

Department: Membership	Segment: All
Circular No: MSE/MEM/16248/2024	Date: October 31, 2024

Subject: Instructions to Principal Entities under Telecom Commercial Communication Customer Preference Regulations, 2018.

To All Members,

This is in continuation to Exchange circular no. MSE/MEM/13253/2023 dated March 28, 2023, MSE/MEM/15433/2024 dated May 30, 2024, MSE/MEM/15830/2024 dated August 19, 2024 and MSE/MEM/16027/2024 dated September 23, 2024. In this regard, Trading Members are directed to take necessary measures for effective implementation of the guidelines annexed from Telecom Regulatory Authority of India ("TRAI") enclosed as Annexure.

In view of the above, Trading Members are advised to:

- Strictly comply with Telecom Commercial Communication Customer Preference Regulations, 2018 ("TCCCPR-2018") and various Directions issued thereunder.
- Register themselves on Distributed Ledger Technology ("DLT") Platform of Telecom Service Providers ("TSPs") for sending promotional voice calls or messages to clients with Digital Consent Mechanism.
- Take 140 numbering series for making promotional voice calls / take 160 numbering series for making transitional and service voice calls.
- 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.
- Maintain confidentiality and security of their customer data/information for prevention of leakage and misuse thereof.

Trading Members are advised to make complaints as follows, in case of Unsolicited Commercial Communication ("UCC") and fraudulent activities using telecom resources in Securities Markets:

- In case of receiving spam or UCC, make DND complaint at respective TSP's app/website, TRAI DND app, or call/SMS to 1909.
- In case of receiving suspected fraud communication, report to Chakshu Platform of Department of Telecommunications <https://sancharsaathi.gov.in/sfc/Home/sfc-complaint.jsp>
- In case fraud has already happened, report the same to Cyber Crime helpline number 1930 or website www.cybercrime.gov.in

Further, as per TRAI Direction dated August 20, 2024 (copy enclosed) requirements are laid out in para 10(c). This process must be completed by the deadline of October 31, 2024, as mandated by the Direction.

Failure to ensure this mapping could result in all traffic originating from PEs not being delivered, as messages without proper chain definitions will be rejected **from November 1, 2024.**

Trading Members are advised to consider this matter as MOST URGENT and ensure appropriate action to meet the deadline and ensure compliance.

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

**Chintan Shingala
Vice President**

Metropolitan Stock Exchange of India Limited

Registered Office: 205A, 2nd Floor, Piramal Agastya Corporate Park, Kamani Junction, LBS Road, Kurla (West), Mumbai – 400070.

Tel: +91-22-6112 9000 | customerservice@msei.in | www.msei.in | CIN: U65999MH2008PLC185856