

CIRCULAR

Circular No.

20230427-2

Circular Date

4/27/2023 11:46:34 AM

Category

SUPERVISION

Segment

BASL

Subject

Advertisement code for Investment Advisers (IA).

Attachments

- [Annexures](#)



Notice No. : 20230427-03

Notice Dated : 27/04/2023

Sub. : Advertisement code for Investment Advisers (IA).

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 BASL notice no. 20230406-02 dated April 06, 2023 in respect of Advertisement code for Investment Advisers (IA).

In context to same the BASL code of advertisement for investment advisers is attached herewith alongwith the relevant annexures. Investment advisers are advised to ensure strict compliance with the attached BASL code of advertisement.

The BASL code of advertisement shall become applicable with effect from May 01, 2023 and as informed in aforesaid SEBI circular investment advisers shall be required to take prior approval of the advertisement/material from BASL before issue.

BASL enrolled members can forward their advertisement/material for BASL approval by submitting the application alongwith relevant documents and details on BASL Membership portal (wherein a separate section for Advertisement Application) has been provided. BASL members need to login to the said BASL membership module by using their login credentials.

In case of any clarifications, investment advisers may contact us on details given as under :

Contact Nos.	022-2272 8688 / 2272 8817
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For and on behalf of BSE Administration & Supervision Ltd.

Manjiri Nimkar
Associate Manager

Pratik Rathod
Assistant Manager

Encl. : as above.