

## NOTICES

<b>Notice No.</b>	20230317-26	<b>Notice Date</b>	17 Mar 2023
<b>Category</b>	Others	<b>Segment</b>	General
<b>Subject</b>	Restriction on use of certain words by Trading Member/Authorized Person in their name		

### Content

The name of Trading Member/Authorized Person should reflect the registration held by the entity and should not in any way create an impression of performing a role for which the entity is not registered.

It is observed by Exchange that certain Trading Members/ Authorized Persons are using words such as Advisors, Asset/ Wealth/ Portfolio Management etc. in their name which is misleading and may indicate to the clients/ investors that the Trading Members/ Authorized Persons are registered for offering services other than broking services even though they did not have the applicable registration for those services with SEBI/other regulators.

The indicative list of names/words which are not permitted to be used in the name of Trading Members/ Authorized Persons is mentioned in Annexure A. Members are advised to ensure that their name and the name of their registered Authorized Persons should not contain such words unless these entities have registered themselves in that capacity with SEBI/other regulators. However, it may be noted that the list provided is illustrative and not exhaustive.

In this regard, Members are advised to ensure the compliance of the above and in case, their name or the name of their registered Authorized Persons uses such nomenclature, then they are required to get their name changed with Registrar of Companies (ROC)/Registrar of Firms (ROF) and also in Exchange records by March 31, 2024.

**Abhijit Pai**  
Dy. Gen. Manager  
Membership Compliance & Investor Services

**Amit Kadam**  
Asst. General Manager  
Membership Operations

### Annexure A

#### List of Non-permissible words in name of Trading Members and Authorised Persons

S.no.	Non-permissible words	S.no.	Non-permissible words
1	Adviser/Advisor	32	Mutual Funds
2	Advisory Services	33	Portfolio
3	Asset	34	Portfolio Advisory
4	Asset Advisory	35	Portfolio Consultancy
5	Asset Consultancy	36	Portfolio Consultants
6	Asset Distribution	37	Portfolio Management
7	Asset Management	38	Portfolio Manager
8	Asset Manager	39	Portfolio Services
9	Asset Services	40	Prime Wealth
10	Assets Consultants	41	Wealth
11	Capital Adviser/Advisor	42	Wealth Adviser/s or Wealth Advisor/s
12	Capital Management	43	Wealth Advisory
13	Capital Services	44	Wealth Advisory Services
14	Corporate Advisory	45	Wealth Care
15	Financial Planner/s	46	Wealth Chanakya
16	Financial Planning	47	Wealth Consultancy
17	Fund Adviser/Advisor	48	Wealth Consultants
18	Fundmart	49	Wealth Consulting
19	Independent Financial Adviser/IFA	50	Wealth Creator/s
20	Investmart	51	Wealth Express
21	Investment Adviser/Advisor	52	Wealth Investments
22	Investment Consultancy	53	Wealth Mall
23	Investment Consultancy Services	54	Wealth Management
24	Investment Consultant/s	55	Wealth Manager/s
25	Investment Consulting	56	Wealth Planner
26	Investment Manager/s	57	Wealth Plus
27	Investment Planners	58	Wealth Services
28	Investment Solutions	59	Wealth Solution/s
29	Money Manager	60	Wealth Vision
30	Multi Wealth Investments	61	Wealth Yantra
31	Mutual Fund Services		