

# 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 December, 2022	
	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

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 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
								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)	
(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	0	3960368	0	56.43	0	0	0	0	3960368	
(B)	Public	3643	3057971	0	0	3057971	43.57	0	3057971	0	43.57	0	0	NA	NA	2958014	
(C)	Non Promoter - Non Public				0	0		0	0	0		0	0	NA	NA	0	
(C1)	Shares Underlying DRs	0		0	0	0	0.00	0	0	0	0	0	0	NA	NA	0	
(C2)	Shares Held By Employee Trust	0	0	0	0	0	0.00	0	0	0	0	0	0	NA	NA	0	
	Total	3653	7018339	0	0	7018339	100.00	0	7018339	0	100.00	0	0	0	0	6918387	

NA : Not Applicable



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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 held(b)	Number of equity shares held in dematerialised form
									Class X eg: y	Class eg: y	Total Voting Rights			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	AADHN7484A	1	282499	0	0	282499	4.03	282499	0	282499	4.03	0	0.00	0	0.00	282499
	Pushpa Nirmal Suchanti	AAQPS4667R	1	132308	0	0	132308	1.89	132308	0	132308	1.89	0	0.00	0	0.00	132308
	Nirmal Harshchand Suchanti	AAKPS3699F	1	117647	0	0	117647	1.68	117647	0	117647	1.68	0	0.00	0	0.00	117647
	Vivek Nirmal Suchanti	AAKPS3700P	1	49440	0	0	49440	0.70	49440	0	49440	0.70	0	0.00	0	0.00	49440
	Vineet Nirmal Suchanti	AAKPS2291K	1	11977	0	0	11977	0.17	11977	0	11977	0.17	0	0.00	0	0.00	11977
	Rita Vivek Suchanti	AAQPS4668A	1	4829	0	0	4829	0.07	4829	0	4829	0.07	0	0.00	0	0.00	4829
	Rinku Vineet Suchanti	AFZPS1715A	1	3802	0	0	3802	0.05	3802	0	3802	0.05	0	0.00	0	0.00	3802
	Central Government / State Government(s)		0	0	0	0	0	0	0	0	0	0	0	0.00	0	0.00	0
	Financial Institutions / Banks		0	0	0	0	0	0	0	0	0	0	0	0.00	0	0.00	0
	Any Other (Specify)		0	0	0	0	0	0	0	0	0	0	0	0.00	0	0.00	0
	N S S Digital Media Limited	AADCC4909L	1	3112256	0	0	3112256	44.35	3112256	0	3112256	44.35	0	0.00	0	0.00	3112256
	Concept Productions Limited	AAACK2497A	1	241600	0	0	241600	3.44	241600	0	241600	3.44	0	0.00	0	0.00	241600
	Dhanviridhi Tieup Private Limited	AAACCD3010G	1	4010	0	0	4010	0.05	4010	0	4010	0.05	0	0.00	0	0.00	4010
	Sub Total (A)(1)		10	3960368	0	0	3960368	56.43	3960368	0	3960368	56.43	0	0.00	0	0.00	3960368
2	Foreign																
	Individuals (Non-Resident Individuals / Foreign Individuals)																
	Foreign Government		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0
	Institutions		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0
	Foreign Portfolio Investor		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0
	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	3960368	0	3960368	56.43	0	0.00	0	0.00	3960368



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Table III - Statement showing shareholding pattern of the Public shareholder

