



Central Depository Services (India) Limited

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COMMUNIQUÉ TO DEPOSITORY PARTICIPANTS

CDSL/PMLA/DP/POLCY/2024/436

August 5, 2024

PROTECTION OF INVESTORS FROM UNSOLICITED COMMERCIAL COMMUNICATION

DPs are advised to refer communique CDSL/OPS/DP/POLCY/2024/274 dated May 22, 2024, informing important guidelines issued by TRAI for sending commercial communication using telecom resources through voice calls or SMS and advising DPs to take necessary measures for effective implementation of the guidelines issued by TRAI.

At the SEBI meeting, the topic of shielding investors from unwanted commercial messages and telecom-related fraud was addressed. SEBI recommended to educate investors on how to file complaints regarding these unsolicited communications and fraudulent practices involving telecom resources.

Proposed Actions

Following action are proposed to be taken up by SEBI registered intermediaries:

- a) Strictly comply with Telecom Commercial Communication Customer Preference Regulations, 2018 (TCCCPR-2018) and various directions issued under these Regulations.
- b) Register themselves on Distributed Ledger Technology (DLT) Platform of TSPs for sending promotional voice or messages to clients with Digital Consent Mechanism.
- c) Take 140 numbering series for making promotional voice calls and take 160 numbering series for making transactional and service-related voice calls.
- d) Review Headers for sending SMS messages – surrender unused headers, use limited variables in content templates. Use minimum number of aggregators (Registered telemarketers) or send SMS directly through TSP.
- e) Maintain confidentiality and security of their customer data/information for prevention of leakage and misuse thereof.

With investor protection in mind, Depository Participants are advised to educate investors on the procedures for filing complaints concerning Unsolicited Communication and fraudulent schemes utilizing telecommunications resources as detailed below:

- a) In case of receiving spam or commercial communication make “DND” complaint at respective Telecom Service Provider’s App/Website, TRAI DND App, or Call/SMS to 1909
- b) In case of receiving suspected fraud communication, report the same to “Chakshu Platform” of DoT (<https://sancharsaathi.gov.in/sfc/Home/sfc-complaint.jsp>)



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- c) In case fraud has already happened Report the same to Cyber Crime helpline number 1930 or website (<https://www.cybercrime.gov.in>)

It is recommended that Depository Participants (DPs) include the aforementioned instructions in communications sent to Beneficial Owners (BOs).

Queries regarding this communiqué may be sent to CDSL – Helpdesk through e-mail on dprtastupport@cdslindia.com or call us on: 08069144800.

For and on behalf of

Central Depository Services (India) Limited

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Umesh V Kambli
Asst. Vice President – Surveillance