

# KEYNOTE

Ref # Key25/Stock Exchange Let/Sk(80)

March 31, 2025

The Manager  
**BSE Limited,**  
Listing Department,  
PhirozeJeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
**Scrip Code: 512597**

The Manager  
**National Stock Exchange of India Ltd.**  
Listing Department,  
Exchange Plaza, C-1, Block – G,  
Bandra Kurla Complex, Bandra (East),  
Mumbai – 400 051  
**Symbol: KEYFINSERV**

**Dear Sir/Madam,**

**Sub: Disclosure under 10(6) of SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011**

**Ref: Prior intimation submitted under regulation 10(5) of the SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011 dated 24<sup>th</sup> March, 2025.**

We hereby intimate that pursuant to Regulation 10(1)(a)(i) read with Regulation 10(6) of SEBI (Substantial Acquisition of Shares and Takeovers) regulations, 2011 the Company has received an information of acquisition of shares (by way of Gift) from Mr. Vineet Suchanti, a shareholder of NSS Digital Media Limited, have acquired 1,58,880 Equity Shares of NSS Digital Media Limited. This acquisition will be executed through a gift transfer of 45.68% of shares from Mr. Nirmal Harschand Suchanti, Promoter, who holds 79,940 Equity Shares (constituting 22.84%), and Mrs. Pushpa Nirmal Suchanti, Promoter, who also holds 79,940 Equity Shares (constituting 22.84%) of NSS Digital Media Limited.

The Disclosure under Regulation 10(6) of the SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011 is enclosed herewith.

The said acquisition is pursuant to inter-se transfer of shares between the promoter and promoter group (immediate relatives) as specified under regulation 10(1)(a)(i) of SEBI (Substantial Acquisition of shares and Takeovers) Regulations, 2011 by way of Gift.

This for your kind information and records.

**For Keynote Financial Services Limited**

**Simran Kashela**  
**Company Secretary and Compliance Officer**

**Vineet Suchanti**

**13 B, Jolly Maker Apt 1  
Cuffe Parade  
Mumbai – 400005**

28<sup>th</sup> March 2025

The Manager BSE Limited, Listing Department, PhirozeJeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Scrip Code: 512597	The Manager National Stock Exchange of India Ltd. Listing Department, Exchange Plaza, C-1, Block – G, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 Symbol: KEYFINSERV
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Dear Sir/Madam,

**Sub: Disclosure under 10(6) of SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011**

**Ref: Prior intimation submitted under regulation 10(5) of the SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011 dated 24<sup>th</sup> March, 2025.**


With regard to the captioned subject and in continuation of my prior intimation submitted under Regulation 10(5) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, dated 24<sup>th</sup> March 2025, I, Vineet Suchanti, a shareholder of NSS Digital Media Limited, have acquired 1,58,880 Equity Shares of NSS Digital Media Limited. This acquisition will be executed through a gift transfer of 45.68% of shares from Mr. Nirmal Harschand Suchanti, Promoter, who holds 79,940 Equity Shares (constituting 22.84%), and Mrs. Pushpa Nirmal Suchanti, Promoter, who also holds 79,940 Equity Shares (constituting 22.84%) of NSS Digital Media Limited.

The Disclosure under Regulation 10(6) of the SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011 is enclosed herewith.

The said acquisition is pursuant to inter-se transfer of shares between the promoter and promoter group (immediate relatives) as specified under regulation 10(1)(a)(i) of SEBI (Substantial Acquisition of shares and Takeovers) Regulations, 2011 by way of Gift.

This for your kind information and records.

