



SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN
SECURITIES MARKET DIVISION

No. SMD/PRPD/Circular/33/2017

December 4, 2017

CIRCULAR NO. 33 OF 2017

Subject: **Mandatory Requirement for Placing SECP Queries and Complaints Handling logo/link on Website**

In June 2017, SECP implemented its new and technologically advanced online Service Desk Management System (SDMS). A toll free number facility is integrated with the SDMS which enables investors to access investor education without any hassle, and lodge queries and/or complaints by following a few easy steps. System features such as unique tracking numbers, auto generated sms and email notifications about progress on their queries and complaints ensures that investors are regularly kept up to date and a built in query/complaint escalation mechanism ensures efficient and timely handling of the lodged concern.

Keeping in view the best interest of investors, the Commission has deemed it necessary to further propagate awareness about this initiative. Therefore, the Commission in exercise of power conferred to it under Section 71 (1) (a) of the Act, hereby directs all the Regulated Persons to place the details of designated person for assisting and handling investor grievances along with web link and image of Commission's toll free number, queries and online complaints portal on their websites.

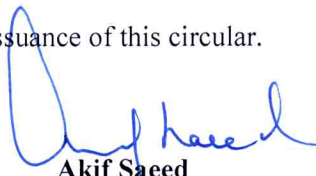
The image of this logo is available at the following link:

<https://www.secp.gov.pk/document/embedding-of-logo-in-secp-email-signature-and-having-it-implemented-on-regulatees-websites/>

All Regulated Persons are required to download the image using the above, then link it with the following URL and place it on their respective websites in a prominent place for the convenience of investors:

<https://sdms.secp.gov.pk/>

All Regulated Persons shall ensure compliance within fifteen days of issuance of this circular.


Akif Saeed
Commissioner (SMD)

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