

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 March, 2023		
	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
	* 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.		



Keynote Financial Services Limited

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 Tel.: 91 22 6826 6000 • Fax: 91 22 6826 6088 Email: info@keynoteindia.net • Website: www.keynoteindia.net
 CIN-L67120MH1993PLC072407

KEYNOTE



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 shares held (VII) = (IV)+(V) + (VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) 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) (XI) = (VII)+(X) As a % of (A+B+C2)	Number of Locked in shares	Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialised form	
								No of Voting Rights						No. (a) As a % of total Shares held(b)	No. (a) As a % of total Shares held(b)		As a % of total Shares held(b)
								Class eg: X	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	0	3960368	0	56.43	0	0	0	0	3960368	
(B)	Public	3570	3057971	0	0	3057971	43.57	0	3057971	0	43.57	0	0	0	NA	2959364	
(C)	Non Promoter - Non Public					0				0					NA	0	
(C1)	Shares Underlying DRs	0		0	0	0	0.00	0	0	0	0	0	0	0	NA	0	
(C2)	Shares Held By Employee Trust	0	0	0	0	0	0.00	0	0	0	0	0	0	0	NA	0	
	Total	3580	7018339	0	0	7018339	100.00	0	7018339	0	100.00	0	0	0	0	6919732	

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 % 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
									No of Voting Rights	Total	Total			No. (a)	As a % of total Shares held(b)		
(i)	(ii)	(iii)	(iv)	(v)	(vi)	(vii)	(viii)	(ix)	(x)	(xi)	(xii)	(xiii)	(xiv)				
1	Indian																
(a) Individuals / Hindu Undivided Family																	
Nirmal Suchanti Huf	Promoter	AADHN7484A	1	282499	0	0	282499	4.03	282499	0	282499	4.03	0	0.00	0	0.00	282499
Pushpa Nirmal Suchanti	Promoter	AAQP54667R	1	132308	0	0	132308	1.89	132308	0	132308	1.89	0	0.00	0	0.00	132308
Nirmal Harshchand Suchanti	Promoter	AAKP53699F	1	117647	0	0	117647	1.68	117647	0	117647	1.68	0	0.00	0	0.00	117647
Vivek Nirmal Suchanti	Promoter	AAKP53700P	1	49440	0	0	49440	0.70	49440	0	49440	0.70	0	0.00	0	0.00	49440
Vineet Nirmal Suchanti	Promoter Group	AAKP52291K	1	11977	0	0	11977	0.17	11977	0	11977	0.17	0	0.00	0	0.00	11977
Rita Vivek Suchanti	Promoter Group	AAQP54668A	1	4829	0	0	4829	0.07	4829	0	4829	0.07	0	0.00	0	0.00	4829
Rinku Vineet Suchanti	Promoter Group	AFZP51715A	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
(b) Financial Institutions / Banks			0	0	0	0	0	0	0	0	0	0	0	0.00	0	0.00	0
(c) Any Other (Specify)			0	0	0	0	0	0	0	0	0	0	0	0.00	0	0.00	0
N S Digital Media Limited	Promoter	AADCC4909L	1	3112256	0	0	3112256	44.35	3112256	0	3112256	44.35	0	0.00	0	0.00	3112256
Concept Productions Limited	Promoter	AAAC2497A	1	241600	0	0	241600	3.44	241600	0	241600	3.44	0	0.00	0	0.00	241600
Dhanviridhi Tieup Private Limited	Promoter Group	AACCD3010G	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
Foreign																	
Individuals (Non-Resident Individuals / Foreign Individuals)																	
(a) Government			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0
(b) Institutions			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0
(c) Foreign Portfolio Investor			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0
(d) 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	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 (VII) = (IV)+(V)+(VI)	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 dematerialized form	Sub-categorization of shares				
								No. of Voting Rights		Total Voting Rights						No. (a) As a % of total Shares held(b)	No. (b) As a % of total Shares held(b)	Sub-category(i)	Sub-category(ii)	Sub-category(iii)
								Class X	Class eg: y											
(i)	(ii)	(iii)	(iv)	(v)	(vi)	(vii) As a % of (A+B+C2)	(viii)	(ix)	(x)	(xi)	(xii)	(xiii)	(xiv)	(xv)	(xvi)	(xvii)	(xviii)			
1. Institutions (Domestic)																				
(a) Mutual Fund		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(b) Venture Capital Funds		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(c) Alternate Investment Funds		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(d) Banks		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(e) Insurance Companies		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(f) Provident Funds/ Pension Funds		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(g) Asset Reconstruction Companies		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(h) Sovereign Wealth Funds		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(i) NBFCs registered with RBI		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(j) Other Financial Institutions		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(k) Any Other (Specify)		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(l) Sub Total (B)(I)		1	300	0	0	300	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
