



Central Depository Services (India) Limited

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COMMUNIQUÉ TO DEPOSITORY PARTICIPANTS

CDSL/OPS/DP/POLCY/2021/130

March 22, 2021

TRAI 'TELECOM COMMERCIAL COMMUNICATIONS CUSTOMER PREFERENCE REGULATIONS, 2018'

DPs are advised to note that SEBI vide their email dated February 09, 2021 has informed that as per TRAI 'Telecom Commercial Communications Customer Preference Regulations, 2018' and subsequent direction dated January 20, 2020 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).

DPs are advised to take note of the same and ensure compliance while sending communications to their demat account holders.

Queries regarding this communiqué may be addressed to **CDSL – Helpdesk**: on telephone numbers (022) 2305-8624, 2305-8639, 2305-8642, 2305-8663, 2305-8640, 2300-2041 or 2300-2033. Emails may be sent to: helpdesk@cdslindia.com.

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Ashish Bhatt
Vice President - Operations