

KEYNOTE

Shareholding Pattern under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015		
1.	Name of Listed Entity: Keynote Financial Services Limited	
2.	Scrip Code/Name of Scrip/Class of Security: 512597	
3.	Share Holding Pattern Filed under: Reg. 31(1)(b)	
	a. If under 31(1)(b) then indicate the report for Quarter ending : 31st March, 2024	
	b. If under 31(1)(c) then indicate date of allotment/extinguishment	
4.	Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-	
	Particulars	Yes* No*
1.	Whether the Listed Entity has issued any partly paid up shares?	No
2.	Whether the Listed Entity has issued any Convertible Securities or Warrants?	No
3.	Whether the Listed Entity has any shares against which depository receipts are issued?	No
4.	Whether the Listed Entity has any shares in locked-in?	No
5.	Whether any shares held by promoters are pledge or otherwise encumbered?	No
<p>* If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding Convertible Securities/Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by promoters, as applicable, shall not be displayed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by Listed Entity in above table the values will be considered as 'Zero' by default on submission of the format of holding of specified securities.</p>		



Keynote Financial Services Limited

The Ruby, 9th Floor, Senapati Bapat Marg, Dadar (West), Mumbai - 400028
 Tel.: 91 22 6826 6000 • Fax: 91 22 6826 6088 Email: info@keynoteindia.net • Website: www.keynoteindia.net

CIN-L67120MH1993PLC072407

KEYNOTE

Table I - Summary Statement holding of specified securities

Category	Category of shareholder	Nos. of shareholders	No. of fully paid up equity shares held	No. of Partly paid-up equity shares held	No. of shares underlying Depository Receipts	Total nos. shares held	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957)	Number of Voting Rights held in each class of securities			No. of Shares Outstanding convertible securities (including Warrants)	Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital)	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialised form	
								No of Voting Rights					Total as a % of (A+B+C)	No. (a)	As a % of total Shares held(b)	No. (a)		As a % of total Shares held(b)
								Class eg: X	Class eg: Y	Total								
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII) = (IV)+(V) + (VI)	(VIII) As a % of (A+B+C2)	(IX)	(X)	(XI) = (VII)+(X) As a % of (A+B+C2)	(XII)	(XIII)	(XIV)					
(A)	Promoter & Promoter Group	10	3960368	0	0	3960368	56.43	3960368	0	56.43	0	0	0	0	0	3960368		
(B)	Public	4050	3057971	0	0	3057971	43.57	3057971	0	43.57	0	0	0	0	0	2969174		
(C)	Non Promoter - Non Public					0		0	0							0		
(C1)	Shares Underlying DRs	0	0	0	0	0	0.00	0	0	0	0	0	0	0	0	0		
(C2)	Shares Held By Employee Trust	0	0	0	0	0	0.00	0	0	0	0	0	0	0	0	0		
	Total	4060	7018339	0	0	7018339	100.00	7018339	0	100.00	0	0	0	0	0	6929542		

NA : Not Applicable



Keynote Financial Services Limited

The Ruby, 9th Floor, Senapati Bapat Marg, Dadar (West), Mumbai - 400028

Tel.: 91 22 6826 6000 • Fax: 91 22 6826 6088 Email: info@keynoteindia.net • Website: www.keynoteindia.net

CIN-L67120MH1993PLC072407

KEYNOTE

Table II - Statement showing shareholding pattern of the Promoter and Promoter Group

