

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      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 June, 2022 (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 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

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	10	3960368	0	0	3960368	56.43	3960368	NA	3960368	56.43	0	56.43	0	0.00	NA	NA	3960368
(B)	Public	3777	3057971	0	0	3057971	43.57	3057971	NA	3057971	43.57	0	43.57	0	0.00	NA	NA	2948863
(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)	3787	7018339	0	0	7018339	100.00	7018339	NA	7018339	100.00	0	100.00	0	0.00			6909231

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.  
 98,372 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 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)	
<b>1 Indian</b>																		
<b>(a) Individuals / Hindu Undivided Family</b>																		
Nirmal Suchanti Huf	AADHN7484A	1	282499	0	0	282499	4.03	282499	NA	282499	4.03	0	0.00	0	0.00	0	0.00	282499
Pushpa Nirmal Suchanti	AAQP54667R	1	132308	0	0	132308	1.89	132308	NA	132308	1.89	0	0.00	0	0.00	0	0.00	132308
Nirmal Harshchand Suchanti	AAKPS3699F	1	117647	0	0	117647	1.68	117647	NA	117647	1.68	0	0.00	0	0.00	0	0.00	117647
Vivek Nirmal Suchanti	AAKPS3700P	1	49440	0	0	49440	0.70	49440	NA	49440	0.70	0	0.00	0	0.00	0	0.00	49440
Vineet Nirmal Suchanti	AAKPS2291K	1	11977	0	0	11977	0.17	11977	NA	11977	0.17	0	0.00	0	0.00	0	0.00	11977
Rita Vivek Suchanti	AAQP54668A	1	4829	0	0	4829	0.07	4829	NA	4829	0.07	0	0.00	0	0.00	0	0.00	4829
Rinku Vineet Suchanti	AFZPS1715A	1	3802	0	0	3802	0.05	3802	NA	3802	0.05	0	0.00	0	0.00	0	0.00	3802
<b>(b) Central Government / State Government(s)</b>		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
<b>(c) Financial Institutions / Banks</b>		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
<b>(d) Any Other (Specify)</b>		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	AAACC4909L	1	3112256	0	0	3112256	44.34	3112256	NA	3112256	44.34	0	0.00	0	0.00	0	0.00	3112256
Concept Productions Limited	AAACK2497A	1	241600	0	0	241600	3.44	241600	NA	241600	3.44	0	0.00	0	0.00	0	0.00	241600
Dhanvirdhi Tieup Private Limited	AAACC3010G	1	4010	0	0	4010	0.06	4010	NA	4010	0.06	0	0.00	0	0.00	0	0.00	4010
<b>Sub Total (A)(1)</b>		<b>10</b>	<b>3960368</b>	<b>0</b>	<b>0</b>	<b>3960368</b>	<b>56.43</b>	<b>3960368</b>	<b>NA</b>	<b>3960368</b>	<b>56.43</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>3960368</b>
<b>2 Foreign</b>																		
<b>(a) Individuals (Non-Resident Individuals / Foreign Individuals)</b>		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
<b>(b) Government</b>		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
<b>(c) Institutions</b>		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
<b>(d) Foreign Portfolio Investor</b>		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
<b>(e) Any Other (Specify)</b>		0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	0	0.00	0
<b>Sub Total (A)(2)</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>NA</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>
<b>Total Shareholding Of Promoter And Promoter Group (A)= (A)(1)+(A)(2)</b>		<b>10</b>	<b>3960368</b>	<b>0</b>	<b>0</b>	<b>3960368</b>	<b>56.43</b>	<b>3960368</b>	<b>NA</b>	<b>3960368</b>	<b>56.43</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>3960368</b>

