

Circular No.: NSDL/POLICY/2021/0056

June 07, 2021

Subject: SEBI letter on Implementation of Telecom Commercial Communications Customer Preference Regulations (TCCCP), 2018.

Attention of Participants is invited to NSDL Circular No. NSDL/POLICY/2021/0014 dated February 18, 2021 regarding TRAI 'Telecom Commercial Communications Customer Preference Regulations, 2018'. In this regard, SEBI has vide its letter dated March 23, 2021 referring to the communication received from Telecom Regulatory Authority of India (TRAI) has informed as under:

1. In July 2018, TRAI notified a new regulatory framework for unsolicited commercial calls and messages. These regulations have a provision for Principal Entities (PE), such as registered SEBI Brokers or other financial institutions, to register with the telecom service providers, so that they can be allotted a header and their identity and purpose of communication can be properly verified in all messages and voice calls. The PEs are also required to register the template of the message. Further, the provisions enable enhanced control for the PEs over their client data, which, if leaked, could also be helpful to fraudsters.
2. Telecom Service Providers (TSP) are ready with the system in accordance with the new regulatory framework. It is observed that the PEs are not onboarding on the new systems thus not complying with provisions of the regulations.
3. TRAI, in the interest of the consumers has temporarily suspended scrubbing of messages till March 16, 2021. However, it has to be implemented effectively thereafter. Non adoption of provision of regulations may result in disruption of delivery of messages to the investors.

In view of the above, Participants are hereby advised to register with the TSPs, so that headers can be allotted & identity and purpose of communication can be properly verified in all messages and voice calls. Further, Participants shall also register the template of the message.

Participants are requested to take note of the above and take utmost care and priority to ensure effective and timely implementation of TCCCPR-2018.

For and on behalf of

National Securities Depository Limited

Chirag Shah

Senior Manager

FORTHCOMING COMPLIANCE			
Particulars	Deadline	Manner of sending	Reference
Investor Grievance Report for the month of May 2021	June 30 , 2021	Through e-PASS	1. Circular No. NSDL/POLICY/2015/0096 dated October 29, 2015 2. Circular No. NSDL/POLICY/2021/0041 dated May, 04, 2021