

**Shareholding Pattern under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

1	Name of Listed Entity : <b>Keynote Financial Services Limited</b>		
2	Scrip Code/Name of Scrip : <b>BSE - 512597/KEYFINSER      NSE - KEYFINSERV</b>		
3	Class of Security : <b>EQUITY</b>		
4	Share Holding Pattern : <b>Under Regulation 31(1)(b) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 for the quarter ended 30th September, 2021 (Attached)</b>		
5	Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-		
	<b>Particulars</b>	<b>Yes</b>	<b>No</b>
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

**KEYNOTE**



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	11	4062218	0	0	4062218	57.88	4062218	NA	4062218	57.88	0	57.88	0	0.00	NA	NA	4062218
(B)	Public	2852	2956121	0	0	2956121	42.12	2956121	NA	2956121	42.12	0	42.12	0	0.00	NA	NA	2840462
(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)	2853	7018339	0	0	7018339	100.00	7018339	NA	7018339	100.00	0	100.00	0	0.00			6902680

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.  
 93,618 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 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	AAQP54667R	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	101850	0	0	101850	1.45	101850	NA	101850	1.45	0	0.69	0	0.00	0	0.00	101850
	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	AAQP54668A	1	4829	0	0	4829	0.07	4829	NA	4829	0.07	0	0.07	0	0.00	0	0.00	4829
	Rinku Vineet Suchanti	AFZPS1715A	1	3802	0	0	3802	0.05	3802	NA	3802	0.05	0	0.05	0	0.00	0	0.00	3802
(b)	Central Government / State Government(s)		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
	Dhanviridhi 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
	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	0.00	0	0.00	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.  
 \* 93,618 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



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 CIN-L67120MH1993PLC072407

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 dematerialized form	
								No of Voting Rights					Total As a % of Total Voting rights *	No. (a)	As a % of total Shares held (b)	No. 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) = [(V)+(VI)+(VII)]	(VIII) As a % of (A+B+C2)	(IX)			(X)	(XI) = [(VII)+(X)] As a % of (A+B+C2)	(XII)		(XIII)	(XIV)		
<b>1 Institutions:</b>																		
(a) Mutual Fund		0	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	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	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	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0
(e) Foreign Portfolio Investors		1	515684	0	0	515684	7.35	515684	NA	515684	7.35	0	7.35	0	0.00	NA	NA	515684
India Max Investment Fund Ltd.	AABCIS500R	0	515684	0	0	515684	7.35	515684	NA	515684	7.35	0	7.35	0	0.00	NA	NA	515684
(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	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	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0
(i) Any Other (Specify):		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0
Sub-Total (B)(1)		2	515984	0	0	515984	7.35	515984	NA	515984	7.35	0	7.35	0	0.00	NA	NA	515984
<b>2 Central Government/ State Government(s)/ President of India</b>																		
Sub Total (B)(2)																		
<b>3 Non-Institutions:</b>																		
<b>(a) Individuals</b>																		
i. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.		2738	595237	0	0	595237	8.48	595237	NA	595237	8.48	0	8.48	0	0.00	NA	NA	485178
ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		3	212057	0	0	212057	3.02	212057	NA	212057	3.02	0	3.02	0	0.00	NA	NA	212057
Gaurav Himatsingka	AARPH9856L		114526	0	0	114526	1.63	114526	NA	114526	1.63	0	1.63	0	0.00	NA	NA	114526
(b) NBFIs registered with RBI		0	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	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0
(d) Overseas Depositories(holding DRs)		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0
(e) (balancing figure)		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0
(f) Any Other (Specify)		109	1632843	0	0	1632843	23.27	1632843	NA	1632843	23.27	0	23.27	0	0.00	NA	NA	1627243
Trusts		2	1451902	0	0	1451902	20.69	1451902	NA	1451902	20.69	0	20.69	0	0.00	NA	NA	1451702
Keynote Trust	AABTK1897J	0	1451702	0	0	1451702	20.68	1451702	NA	1451702	20.68	0	20.68	0	0.00	NA	NA	1451702
Hindu Undivided Family		40	22526	0	0	22526	0.32	22526	NA	22526	0.32	0	0.32	0	0.00	NA	NA	22026
Non Resident Indians (Non Repat)		6	1434	0	0	1434	0.02	1434	NA	1434	0.02	0	0.02	0	0.00	NA	NA	1434
Non Resident Indians (Repat)		13	2215	0	0	2215	0.03	2215	NA	2215	0.03	0	0.03	0	0.00	NA	NA	2015
Clearing Member		9	1626	0	0	1626	0.02	1626	NA	1626	0.02	0	0.02	0	0.00	NA	NA	1626
Investor Education and Protection Fund Authority Ministry of Corporate Affairs		1	93618	0	0	93618	1.33	93618	NA	93618	1.33	0	1.33	0	0.00	NA	NA	93618
Bodies Corporate		37	59521	0	0	59521	0.85	59521	NA	59521	0.85	0	0.85	0	0.00	NA	NA	54821
Bodies Corporate - Ltd Liability Partnership		1	1	0	0	1	0.00	1	NA	1	0.00	0	0.00	0	0.00	NA	NA	1
Sub Total (B)(3)		2850	2440137	0	0	2440137	34.77	2440137	NA	2440137	34.77	0	34.77	0	0.00	NA	NA	2324478
Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)		2852	2956121	0	0	2956121	42.12	2956121	NA	2956121	42.12	0	42.12	0	0.00	NA	NA	2840462