\* 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.  
 \* 98,372 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. 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)			
<b>1 Institutions:</b>																			
(a) Mutual Fund			0	0	0	0	0.00	0	NA	0	0.00	0	0	0.00	NA	NA	0		
(b) Venture Capital Funds			0	0	0	0	0.00	0	NA	0	0.00	0	0	0.00	NA	NA	0		
(c) Alternate Investment Funds			0	0	0	0	0.00	0	NA	0	0.00	0	0	0.00	NA	NA	0		
(d) Foreign Venture Capital Investors			0	0	0	0	0.00	0	NA	0	0.00	0	0	0.00	NA	NA	0		
(e) Foreign Portfolio Investors			1	515684	0	0	0.00	0	NA	0	0.00	0	0	0.00	NA	NA	0		
India Max Investment Fund Ltd.,	AABCS500R		0	515684	0	0	515684	7.35	515684	NA	515684	7.35	0	7.35	0	0.00	NA	515684	
(f) Financial Institutions / Banks			1	300	0	0	300	0.00	515684	NA	515684	7.35	0	7.35	0	0.00	NA	515684	
(g) Insurance Companies			0	0	0	0	0	0.00	300	NA	300	0.00	0	0.00	NA	NA	300		
(h) Provident Funds/ Pension Funds			0	0	0	0	0	0.00	0	NA	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	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	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.			3640	655869	0	0	655869	9.35	655869	NA	655869	9.35	0	9.35	0	0.00	NA	NA	552361
ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.			4	234096	0	0	234096	3.34	234096	NA	234096	3.34	0	3.34	0	0.00	NA	NA	234096
B. Madhuprasad	ACTPB6811F		0	101850	0	0	101850	1.45	101850	NA	101850	1.45	0	1.45	0	0.00	NA	NA	101850
(b) NBFCs 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) (balancing figure)			0	0	0	0	0	0.00	0	NA	0	0.00	0	0.00	0	0.00	NA	NA	0
(e) Any Other (Specify)			122	1652022	0	0	1652022	23.54	1652022	NA	1652022	23.54	0	23.54	0	0.00	NA	NA	0
Trusts			2	1451902	0	0	1451902	20.69	1451902	NA	1451902	20.69	0	20.69	0	0.00	NA	NA	1646422
Keynote Trust	AABTK1897J		1	1451702	0	0	1451702	20.68	1451702	NA	1451702	20.68	0	20.68	0	0.00	NA	NA	1451702
Hindu Undivided Family			43	25943	0	0	25943	0.37	25943	NA	25943	0.37	0	0.37	0	0.00	NA	NA	25443
Non Resident Indians (Non Repat)			10	2494	0	0	2494	0.04	2494	NA	2494	0.04	0	0.04	0	0.00	NA	NA	2494
Non Resident Indians (Repat)			17	5243	0	0	5243	0.07	5243	NA	5243	0.07	0	0.07	0	0.00	NA	NA	5043
Clearing Member			12	8406	0	0	8406	0.12	8406	NA	8406	0.12	0	0.12	0	0.00	NA	NA	8406
Investor Education and Protection fund Authority Ministry of Corporate Affairs			1	98372	0	0	98372	1.40	98372	NA	98372	1.40	0	1.40	0	0.00	NA	NA	98372
Bodies Corporate			36	59661	0	0	59661	0.85	59661	NA	59661	0.85	0	0.85	0	0.00	NA	NA	54961
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)			3775	2541987	0	0	2541987	36.22	2541987	NA	2541987	36.22	0	36.22	0	0.00	NA	NA	2432879
<b>Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)</b>			3777	3057971	0	0	3057971	43.57	3057971	NA	3057971	43.57	0	43.57	0	0.00	NA	NA	2948863

\* 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.

\* 98,372 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

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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					Date of creation/acquisition of significant beneficial interest
	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	
<b>Significant Beneficial Owners</b>																
1	Nirmal Suchanti	AAKPS3699F		India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		22.83	22.83	22.83	No	No	01-03-2011
2	Nirmal Suchanti	AAKPS3699F		India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		2.16	2.16	2.16	No	No	15-10-1993
3	Nirmal Suchanti	AAKPS3699F		India		NIRMALCHAND SUCHANTI AND HUF	AADHN7484A		India		4.03	4.03	4.03	No	No	30-10-1995
4	Pushpa Suchanti	AAQPS4667R		India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		10.13	10.13	10.13	No	No	01-03-2011
5	Pushpa Suchanti	AAQPS4667R		India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.91	0.91	0.91	No	No	15-10-1993
6	Vivek Suchanti	AAKPS3700P		India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		5.68	5.68	5.68	No	No	01-03-2011
7	Vivek Suchanti	AAKPS3700P		India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.23	0.23	0.23	No	No	15-10-1993
8	Rita Suchanti	AAQPS4668A		India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		0.01	0.01	0.01	No	No	01-03-2011
9	Rita Suchanti	AAQPS4668A		India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.00	0.0	0.00	No	No	15-10-1993
10	Rinku Suchanti	AFZPS1715A		India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		0.01	0.01	0.01	No	No	01-03-2011
11	Rinku Suchanti	AFZPS1715A		India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.00	0.00	0.00	No	No	15-10-1993
12	Rinku Suchanti	AFZPS1715A		India		DHANVIRDHI TIE UP PRIVATE LIMITED	AACCD3010G		India		0.03	0.03	0.03	No	No	23-03-2012
13	Vineet Suchanti	AAKPS2291K		India		NSS DIGITAL MEDIA LIMITED	AADCC4909L		India		5.68	5.68	5.68	No	No	01-03-2011
14	Vineet Suchanti	AAKPS2291K		India		CONCEPT PRODUCTION LIMITED	AAACK2497A		India		0.13	0.13	0.13	No	No	15-10-1993
15	Vineet Suchanti	AAKPS2291K		India		DHANVIRDHI TIE UP PRIVATE LIMITED	AACCD3010G		India		0.03	0.03	0.03	No	No	23-03-2012

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