Category & Name of the shareholders	Entity Type	PAN	Nos. of shareholders	No. of fully paid up equity shares held	Partly paid-up equity shares held	No. of shares underlying Depository Receipts	Total nos. shares held	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities			No. of Shares Outstanding convertible securities (including Warrants)	Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital)	Number of Locked in shares		Number of Shares pledged or otherwise	Number of equity shares held in dematerialised form		
									Class X	Class eg: Y	Total			No. (a)	As a % of total Shares held(b)			No. (a)	As a % of total Shares held(b)
(i)	(ii)	(iii)	(iv)	(v)	(vi)	(vii) =	(viii) As a	(ix)	(x)	(xi) = (vii)+(x)	(xii)	(xiii)	(xiv)						
1																			
(a) Indian Individuals / Hindu Undivided Family																			
Nirmal Suchanti Huf	Promoter	AADHN7484A	1	282499	0	0	282499	4.03	0	0	0	4.03	0	0.00	0	0.00	282499		
Puspaa Nirmal Suchanti	Promoter Group	AAQPS4667R	1	132308	0	0	132308	1.89	0	0	0	1.89	0	0.00	0	0.00	132308		
Nirmal Harshchand Suchanti	Promoter	AAKPS3699F	1	117647	0	0	117647	1.68	0	0	0	1.68	0	0.00	0	0.00	117647		
Vivek Nirmal Suchanti	Promoter	AAKPS3700P	1	49440	0	0	49440	0.70	0	0	0	0.70	0	0.00	0	0.00	49440		
Vineet Nirmal Suchanti	Promoter Group	AAKPS2291K	1	11977	0	0	11977	0.17	0	0	0	0.17	0	0.00	0	0.00	11977		
Rita Vivek Suchanti	Promoter Group	AAQPS46668A	1	4829	0	0	4829	0.07	0	0	0	0.07	0	0.00	0	0.00	4829		
Rinku Vineet Suchanti	Promoter Group	AFZPS1715A	1	3802	0	0	3802	0.05	0	0	0	0.05	0	0.00	0	0.00	3802		
(b) Central Government / State Government(s)			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
(c) Financial Institutions / Banks			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
(d) Any Other (Specify)			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
N S Digital Media Limited	Promoter	AADCC4909L	1	3112256	0	0	3112256	44.35	0	0	0	44.35	0	0.00	0	0.00	3112256		
Concept Productions Limited	Promoter	AAACK2497A	1	241600	0	0	241600	3.44	0	0	0	3.44	0	0.00	0	0.00	241600		
Dhanvirchi Tieup Private Limited	Promoter Group	AACCD3010G	1	4010	0	0	4010	0.05	0	0	0	0.05	0	0.00	0	0.00	4010		
Sub Total (A)[1]			10	3960368	0	0	3960368	56.43	0	0	0	56.43	0	0.00	0	0.00	3960368		
2																			
(a) Foreign Individuals (Non-Resident Individuals / Foreign Individuals)			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0		
(b) Government			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0		
(c) Institutions			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0		
(d) Foreign Portfolio Investor			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0		
(e) Any Other (Specify)			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0		
Sub Total (A)[2]			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0		
Total Shareholding Of Promoter And Promoter Group (A) = (A)[1]+(A)[2]			10	3960368	0	0	3960368	56.43	0	0	0	56.43	0	0.00	0	0.00	3960368		



Keynote Financial Services Limited

The Ruby, 9th Floor, Senapati Bapat Marg, Dadar (West), Mumbai - 400028

Tel.: 91 22 6826 6000 · Fax: 91 22 6826 6088 Email: info@keynoteindia.net · Website: www.keynoteindia.net

