

National Stock Exchange of India

Circular

Department: Compliance	
Download Ref No: NSE/COMP/55716	Date: February 22, 2023
Circular Ref. No: 20/2023	

To All Members,

Sub: Restriction on use of certain words by Trading Member/Authorized Person in their name

The name of Trading Member/Authorized Person should reflect the registration held by the entity and should not in any way create an impression of performing a role for which the entity is not registered.

It is observed by Exchange that Trading Members/Authorized Persons are using words such as Advisors, Asset/Wealth/Portfolio Management etc. in their name which is misleading and may indicate to the clients/investors that the Trading Members/Authorized Persons are registered for offering services other than broking services without having the applicable registration for those services with SEBI/other regulators.

The list of names/words which are not permitted is mentioned in Annexure A. Members are advised to ensure that their name and the name of their registered Authorized Person should not contain such words unless these entities have registered themselves in that capacity with SEBI/other regulators. However, it may be noted that the list provided is illustrative and not exhaustive.

In this regard, Members are advised to ensure the compliance of the above and in case their name or the name of their registered Authorized Persons uses such nomenclature, then they are required to get their name changed with Registrar of Companies (ROC)/Registrar of Firms (ROF) and also in Exchange records by March 31, 2023.

**For and on behalf of
National Stock Exchange of India Limited**

**Ankit Kothari
Senior Manager**

Telephone No	Email id
1800 266 0050 (Select IVR option 3)	memcompliance_support@nse.co.in

National Stock Exchange of India

Annexure 1
List of Non-permissible words in name

S.no.	Non-permissible words	S.no.	Non-permissible words
1	Adviser/Advisor	34	Portfolio Advisory
2	Advisory Services	35	Portfolio Consultancy
3	Asset	36	Portfolio Consultants
4	Asset Advisory	37	Portfolio Management
5	Asset Consultancy	38	Portfolio Manager
6	Asset Distribution	39	Portfolio Services
7	Asset Management	40	Prime Wealth
8	Asset Manager	41	Wealth
9	Asset Services	42	Wealth Adviser/s or Wealth Advisor/s
10	Assets Consultants	43	Wealth Advisory
11	Capital Adviser/Advisor	44	Wealth Advisory Services
12	Capital Management	45	Wealth Care
13	Capital Services	46	Wealth Chanakya
14	Corporate Advisory	47	Wealth Consultancy
15	Financial Planner/s	48	Wealth Consultants
16	Financial Planning	49	Wealth Consulting
17	Fund Adviser/Advisor	50	Wealth Creator/s
18	Fundmart	51	Wealth Express
19	Independent Financial Adviser/IFA	52	Wealth Investments
20	Investmart	53	Wealth Mall
21	Investment Adviser/Advisor	54	Wealth Management
22	Investment Consultancy	55	Wealth Manager/s
23	Investment Consultancy Services	56	Wealth Planner
24	Investment Consultant/s	57	Wealth Plus
25	Investment Consulting	58	Wealth Services
26	Investment Manager/s	59	Wealth Solution/s
27	Investment Planners	60	Wealth Vision
28	Investment Solutions	61	Wealth Yantra
29	Money Manager		
30	Multi Wealth Investments		
31	Mutual Fund Services		
32	Mutual Funds		
33	Portfolio		