

Circular No.: NSDL/POLICY/2024/0138

September 24, 2024

**Subject: Guidelines to curb spam SMSes and misuse of Headers and Content Templates.**

Attention of Participants is invited to NSDL Circular Nos.: NSDL/POLICY/2023/0043 dated March 27, 2023, NSDL/POLICY/2023/0117 dated September 06, 2023, NSDL/POLICY/2024/0069 dated May 28, 2024, NSDL/POLICY/2024/0111 and NSDL/POLICY/2024/0123 dated September 02, 2024 regarding “Guidelines to curb spam SMSes and misuse of Headers and Content Templates.”

In this regard, all Participants are hereby informed that, SEBI has vide its email dated September 18, 2024 requested to take note of the following deadlines stated in the TRAI Directions w.r.t ‘Compliance of Directions of TRAI regarding whitelisting of URLs/ APKs/ OTT links/ Call back numbers and defining PE-TM Chain - Cooperation of JCoR Members in ensuring the same by Entities under respective Regulation.’

- 30<sup>th</sup> September 2024:** Completion of the end-to-end implementation of the 140xxx numbering series on the DLT platform, including the migration of existing telemarketers and compliance with call scrubbing as per the regulations.
- 1<sup>st</sup> October 2024:** Whitelisting of URLs, APKs, and OTT links.

Participants are requested to take note of the aforesaid deadline stated by TRAI and ensure compliance.

**For and on behalf of  
National Securities Depository Limited**

**Arockiaraj  
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	Para 22 of ‘Grievance Redressal’ chapter and Para 28 of ‘Internal Controls/Reporting to NSDL/SEBI’ chapter of NSDL Master Circular for Participants
Networth Certificate and Audited Financial Statements (yearly)	October 31 <sup>st</sup>	Through e-PASS	Para 20.7 of NSDL Master Circular for Participants on Internal Controls/Reporting to NSDL / SEBI chapter.