



National Spot Exchange Limited

Circular

Ref. No.: NSEL/MEM/2012/024

February 7, 2012

Dear Members,

Guidelines for Issuance of Advertisements and Usage of NSEL Logo by the Members

In terms of the provisions of the rules, Bye-laws and Business Rules of the Exchange, the members are hereby advised to adhere with the following guidelines for advertisement and usage of the Exchange logo. Members are also advised to refer the circulars, notifications, guidelines issued by relevant authority in this regards from time to time.

The advertisement shall include advertisement, brochures, pamphlets, catalogues, circulars, leaflets, descriptive literatures, business cards, representation by the members or their Authorized representatives / Approved users or such other kind of descriptive material intended to be used for news paper, radio, magazines, periodicals television etc.

General Provisions:

A. Advertisements shall -

- ✓ Clearly indicate the name, Member id and logo of the member if any.
- ✓ Be truthful, fair, and clear in all aspects.

B. Advertisements shall not contain -

- ✓ A statement, promise or forecast which is untrue and misleading.
- ✓ In the form of promise on the based on the past performance stating that the past performance will be repeated in future.
- ✓ Any Tempative statement so as to exploit the lack of experience of general investors.
- ✓ Any Information, accuracy of which is depended on the assumptions.
- ✓ A recommendation for purchase or sale of any particular commodity without support of any research and without appropriate and clear disclaimer as well as risk associated with.
- ✓ Any promise or guarantee of assured return to the general investors.
- ✓ Any information which harms the interest of the investors, create panic, doubt in the general investors.
- ✓ Any information which harms interest of any other member of the Exchange or make any adverse reference to the Exchange itself.

C. Members shall ensure that their clients / constituents do not issue advertisements soliciting business for appropriation in their own name.

D. Members shall take prior approval of the Exchange with details of before issuing any advertisement.

E. The members should not use the logo of the Exchange in advertisements unless permitted by the Exchange.



Members shall ensure that their clients / constituents should not issue any advertisements in the nature of soliciting business and from using logo of the Exchange in their advertisements or in any of the publications until the same has been approved by the Exchange in writing.

Members are requested to take a note of the same.

For any clarification, Mr. V. Gopinathan or Ms. Mikita Modi can be contacted at 022 - 6761 9900 Extn. 9901 / 9920 or through email at membership@nationalspotexchange.com

For and on behalf of
National Spot Exchange Ltd.

Santosh Mansingh
Asst. Vice President