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**NATIONAL COMMODITY & DERIVATIVES EXCHANGE LIMITED**

Circular to all members of the Exchange

Circular No. : NCDEX/MEMBERSHIP-13/2025

Date : April 16, 2025

Subject : Advisory to SEBI Registered Intermediaries - Uploading advertisements on Social Media Platforms (SMPs)

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This is with reference to the press release issued by Securities and Exchange Board of India (SEBI) dated March 21, 2025, regarding the misuse of social media platforms like YouTube, Facebook, Instagram, WhatsApp, X (formerly Twitter), Telegram, etc., for publishing misleading advertisement related to the securities market.

In order to enhance transparency in the securities market, curb fraudulent activities, protect the interest of investors and to further strengthen the conduct of SEBI Registered Intermediaries, all SEBI registered intermediaries uploading / publishing advertisements on Social Media Platform Providers (SMPPs), shall be required to register on such social media platforms using their email ids and mobile numbers registered on SEBI SI portal.

In pursuance to above, members are hereby requested to verify their registered email ids and mobile number on the NCDEX website under "Membership" tab in the "Member Directory" section. In case of any updates or even if there are no change in the details, members are requested to confirm or update the information using the link provided below by April 27, 2025.

[Updation of Contact details of Registered Address](#)

SEBI press release mentioned above is attached as an Annexure for your ready reference.

All members are advised to take note of above and ensure compliance.

For and on behalf of

**National Commodity & Derivatives Exchange Limited**

Kanti Pal  
Assistant Vice President  
Membership

Encl: Annexure

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For further information /clarifications, please contact

1. Customer Service Group on toll free number: 1800 26 62339
  2. Customer Service Group by e-mail to : [askus@ncdex.com](mailto:askus@ncdex.com)
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प्रेस विज्ञप्ति  
PRESS RELEASE

संपर्क प्रभाग, सेबी भवन, बान्द्रा कुर्ला कॉम्प्लेक्स, बान्द्रा (पूर्व), मुंबई - 400 051  
Communications Division, SEBI Bhavan, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051  
दूरभाष / Tel: +91-22-26449000 ईमेल / email: press@sebi.gov.in वेबसाइट / website: www.sebi.gov.in

PR No.14/2025

### **Advisory to SEBI Registered Intermediaries- Uploading advertisements on Social Media Platforms (SMPs)**

SEBI has noticed a rapid increase in frauds related to securities market on various Social Media Platforms (SMPs) such as YouTube, Facebook, Instagram, WhatsApp, X (previously Twitter), Telegram, Google Play Store, Apple Store etc.

With increasing adoption of digital communication platforms, it is observed that perpetrators of such frauds are enticing victims in the name of providing online trading courses, seminars, giving misleading or deceptive testimonials, promise or guarantee of assured or risk free return etc. through various SMPs.

In order to increase transparency in the securities market, curb fraudulent activities, protect the interest of investors and to further strengthen the conduct of SEBI Registered Intermediaries, it has been decided in consultation with Social Media Platform Providers (SMPPs) that all SEBI registered intermediaries uploading/publishing advertisements on SMPPs like Google/ Meta (to start with), shall be required to register on such social media platforms using their email ids and mobile numbers registered on SEBI SI Portal. These SMPPs will thereafter carry out advertiser verification of SEBI Registered Intermediaries after which, intermediaries will be permitted to upload/ publish advertisements on these platforms. Accordingly, all SEBI Registered Intermediaries interested in uploading/ publishing advertisements on

these platforms are advised to update their contact details (consisting of email id and mobile no.) in the intermediary database on the SEBI SI Portal by April 30, 2025.

**Mumbai**  
**March 21, 2025**