February 24, 2021
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To All Members,

Sub: TRAI -Telecom Commercial Communications Customer Preference Regulations, 2018

The Exchange is in receipt of an email from SEBI informing that the TRAI (Telecom Commercial Communications Customer Preference) Regulations, 2018 and subsequent direction dated January 20, 2020 stipulates the Telecom Service Providers (TSPs) to stop any promotional, transactional and service messages/calls of the Principal Entities (businesses/organizations sending commercial communications, i.e. transactional, service, promotional messages/calls to their subscribers/users) who have not performed/completed the below activities:

1. Registration of themselves as Principal Entities with their respective Telecom Service Provider(s) (TSPs)
2. Registration of their existing headers with their respective Telecom Service Providers(s)
3. Registration of their content templates against specific registered header with the Telecom Service Provider(s)
4. Registration of the consents of their existing subscribers with their respective Telecom Service Provider(s)

Members are requested to take note of the above and ensure compliance in this regard while engaging with such entities.

For and on behalf of
National Stock Exchange of India Limited

Meghana Kulkarni
Chief Manager

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