

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 : BSE - 512597/KEYFINSER NSE - KEYFINSERV		
3	Class of Security : EQUITY		
4	Share Holding Pattern : Under Regulation 31(1)(b) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 for the quarter ended 31st December, 2019 (Attached)		
5	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
6	Whether the Listed Entity has issued any differential voting rights?	---	No

Table I - Summary Statement holding of specified securities

Category	Category of shareholder	Number 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 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
								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 (Equity)	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	12	4062218	0	0	4062218	57.88	4062218	NA	4062218	57.88	0	57.88	0	0.00	NA	NA	4062218
(B)	Public	1984	2956121	0	0	2956121	42.12	2956121	NA	2956121	42.12	0	42.12	0	0.00	NA	NA	2831312
(C)	Non Promoter - Non Public	0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0
(C1)	Shares Underlying DRs	0	0	0	0	0	NA	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0
(C2)	Shares Held By Employee Trust	0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0
	Total (A+B+C)	1996	7018339	0	0	7018339	100.00	7018339	NA	7018339	100.00	0	100.00	0	0.00			6893530
<p>14,51,702 Equity Shares of Rs.10/- each held by "Keynote Trust" does not carry any voting rights as per "Trust Deed" in terms of Hon'ble High Court orders, representation has been accordingly made.</p> <p>87,193 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.</p> <p>NA : Not Applicable</p>																		

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

	Category & Name of shareholders	PAN	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 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
									No of Voting Rights			Total as % of Total Voting rights *			No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	
									Class eg: X (Equity)	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)
1	Indian																		
(a)	Individuals / Hindu Undivided Family																		
	Nirmal Suchanti Huf	AADHN7484A	1	282499	0	0	282499	4.03	282499	NA	282499	4.03	0	4.03	0	0.00	0	0.00	282499
	Pushpa Nirmal Suchanti	AAQPS4667R	1	132308	0	0	132308	1.89	132308	NA	132308	1.89	0	1.89	0	0.00	0	0.00	132308
	Nirmal Harshchand Suchanti	AAKPS3699F	1	117647	0	0	117647	1.68	117647	NA	117647	1.68	0	1.68	0	0.00	0	0.00	117647
	Vivek Nirmal Suchanti	AAKPS3700P	1	49440	0	0	49440	0.70	49440	NA	49440	0.70	0	0.70	0	0.00	0	0.00	49440
	B. Madhuprasad	ACTPB6811F	1	48550	0	0	48550	0.69	48550	NA	48550	0.69	0	0.69	0	0.00	0	0.00	48550
	Vineet Nirmal Suchanti	AAKPS2291K	1	11977	0	0	11977	0.17	11977	NA	11977	0.17	0	0.17	0	0.00	0	0.00	11977
	Rita Vivek Suchanti	AAQPS4668A	1	4829	0	0	4829	0.07	4829	NA	4829	0.07	0	0.07	0	0.00	0	0.00	4829
(b)	Rinku Vineet Suchanti Central Government / State Government(s)	AFZPS1715A	1	3802	0	0	3802	0.05	3802	NA	3802	0.05	0	0.05	0	0.00	0	0.00	3802
			0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
(c)	Financial Institutions / Banks		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
(d)	Any Other (Specify)		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
	N S S Digital Media Limited	AADCC4909L	1	3112256	0	0	3112256	44.34	3112256	NA	3112256	44.34	0	41.78	0	0.00	0	0.00	3112256
	Concept Productions Limited	AAACK2497A	1	241600	0	0	241600	3.44	241600	NA	241600	3.44	0	3.44	0	0.00	0	0.00	241600
	Dhanvirdhi Tieup Private Limited	AACCD3010G	1	4010	0	0	4010	0.06	4010	NA	4010	0.06	0	2.62	0	0.00	0	0.00	4010
	Naga Accounts Management Private Limited	AAACN2700K	1	53300	0	0	53300	0.76	53300	NA	53300	0.76	0	0.76	0	0.00	0	0.00	53300
	Sub Total (A)(1)		12	4062218	0	0	4062218	57.88	4062218	NA	4062218	57.88	0	57.88	0	0.00	0	0.00	4062218
2	Foreign																		
(a)	Individuals (Non-Resident Individuals / Foreign Individuals)		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
(b)	Government		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
(c)	Institutions		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
(d)	Foreign Portfolio Investor		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
(e)	Any Other (Specify)		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
	Sub Total (A)(2)		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
	Total Shareholding Of Promoter And Promoter Group (A)= (A)(1)+(A)(2)		12	4062218	0	0	4062218	57.88	4062218	NA	4062218	57.88	0	57.88	0	0	0	0	4062218

* 14,51,702 Equity Shares of Rs.10/- each held by "Keynote Trust" does not carry any voting rights as per "Trust Deed" in terms of Hon'ble High Court orders, representation has been accordingly made.

