

Department: Membership	Segment: All
Circular No: MSE/MEM/16457/2024	Date: December 11, 2024

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, MSE/MEM/16027/2024 dated September 23, 2024, MSE/MEM/16248/2024 dated October 31, 2024, MSE/MEM/16302/2024 dated November 12, 2024 and MSE/MEM/16445/2024 dated December 10, 2024. SEBI has advised the Exchange to direct the Trading Members to take necessary measures for effective implementation of the guidelines from Telecom Regulatory Authority of India (“TRAI”).

TRAI has mandated the registration of Sender-Telemarketer chains to enhance message traceability and combat spam. Effective from December 11, 2024, any messages associated with undefined or mismatched chains will be rejected. Focused efforts and coordinated actions from all stakeholders are required to minimize any disruptions.

In this regard, all the Trading Members are required to monitor the success rate of their outgoing messages round the clock for at least 2-3 days starting today. In case any significant failures are observed, the concerned Telecom Service Provider should be promptly contacted to address the issue and implement corrective measures.

To facilitate seamless coordination, please find below the contact details of the designated Single Points of Contact (SPOCs) from various TSPs who can assist in resolving traffic failures or provide necessary support:.

S. No	Name of TSPs	Name	Email Id	Contact No
1	VIL	Mr. Saikishore L	saikishore.l@vodafoneidea.com	9619500900
2	VIL	Mr. Saravana S	saravana.s@vodafoneidea.com support@vilpower.in	
3	TTL	Mr. Srinivasa Reddy Kadem	SrinivasaReddy.Kadem@tatatel.co.in	9030080956
4	TTL	Mr. Shiva Chandra	Shiva.Chandra@tatatel.co.in	9711309542
5	TTL	Ms. Pooja Tomar	pooja.tomar@tatatel.co.in	9212108772
6	RJIO	Ms. Shalet Dias	Shalet.Dias@ril.com	-
7	RJIO	Mr. Anurag Jain	Anurag1.Jain@ril.com	-
8	BSNL (South Zone)	Mr. Rama Subramaniam	szsdesmscpr@bsnl.co.in	9443100839

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

S. No	Name of TSPs	Name	Email Id	Contact No
9	BSNL (West Zone)	Mr. Ravindra	wza2psms@bsnl.co.in	9423000760
10	BSNL (East Zone)	Mr. Narendera	narinder1409@bsnl.co.in	9417533555
11	BSNL (North Zone)	Mr. Bikash Shaw	bikash.shaw@bsnl.co.in	9434747987
12	Airtel	Mr. Manish Mehra	Manish.Mehra@airtel.com	9810841119
13	Airtel	Mr. Rahul Verma	rahul6.verma@airtel.com	7042837628
14	Airtel	Mr. Gaurav Bhandari	gaurav.bhandari@airtel.com	7045658239
15	Airtel	Mr. Amit Malik	amit.malik@airtel.com	9716299730
16	QTL	Mr. Chhinder Pal	techlead@infotelconnect.com	9464414646
17	QTL	Mr. Manish Bhankar	csd.compliance@infotelconnect.com	9653018288
18	VM IPL	Mr. Yogeshwer Singh	yogeshwer.singh@vmipl.in	9875916826
19	VM IPL	Mr. Balakrishna C	balakrishna.c@vmipl.in	9242891111

Members are advised to take necessary measures for effective implementation of the same and ensure compliance.

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

**Chintan Shingala
Vice President
Regulatory**