Category & Name of the shareholders	PAN	No. 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 (IV+V+VI)	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 Shares Locked in shares		Number of Shares pledged or encumbered	Number of equity shares held in dematerialized form	Sub-categorization of shares	
								Class X	Class 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) = (iv)+v+vi	(viii) As a % of (A+B+C2)	(ix)			(x)	(xi) = (viii)-(x)	(xii)	(xiii)	(xiv)	(xv)	(xvi)	
1	Institutions (Domestic)																	
(a)	Mutual Fund	0	0	0	0	0	0.00	0	0	0	0	0.00	0	0.00	NA	0		
(b)	Venture Capital Funds	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(c)	Alternate Investment Funds	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(d)	Banks	1	300	0	0	300	0.00	300	0	0	0.00	0.00	0	0.00	NA	300	0	0
(e)	Insurance Companies	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(f)	Provident Funds/ Pension Funds	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(g)	Asset Reconstruction Companies	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(h)	Sovereign Wealth Funds	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(i)	NBFCs registered with RBI	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(j)	Other Financial Institutions	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(k)	Any Other (Specify)	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
	Sub-Total (B)(1)	1	300	0	0	300	0.00	300	0	0	0.00	0.00	0	0.00	NA	300	0	0
2	Institutions (Foreign)																	
(a)	Foreign Direct Investment	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(b)	Foreign Venture Capital Investors	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(c)	Sovereign Wealth Funds	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(d)	Foreign Portfolio Investors Category I	2	515704	0	0	515704	0.00	0	0	0	0.00	0.00	0	0.00	NA	515704	0	0
(e)	India Max Investment Fund Limited	1	515684	0	0	515684	7.35	515684	0	0	7.35	0.00	0	0.00	NA	515684	0	0
(f)	Foreign Portfolio Investors Category II	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(g)	Overseas Depositories (holding DRs) (balancing figure)	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(h)	Any Other (Specify)	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(i)	Sub-Total (B)(2)	2	515704	0	0	515704	7.35	515704	0	0	7.35	0.00	0	0.00	NA	515704	0	0
3	Central Government/ State Government(s)																	
(a)	Central Government/ President of India	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(b)	State Government/ Governor	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(c)	Shareholding by companies or Bodies Corporate where Central/ State government is a promoter	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(d)	Sub-Total (B)(3)	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
4	Non-Institutions																	
(a)	Associate companies / Subsidiaries	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(b)	Directors and their relatives (excluding Independent Directors and nominee Directors)	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(c)	Key Managerial Personnel	1	2500	0	0	2500	0.04	2500	0	0	0.04	0.00	0	0.00	NA	2500	0	0
(d)	Relatives of promoters (other than 'immediate relatives' of promoters disclosed under 'Promoter and Promoter Group' category)	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(e)	Trusts where any person belonging to 'Promoter and Promoter Group' category is 'trustee', 'beneficiary', or 'author of the trust'	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(f)	Investor Education and Protection Fund (IEPF)	1	106873	0	0	106873	1.52	106873	0	0	1.52	0.00	0	0.00	NA	106873	0	0
(g)	Investor Education and Protection Fund Authority Ministry of Corporate Affairs *	1	106873	0	0	106873	1.52	106873	0	0	1.52	0.00	0	0.00	NA	106873	0	0
(h)	Resident individual holding nominal share capital up to Rs. 2 lakhs.	3507	651227	0	0	651227	9.28	651227	0	0	9.28	0.00	0	0.00	NA	555770	0	0
(i)	Resident individual holding nominal share capital in excess of Rs. 2 lakhs.	4	234096	0	0	234096	3.34	234096	0	0	3.34	0.00	0	0.00	NA	234096	0	0
(j)	Non Resident Indians (NRIs)	26	6375	0	0	6375	0.09	6375	0	0	0.09	0.00	0	0.00	NA	6275	0	0
(k)	Foreign Nationals	0	0	0	0	0	0.00	0	0	0	0.00	0.00	0	0.00	NA	0		
(l)	Bodies Corporate	36	58994	0	0	58994	0.84	58994	0	0	0.84	0.00	0	0.00	NA	58994	0	0
(m)	Any Other (Specify)	65	1481902	0	0	1481902	21.11	1481902	0	0	21.11	0.00	0	0.00	NA	1481202	0	0
(n)	Trusts	2	1451902	0	0	1451902	20.68	1451902	0	0	20.68	0.00	0	0.00	NA	1451702	0	0
(o)	Keynote Trust *	1	1451702	0	0	1451702	20.68	1451702	0	0	20.68	0.00	0	0.00	NA	1451702	0	0
(p)	Body Corporate/ Liability Partnership	48	15777	0	0	15777	0.22	15777	0	0	0.22	0.00	0	0.00	NA	15777	0	0
(q)	Hindu Undivided Family	39	14222	0	0	14222	0.20	14222	0	0	0.20	0.00	0	0.00	NA	14222	0	0
(r)	Clearing member	3640	2541967	0	0	2541967	36.21	2541967	0	0	36.21	0.00	0	0.00	NA	2442010	0	0
(s)	Sub-Total (B)(4)	3648	3057971	0	0	3057971	43.57	3057971	0	0	43.57	0.00	0	0.00	NA	2958014	0	0
	Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)+(B)(4)																	

\* 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.

\* 1,06,873 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 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 % 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 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 (XIV)
								No of Voting Rights					No. (a)	As a % of total Shares held(b)	No. (a)	As a % of total Shares held(b)	
								Class X eg: y	Class eg: y	Total							
(i)	(ii)	(iii)	(iv)	(v)	(vi)	(vii) =	(viii) As a %	(ix)	(x)	(xi) = (vii)+(x)	(xii)	(xiii)	(xiv)	(xv)	(xvi)	(xvii)	
1. Custodian/DR Holder Employee Benefit Trust / Employee Welfare Trust under SEBI (Share based Employee Benefits and Sweat Equity) Regulations, 2021		0	0	0	0	0	0.00	0	0	0	0	0.00	0	0.00	NA	NA	0
2. Total Non-Promoter- Non Public Shareholding (C)= (C1)+(C2)		0	0	0	0	0	0.00	0	0	0	0	0.00	0	0.00	NA	NA	0
		0	0	0	0	0	0.00	0	0	0	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				Date of creation/acquisition of significant beneficial interest	
	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
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	0.00	0.00	No	No	15-10-1993
10	Rinku Suchanti	AFZPS1715A		India		NSS DIGITAL MEDIA LIMITED	AAACK2497A		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		DHANVIRDIHI TIE UP PRIVATE LIMITED	AAACD3010G		India		0.03	0.03	0.03	No	No	23-03-2012
13	Vineet Suchanti	AAKPS2291K		India		NSS DIGITAL MEDIA LIMITED	AAACK2497A		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		DHANVIRDIHI TIE UP PRIVATE LIMITED	AAACD3010G		India		0.03	0.03	0.03	No	No	23-03-2012

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