

Government of India
Ministry of Communications
Department of Telecommunications
Sanchar Bhawan, 20 Ashoka Road, New Delhi-110001
(Access Services Wing)

No. 16-01/2022-AS-III/ShortCode/52

Dated: 20.05.2024

To,
All Access Service Providers.

Subject: Allocation of short code '14453' to Investor Education and Protection Fund Authority (IEPFA)-regarding.

The undersigned is directed to convey the allocation of short code '14453' to Investor Education and Protection Fund Authority (IEPFA), Ministry of Corporate Affairs for promoting awareness among investors, and protecting the interests of the investors, with the following features: -


- i. Category-I: Service (i.e. mandatory service to be provided by all the Access service providers.
- ii. Accessibility: Un-restricted (to be accessible across India).
- iii. Metered service: Called Party Pays
- iv. The short code will terminate at: - **1800 911 0050**
- v. Details of Nodal Person are given below: -

Name- Krishnamurari Rai

Contact Number:- 011-23441752

E-mail:- krishnamurari.raii@gov.in

2. All are requested to take necessary action.
3. This is issued with the approval of DDG (AS).


(Trilok Chandra)
Director (AS-III)
Ph 011-23372063

Copy forwarded for information and necessary action, if any, to:

1. Secretary, TRAI.
2. CMD MTNL/ BSNL.
3. Gaurav Gupta, Deputy Director, IEPF Authority, Ministry of Corporate Affairs, Ground Floor, Jeevan Vihar Building 3, Sansad Marg, New Delhi -110001, with a request to appoint a nodal officer. The nodal officer may contact Sr. DDG(LSA), LSA unit of concerned states/UTs, in case of any difficulty.
4. Director (T), DGT HQ, DoT (respective LSA field may be asked to coordinate with TSPs for implementation of helpline, as and when approached).
5. A copy for upload on DoT Website.