



Amol Financial Services Pvt. Ltd.
Amol Capital Markets Pvt. Ltd.

Dear All Clients & Associates,

This is in continuation to Exchange notice nos. 20230323-6 dated March 23, 2023, 20240530-3 dated May 30, 2024 and 20240809-44 dated August 09, 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").

Further, the Trading Members are advised to:

- Strictly comply with Telecom Commercial Communication Customer Preference Regulations, 2018 ("TCCPR-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.

Guidelines for sending commercial communication using telecom resources through voice calls or SMS, as received from TRAI are once again attached as Annexure for your ready reference.

Further, Trading Members are also advised to spread awareness to their clients about making 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

All are advised to take note of the same

Regards

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