* 87,193 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

Table III - Statement showing shareholding pattern of the Public shareholder

	Category & Name of shareholders	PAN	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 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		
									No of Voting Rights		Total as a % of Total Voting rights *			No. (a)	As a % of total Shares held (b)	No. (Not Applicable) (a)	As a % of total Shares held (Not applicable) (b)			
									Class eg: X (Equity)	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)		
1	Institutions:																			
(a)	Mutual Fund			0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0	
(b)	Venture Capital Funds			0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0	
(c)	Alternate Investment Funds			0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0	
(d)	Foreign Venture Capital Investors			0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0	
(e)	Foreign Portfolio Investors			1	561348	0	0	561348	8.00	561348	NA	561348	8.00	0	8.00	0	0.00	NA	NA	561348
	India Max Investment Fund Ltd.,	AABCI500R		0	561348	0	0	561348	8.00	561348	NA	561348	8.00	0	8.00	0	0.00	NA	NA	561348
(f)	Financial Institutions / Banks			1	300	0	0	300	0.00	300	NA	300	0.00	0	0.00	0	0.00	NA	NA	300
(g)	Insurance Companies			0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0	
(h)	Provident Funds/ Pension Funds			0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0	
(i)	Any Other (Specify):																			
	Sub Total (B)(1)			2	561648	0	0	561648	8.00	561648	NA	561648	8.00	0	8.00	0	0.00	NA	NA	561648
2	Central Government/ State Government(s)/ President of India																			
	Sub Total (B)(2)																			
3	Non-Institutions:																			
(a)	Individuals																			
	i. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.			1874	489136	0	0	489136	6.97	489136	NA	489136	6.97	0	6.97	0	0.00	NA	NA	373027
	ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.			4	228574	0	0	228574	3.26	228574	NA	228574	3.26	0	3.26	0	0.00	NA	NA	228574
	Gaurav Himatsingka	AARPH986L			121000	0	0	121000	1.72	121000	NA	121000	1.72	0	1.72	0	0.00	NA	NA	121000
(b)	NBFCs registered with RBI			0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0	
(c)	Employee Trusts			0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0	
	Overseas Depositories(holding DRs) (balancing figure)			0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0	
(d)	Any Other (Specify)			104	1676763	0	0	1676763	23.89	1676763	NA	1676763	23.89	0	23.89	0	0.00	NA	NA	1668063
	Trusts			2	1451902	0	0	1451902	20.69	200	NA	200	0.00	0	20.69	0	0.00	NA	NA	1451702
	Keynote Trust	AABTK1897J			1451702	0	0	1451702	20.68	0	NA	0	0.00	0	20.68	0	0.00	NA	NA	1451702
	Hindu Undivided Family			31	21935	0	0	21935	0.31	21935	NA	21935	0.31	0	0.31	0	0.00	NA	NA	21435
	Non Resident Indians (Non Repat)			3	34	0	0	34	0.00	34	NA	34	0.00	0	0.00	0	0.00	NA	NA	34
	Non Resident Indians (Repat)			13	3866	0	0	3866	0.06	3866	NA	3866	0.06	0	0.06	0	0.00	NA	NA	2566
	Clearing Member			2	20	0	0	20	0.00	20	NA	20	0.00	0	0.00	0	0.00	NA	NA	20
	Investor Education and Protection fund Authority Ministry of Corporate Affairs			1	87193	0	0	87193	1.24	87193	NA	87193	1.24	0	1.24	0	0.00	NA	NA	87193
	Bodies Corporate			52	111813	0	0	111813	1.59	111813	NA	111813	1.59	0	1.59	0	0.00	NA	NA	105113
	Sub Total (B)(3)			1982	2394473	0	0	2394473	34.12	2394473	NA	2394473	34.12	0	34.12	0	0.00	NA	NA	2269664
	Total Public Shareholding (B)= (B)(1)+(B)(2)+(B)(3)			1984	2956121	0	0	2956121	42.12	2956121	NA	2956121	42.12	0	42.12	0	0.00	NA	NA	2831312
* 14,51,702 Equity Shares of Rs.10/- each held by "Keynote Trust" does not carry any voting rights as per "Trust Deed" in terms of Hon'ble High Court orders, representation has been accordingly made.																				
* 87,193 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																				

Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder

	Category & Name of shareholders	PAN	Nos. of shareholder	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 ⁵	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 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 (Not Applicable)
									No of Voting Rights			Total as % of Total Voting rights							
									Class eg: X	Class eg: y	Total								
	(I)	(II)	(III)	(IV)	(V)	(VI)	(VII) = (IV)+(V)+(VI)	(VIII)	(IX)				(X)	(XI)= (VII)+(X) As a % of (A+B+C2)	(XII)		(XIII)		(XIV)
1	Custodian/DR Holder		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	NA	0
2	Employee Benefit Trust (under SEBI (Share based Employee Benefit) Regulations, 2014)		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	NA	0
	Total Non-Promoter- Non Public Shareholding (C)= (C)(1)+(C)(2)		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	NA	0
NA : Not Applicable																			