CIN-L67120MH1993PLC072407

KEYNOTE

Table III - Statement showing shareholding pattern of the Public shareholder

Category & Name of the shareholders	PAN	Nos. of shareholders	No. of fully paid up equity shares held	Partly paid-up equity shares held	No. of shares underlying Depository Receipts	Total nos. shares held (VII) = (IV)+(V)+(VI)	Shareholding as per SCRR, 1957 as a % of (A+B+C2)	Number of Voting Rights held in each class of securities			Underlying convertible securities (including Warrants)	Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital)	Number of Locked in shares	Number of Shares pledged or otherwise encumbered	Number of equity shares held in dematerialised form	Sub-categorization of shares				
								No. of Voting Rights		Total Voting Rights						No. (a) As a % of Total Shares held(b)	No. (a) As a % of total Shares held(b)	Sub-category(i)	Sub-category(ii)	Sub-category(iii)
								Class 'X'	Class 'eg: Y'											
1	(i)	(ii)	(iii)	(iv)	(v)	(vi)	(vii) As a % of (A+B+C2)	(ix)	(x)	(xi)	(xii)	(xiii)	(xiv)	(xv)	(xvi)	(xvii)	(xviii)			
(a) Institutions (Domestic)																				
(a) Mutual Fund																				
(b) Venture Capital Funds																				
(c) Alternate Investment Funds																				
(d) Banks			300			300	0.00	300	0	0.00	0	0.00	0	0.00	NA	NA	0			
(e) Insurance Companies																				
(f) Provident Funds/ Pension Funds																				
(g) Asset Reconstruction Companies																				
(h) Sovereign Wealth Funds																				
(i) NBFCs registered with RBI																				
(j) Other Financial Institutions																				
(k) Any Other (Specify)																				
Sub Total (B)(1)		1	300			300	0.00	300	0	0.00	0	0.00	0	0.00	NA	NA	300			
2																				
(a) Institutions (Foreign)																				
(a) Foreign Direct Investment																				
(b) Foreign Venture Capital Investors																				
(c) Sovereign Wealth Funds																				
(d) Foreign Portfolio Investors Category I		1	515684			515684	7.35	515684	0	515684	7.35	0	0.00	NA	NA	515684	0			
(e) India Max Investment Fund Limited	AABC05500R	1	515684			515684	7.35	515684	0	515684	7.35	0	0.00	NA	NA	515684	0			
(f) Foreign Portfolio Investors Category II																				
(g) Overseas Depositories(holding DRs) (balancing figure)																				
(h) Any Other (Specify)																				
Sub Total (B)(2)		1	515684			515684	7.35	515684	0	515684	7.35	0	0.00	NA	NA	515684	0			
3																				
(a) Central Government/ State Government(s)																				
(a) Central Government/ President of India																				
(b) State Government/ Governor																				
(c) Shareholding by Companies or Bodies Corporate where Central/ State Government is a promoter																				
Sub Total (B)(3)																				
4																				
(a) Non-Institutions																				
(a) Associate companies / Subsidiaries																				
(b) Directors and their relatives (excluding Independent Directors and nominees Directors)																				
(c) Key Managerial Personnel		1	2600			2600	0.04	2600	0	2600	0.04	0	0.00	NA	NA	2600	0			
(d) Relatives of promoters (other than 'immediate relatives of promoters disclosed under 'Promoter and Promoter Group' category)																				
(e) Promoters where any person belonging to 'Promoter and Promoter Group' category is 'trustee', 'beneficiary', or 'author of the trust'																				
(f) Investor Education and Protection Fund (IEPF)		1	112312			112312	1.60	112312	0	112312	1.60	0	0.00	NA	NA	112312	0			
(g) Investor Education and Protection Fund Authority Ministry Of Corporate Affairs *		1	112312			112312	1.60	112312	0	112312	1.60	0	0.00	NA	NA	112312	0			
(h) Resident individual holding nominal share capital up to Rs. 2 lakhs.		3923	616620			616620	8.79	616620	0	616620	8.79	0	0.00	NA	NA	531073	0			
(i) Resident individual holding nominal share capital in excess of Rs. 2 lakhs.		5	261187			261187	3.72	261187	0	261187	3.72	0	0.00	NA	NA	261187	0			
(j) Non-Resident Indians (NRIs)		60	101850			101850	1.45	101850	0	101850	1.45	0	0.00	NA	NA	101850	0			
(k) Foreign Nationals		26	23648			23648	0.34	23648	0	23648	0.34	0	0.00	NA	NA	23648	0			
(l) Bodies Corporate		32	56499			56499	0.81	56499	0	56499	0.81	0	0.00	NA	NA	56499	0			
(m) Any Other (Specify)		2	1451902			1451902	20.69	1451902	0	1451902	20.69	0	0.00	NA	NA	1451902	0			
Keynote Trust *		1	17211			17211	0.25	17211	0	17211	0.25	0	0.00	NA	NA	17211	0			
Body Corp-Ltd liability Partnership		2	8			8	0	8	0	8	0	0	0.00	NA	NA	8	0			
Hindu Undivided Family		56	17211			17211	0.25	17211	0	17211	0.25	0	0.00	NA	NA	17211	0			
Sub Total (B)(4)		4048	2541987			2541987	36.22	2541987	0	2541987	36.22	0	0.00	NA	NA	2453190	0			
Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)+(B)(4)		4050	3057971			3057971	43.57	3057971	0	3057971	43.57	0	0.00	NA	NA	2969174	0			

* 14,51,702 Equity Shares of Rs.10/- each held by "Keynote Trust". "Keynote Trust" does not have any voting rights as per "Trust Deed" in terms of Hon'ble High Court orders. Representation has been accordingly made.
 * 1,12,312 Equity Shares of Rs.10/- each held by Investor Education and Protection Fund Authority Ministry of Corporate Affairs on behalf of respective shareholders of the Company and the same Equity shares does not carry any voting rights as per IEPF Rules.
 NA : Not Applicable



