

Circular No.: NSDL/POLICY/2021/0014

February 18, 2021

**Subject: TRAI 'Telecom Commercial Communications Customer Preference Regulations,2018**

All Participants are hereby informed that SEBI vide its email dated February 09, 2021 has informed that the TRAI 'Telecom Commercial Communications Customer Preference Regulations,2018' stipulates the Telecom Service Providers(TSPs) to stop any promotional, transactional and service messages and 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:

- i. Registration of themselves as Principal Entities(PEs) with their respective Telecom Service provider(s)(TSPs).
- ii. Registration of their existing headers with their respective Telecom Service Providers(s).
- iii. Registration of their content templates against specific registered header with the telecom service provider(s).
- iv. Registration of the consents of their existing subscribers with their respective telecom service provider(s).

Accordingly, Participants sending such commercial communications to Clients, are requested to take note of the above.

For and on behalf of

**National Securities Depository Limited**

**Chirag Shah  
Senior Manager**

FORTHCOMING COMPLIANCE			
Particulars	Deadline	Manner of sending	Reference
Investor Grievance Report (Monthly)	By 10 <sup>th</sup> of the following month.	Through e-PASS	Circular No. NSDL/POLICY/2015/0096 dated October 29, 2015