2. Institutions (Foreign)																				
(a) Foreign Direct Investment		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(b) Foreign Venture Capital Investors		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(c) Sovereign Wealth Funds		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(d) Foreign Portfolio Investors Category I		1	515684	0	0	515684	7.34	515684	0	515684	7.34	0	0	0	0	0	0	0		
(e) India Max Investment Fund Limited	AABCS500R	1	515684	0	0	515684	7.34	515684	0	515684	7.34	0	0	0	0	0	0	0		
(f) Foreign Portfolio Investors Category II		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(g) Overseas Depositories (holding DRs) (balancing figure)		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(h) Any Other (Specify)		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(i) Sub Total (B)(I)		1	515684	0	0	515684	7.34	515684	0	515684	7.34	0	0	0	0	0	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	0	0	0	0	0	0		
(b) State Government / Governor		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	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	0	0	0	0	0	0		
(d) Sub Total (B)(I)		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
4. Non-institutions																				
(a) Associate companies / Subsidiaries		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(b) Directors and their relatives (excluding Independent Directors and nominees Directors)		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(c) Key Managerial Personnel		1	2500	0	0	2500	0.04	2500	0	2500	0.04	0	0	0	0	0	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	0	0	0	0	0	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	0	0	0	0	0	0		
(f) Investor Education and Protection Fund (IEPF)		1	106873	0	0	106873	1.52	106873	0	106873	1.52	0	0	0	0	0	0	0		
(g) Investor Education And Protection Fund Authority Ministry Of Corporate Affairs *		1	106873	0	0	106873	1.52	106873	0	106873	1.52	0	0	0	0	0	0	0		
(h) Resident individual holding nominal share capital up to Rs. 2 lakhs.		3457	663053	0	0	663053	9.46	663053	0	663053	9.46	0	0	0	0	0	0	0		
(i) Resident individual holding nominal share capital in excess of Rs. 2 lakhs.		4	231856	0	0	231856	3.30	231856	0	231856	3.30	0	0	0	0	0	0	0		
(j) Non Resident Indians (NRIs)	ACTPB681F	25	6670	0	0	6670	0.10	6670	0	6670	0.10	0	0	0	0	0	0	0		
(k) Foreign Nationals		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0	0		
(l) Bodies Corporate		29	55600	0	0	55600	0.79	55600	0	55600	0.79	0	0	0	0	0	0	0		
(m) Any Other (Specify)		51	1475435	0	0	1475435	21.02	1475435	0	1475435	21.02	0	0	0	0	0	0	0		
(n) Trusts		2	1451902	0	0	1451902	20.69	1451902	0	1451902	20.69	0	0	0	0	0	0	0		
(o) Body Corp-td Liability Partnership	AABTK1897J	1	1451702	0	0	1451702	20.68	1451702	0	1451702	20.68	0	0	0	0	0	0	0		
(p) Hindu Undivided Family		45	23087	0	0	23087	0.33	23087	0	23087	0.33	0	0	0	0	0	0	0		
(q) Cleaning Member		3	445	0	0	445	0.00	445	0	445	0.00	0	0	0	0	0	0	0		
(r) Sub Total (B)(I)		3588	2541987	0	0	2541987	36.23	2541987	0	2541987	36.23	0	0	0	0	0	0	0		
(s) Total Public Shareholding (B) = (B)(I)+(B)(II)+(B)(III)+(B)(IV)		3570	3057971	0	0	3057971	43.57	3057971	0	3057971	43.57	0	0	0	0	0	0	0		

* 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



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 (VII) = (IV)+(V)+(VI)	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) (XI) = (VII)+(X) As a % of (A+B+C2)	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialised form
								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) Custodian/DR Holder	(ii)	(iii)	(iv)	(v)	(vi)	(vii) = (iv)+(v)+(vi)	(viii) As a % of (A+B+C2)	(ix)			(x)		(xii)		(xiii)		(xiv)
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
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

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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					
	Name	PAN	Passport No. in case of Foreign National	Nationality (Applicable in case other selected)	Name	PAN	Passport No. in case of Foreign National	Nationality (Applicable in case other selected)	Shares	Voting rights	Rights on distributable dividend or any other distribution	Exercise of Control	Exercise of Significant Interest	Date of creation/ acquisition of significant beneficial interest
Significant Beneficial Owners														
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	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	DHANVIRDI TIE UP PRIVATE LIMITED	AAACCD3010G		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	DHANVIRDI TIE UP PRIVATE LIMITED	AAACCD3010G		India	0.03	0.03	0.03	No	No	23-03-2012

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