

Department: Membership	Segment: All
Circular No: MSE/MEM/16027/2024	Date: September 23, 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/15433/2024 dated May 30, 2024, MSE/MEM/15830/2024 dated August 19, 2024 and MSE/MEM/15927/2024 dated September 05, 2024. In this regard, Trading Members are directed to take necessary measures for effective implementation of the guidelines from Telecom Regulatory Authority of India (“TRAI”).

In view of the above, following are the deadlines for implementation of the guidelines:

- September 30, 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.
- October 1, 2024: Whitelisting of URLs, APKs, and OTT links.

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**

**Praveenkumar Acharya
AVP –Membership and Inspection**

Metropolitan Stock Exchange of India Limited