Thanking You,  
Yours Sincerely,

  
\_\_\_\_\_  
Vineet Suchanti

Acquirer  
Shareholder of NSS Digital Media Limited

Encl: as above

CC : To,  
The Company Secretary  
Keynote Financial Services Limited  
Regd Office: The Ruby, 9<sup>th</sup> Floor, Senapati  
Bapat Marg Road, Dadar West, Mumbai- 400028  
mail: [simran@keynoteindia.net](mailto:simran@keynoteindia.net)

# Vineet Suchanti

13 B, Jolly Maker Apt 1  
Cuffe Parade  
Mumbai – 400005

Disclosures under Regulation 10(6) -Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	Keynote Financial Services Limited BSE Scrip Code: 512597 NSE Symbol: KEYFINSERV
2.	Name of the acquirer(s)	Mr. Vineet Nirmal Suchanti is the son of Mrs. Pushpa Nirma Suchanti and Mr. Nirmal Harschand Suchanti and (Existing Shareholders of NSS Digital Media Limited)
3.	Name of the stock exchange where shares of the TC are listed	<ul style="list-style-type: none"><li>• BSE Limited</li><li>• National Stock Exchange of India Limited</li></ul>
4.	Details of the transaction including rationale, if any, for the transfer/ acquisition of shares.	Acquisition of 1,58,880 Equity shares of NSS Digital Media Limited which holds 55.92% in the Target Company. The proposed acquisition of shares of NSS Digital Media Limited, which will result into indirect control of 32.70% of the Company by Mr. Vineet Suchanti.
5.	Relevant regulation under which the acquirer is exempted from making open offer.	[Regulation 10(1)(a)(i) of SEBI (SAST) Regulations, 2011
6.	Whether disclosure of proposed acquisition was required to be made under regulation 10 (5) and if so, <ul style="list-style-type: none"><li>- whether disclosure was made and whether it was made within the timeline specified under the regulations.</li><li>- date of filing with the stock exchange.</li></ul>	Yes, the acquirer has made the disclosure under Regulation 10(5) of the stock exchanges with respect to the intimation of Interse -Transfer where the shares of the TC are listed.  Date of filing with the Stock Exchanges: 24 <sup>th</sup> March, 2025.

7.	Details of acquisition		Disclosures required to be made under regulation 10(5)	Whether the disclosures under regulation 10(5) are actually made
	a.	Name of the transferor / seller	Mrs. Pushpa Nirmal Suchanti and Mr. Nirmal Harschand Suchanti	Yes  Yes
	b.	Date of acquisition	28 <sup>th</sup> March, 2025	Yes
	c.	Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above	79,440 Equity Shares held by Mrs. Pushpa Nirmal Suchanti and 79,440 Equity Shares held by Mr. Nirmal Harschand Suchanti. (Existing Shareholders of NSS Digital Media Limited)	Yes
	d.	Total shares proposed to be acquired / actually acquired as a % of diluted share capital of TC	Mr. Vineet Suchanti will acquire 45.68% of shares of NSS Digital Media Limited, which will result in indirect acquisition of 25.54% the aggregate shareholding of Mr. Vineet Suchanti, both direct and indirect, in the Target Company will be 32.92%.	Yes
	e.	Price at which shares are proposed to be acquired / actually acquired	Not Applicable, being gift without consideration. Hence, no consideration involved.	Yes

**Vineet Suchanti**

**13 B, Jolly Maker Apt 1  
Cuffe Parade  
Mumbai – 400005**

8.	Shareholding details (Shareholding of NSS Digital Media Limited, in the Target Company)		Pre-Transaction		Post-Transaction	
			No. of shares held	% w.r.t total share capital of TC	No. of shares held	% w.r.t total share capital of TC
	A	<del>Each Acquirer / Transferee(*)</del>	31,12,256	55.92	31,12,256	55.92
	B	<del>Each Seller / Transferor</del>	31,12,256	55.92	31,12,256	55.92

Yours Sincerely,



Vineet Suchanti

Acquirer

Shareholder of NSS Digital Media Limited

Note:

There has been a change in control of NSS Digital Media Limited, wherein Mr. Vineet Suchanti, who previously held a 12.81% stake in the company, now holds 58.49%. This has resulted in an indirect change in control within the promoter group without affecting the pre- and post-shareholding structure of the Target Company.