

CIRCULAR

Circular No.

20240315-2

Circular Date

3/15/2024 4:33:08
PM

Category

SUPERVISION

Segment

BASL

Subject

Advertisement Approval Number to be displayed while publishing advertisements.

Attachments

- No Attachment



Notice Dated: 15/03/2024.

Sub.: Advertisement Approval Number to be displayed while publishing advertisements.

Attention of the investment advisers is drawn to SEBI circular No. SEBI/HO/MIRSD/MIRSD-PoD-2/P/CIR/2023/51 dated April 05, 2023, and BSE Administration and Supervision Ltd (BASL) notice no. 20230526-1 dated May 26, 2023, with respect to Advertisement code for Investment Advisers (IA).

It has come to the notice of BASL, that there are advertisements issued by unregistered IAs giving false promises of assured returns and posing themselves out as SEBI registered investment adviser. As a measure to inform the public at large about the genuineness of advertisements issued by IAs and approved by BASL, IAs are hereby advised to ensure that all the advertisements approved from the date of this circular will display BASL application number as a part of the said advertisement while publishing the same. The BASL application number is displayed in the advertisement approval letter issued by BASL post approval of the advertisement.

The approval number should be displayed as “Advertisement Approval Number” followed by the application number in the advertisement. For e.g. In the advertisement approval letter: “.....This is with reference to your application no. 000001 dated: XX/XX/XXXX along.....”, the Advertisement Approval Number is 000001. While displaying the same in the advertisement, it should be displayed as “Advertisement Approval Number:000001”.

Further, advertisements approved by BASL but not yet issued as on the date of this circular should display the Advertisement Approval Number at the time of issuance of such advertisements.

A list of IA wise advertisement approved by BASL is also made available on the following link for verification of BASL approved advertisements:

bseasl.com/apprv_advertisement_app.aspx

All Investment Advisers are requested to take note of the same and comply.

For and on behalf of BSE Administration & Supervision Ltd.

Manjiri Nimkar
Associate Manager

Pratik Rathod
Assistant Manager