Circular No.: NSDL/POLICY/2017/0029 Date: May 17, 2017

Subject: SMS Alert facility enhanced – SMS Alerts to Clients upon Pledge instruction initiation/confirmation.

As Participants are aware, SMS Alert facility provides important updates to Clients on their mobile phones about some of the activities in their depository accounts, which facilitates risk mitigation and provides value added services. Clients and Participants have widely appreciated this facility.

Participants are hereby informed that with effect from May 20, 2017, SMS Alert facility will be enhanced whereby Pledgor Client will receive SMS alerts upon initiation and confirmation of securities pledged in their demat accounts. These SMS Alerts will be sent to the Clients on the same day when instructions for pledge initiation / confirmation are processed in respect of the pledgor demat account.

Sample text message of SMS Alerts is given below:

a) Pledge Initiation:

On _____ (date, dd/mm/yy), Pledge initiation instruction for _____ (quantity) _____ (company name), has been submitted in respect of your demat a/c no. xxxx1234. NSDL.

b) Pledge Confirmation:

On _____ (date, dd/mm/yy) Pledge initiation instruction for _____ (quantity) _____(company name), has been confirmed in respect of your demat a/c no. xxxx1234. NSDL.

A list of features of SMS Alert facility is enclosed for information of Participants.

For and on behalf of

National Securities Depository Limited

Ravindra Sahu
Senior Manager

Enclosed: One

FORTHCOMING COMPLIANCE			
Particulars	Deadline	Manner of sending	Reference
Investor Grievance Report (Monthly)	By 10th of the following month.	Through e-PASS	Circular No. NSDL/POLICY/2015/0096 dated October 29, 2015

Digitally signed by
Name : Ravindra Sahu
Date : 5/17/2017 7:25:28 PM
Reason : Authentication