\* 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.  
 \* 93,618 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



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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 <sup>S</sup>	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 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 (Not Applicable)	
									No of Voting Rights		Total as % of Total Voting rights			No.	As a % of total Shares held	No. (Not Applicable)	As a % of total Shares held (Not Applicable)		
									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)= (C1)+(C2)		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	NA	0

NA : Not Applicable

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 the reporting company, whether direct or indirect					
	Name	PAN	Passport No. in case of Foreign National	Nationality	Nationality (Applicable in case other selected)	Name	PAN	Passport No. in case of Foreign National	Nationality	Nationality (Applicable in case other selected)	Whether by virtue of:					
											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
1	Nirmal Suchanti	AAKPS3699F	0000K4556414	India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		22.83	22.83	22.83	No	No	01-03-2011
2	Nirmal Suchanti	AAKPS3699F	0000K4556414	India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		2.16	2.16	2.16	No	No	15-10-1993
3	Nirmal Suchanti	AAKPS3699F	0000K4556414	India		NIRMALCHAND SUCHANTI AND HUF	AADHN7484A		India		4.03	4.03	4.03	No	No	30-10-1995
4	Pushpa Suchanti	AAQPS4667R	0000L3070611	India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		10.13	10.13	10.13	No	No	01-03-2011
5	Pushpa Suchanti	AAQPS4667R	0000L3070611	India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.91	0.91	0.91	No	No	15-10-1993
6	Vivek Suchanti	AAKPS3700P	0000Z2201242	India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		5.68	5.68	5.68	No	No	01-03-2011
7	Vivek Suchanti	AAKPS3700P	0000Z2201242	India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.23	0.23	0.23	No	No	15-10-1993
8	Rita Suchanti	AAQPS4668A	0000Z3470855	India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		0.01	0.01	0.01	No	No	01-03-2011
9	Rita Suchanti	AAQPS4668A	0000Z3470855	India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.00	0.0	0.00	No	No	15-10-1993
10	Rinku Suchanti	AFZPS1715A	0000S3762467	India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		0.01	0.01	0.01	No	No	01-03-2011
11	Rinku Suchanti	AFZPS1715A	0000S3762467	India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.00	0.00	0.00	No	No	15-10-1993
12	Rinku Suchanti	AFZPS1715A	0000S3762467	India		DHANVIRDHI TIE UP PRIVATE LIMITED	AACCD3010G		India		0.03	0.03	0.03	No	No	23-03-2012
13	Vineet Suchanti	AAKPS2291K	0000Z5511050	India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		5.68	5.68	5.68	No	No	01-03-2011
14	Vineet Suchanti	AAKPS2291K	0000Z5511050	India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.13	0.13	0.13	No	No	15-10-1993
15	Vineet Suchanti	AAKPS2291K	0000Z5511050	India		DHANVIRDHI TIE UP PRIVATE LIMITED	AACCD3010G		India		0.03	0.03	0.03	No	No	23-03-2012

KEYNOTE



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