KEYNOTE

Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder																	
Category & Name of the shareholders	PAN	Nos. of shareholders	No. of fully paid up equity shares held	Partly paid-up equity shares held	No. of shares underlying Depository Receipts	Total nos. shares held	Shareholding as per SCRR, 1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities			No. of Shares Underlying Outstanding convertible securities (including Warrants)	Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital)	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialised form
								Class eg: X	Class eg: y	Total			No. (a)	As a % of total Shares held(b)	No. (a)	As a % of total Shares held(b)	
		(ii)	(iii)	(iv)	(v)	(vi) = (iv)+(v)+ (vi)	(viii) As a % of (A+B+C2)	(ix)	(ix)	(ix)	(x) = (vii)+(x) As a % of (A+B+C2)	(xii)	(xiii)	(xiv)			
1																	
Custodian/DR Holder																	
Employee Benefit Trust / Employee Welfare Trust under SEBI (Share based Employee Benefits and Sweat Equity) Regulations, 2021																	
2																	
Total Non-Promoter- Non Public Shareholding (C)=																	
(C)+(H)+(I)+(J)																	



Keynote Financial Services Limited

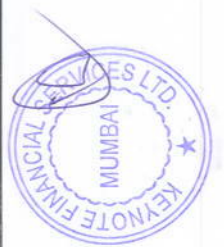
The Ruby, 9th Floor, Senapati Bapat Marg, Dadar (West), Mumbai - 400028

Tel.: 91 22 6826 6000 • Fax: 91 22 6826 6088 Email: info@keynoteindia.net • Website: www.keynoteindia.net

CIN-L67120MH1993PLC072407

KEYNOTE

Table V - Significant Beneficial Owners																
Sr No.	Details of the SBO					Details of the registered owner					Details of holding/exercise of right of the SBO in Whether by virtue of:					
	Name	PAN	Passport No. in case of Foreign National	Nationality (Applicable in case other selected)	Nationality (Applicable in case other selected)	Name	PAN	Passport No. in case of Foreign National	Nationality (Applicable in case other selected)	Nationality (Applicable in case other selected)	Shares	Voting rights	Rights on distributable dividend or any other distribution	Exercise of Control	Exercise of Significant	Date of creation/acquisition of significant beneficial interest
Significant Beneficial Owners																
1	Nirmal Suchanti	AAKPS3699F		India	India	NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		22.83	22.83	22.83	No	No	01-03-2011
2	Nirmal Suchanti	AAKPS3699F		India	India	CONCEPT PRODUCTION LIMITED	AAACK2497A		India		2.16	2.16	2.16	No	No	15-10-1993
3	Nirmal Suchanti	AAKPS3699F		India	India	NIRMALGHAND SUCHANTI AND HUF	AADHN7484A		India		4.03	4.03	4.03	No	No	30-10-1995
4	Pushpa Suchanti	AAQPS4667R		India	India	NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		10.13	10.13	10.13	No	No	01-03-2011
5	Pushpa Suchanti	AAQPS4667R		India	India	CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.91	0.91	0.91	No	No	15-10-1993
6	Vivek Suchanti	AAKPS3700P		India	India	NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		5.68	5.68	5.68	No	No	01-03-2011
7	Vivek Suchanti	AAKPS3700P		India	India	CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.23	0.23	0.23	No	No	15-10-1993
8	Rita Suchanti	AAQPS4668A		India	India	NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		0.01	0.01	0.01	No	No	01-03-2011
9	Rita Suchanti	AAQPS4668A		India	India	CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.00	0.00	0.00	No	No	15-10-1993
10	Rinku Suchanti	AFZPS1715A		India	India	NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		0.01	0.01	0.01	No	No	01-03-2011
11	Rinku Suchanti	AFZPS1715A		India	India	CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.00	0.00	0.00	No	No	15-10-1993
12	Rinku Suchanti	AFZPS1715A		India	India	DHANVIRDI TIE UP PRIVATE LIMITED	AACCD3010G		India		0.03	0.03	0.03	No	No	23-03-2012
13	Vineet Suchanti	AAKPS2291K		India	India	NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		5.68	5.68	5.68	No	No	01-03-2011
14	Vineet Suchanti	AAKPS2291K		India	India	CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.13	0.13	0.13	No	No	15-10-1993
15	Vineet Suchanti	AAKPS2291K		India	India	DHANVIRDI TIE UP PRIVATE LIMITED	AACCD3010G		India		0.03	0.03	0.03	No	No	23-03-2012



Keynote Financial Services Limited

The Ruby, 9th Floor, Senapati Bapat Marg, Dadar (West), Mumbai - 400028

Tel.: 91 22 6826 6000 • Fax: 91 22 6826 6088 Email: info@keynoteindia.net • Website: www.keynoteindia.net

CIN-L67120MH1993PLC072407