



SECURITIES & EXCHANGE COMMISSION OF PAKISTAN  
*Specialized Companies Division*

SCD/SDMS/173/2017

December 6, 2017

The Chief Executive,

**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.

2. Accordingly, to achieve this objective SECP requires all NBFCs to place the following on their websites;

- Details of designated person for assisting and handling investor grievances
- Web link and image of SECP's toll free number
- Queries and online complaints portal

3. 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/>

4. All NBFCs 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/>

5. All NBFCs shall ensure compliance within thirty days of issuance of this notification.

**Tanzila Nisar Mirza**  
Additional Director (SCD)

**Distribution:**

1. Chief Executives of all Non-Banking Finance Companies
2. Mutual Funds Association of Pakistan
3. NBFI and Modaraba Association of Pakistan