

Vineet Suchanti

*13 B, Jolly Maker Apt 1,
Cuffe Parade,
Mumbai 400005*

28th March 2025

BSE LIMITED P J Towers Dalal Street, Fort, Mumbai 400 001 Company Code No.: 512597	NATIONAL STOCK EXCHANGE OF INDIA LIMITED Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai - 400051 NSE- KEYFINSERV	KEYNOTE FINANCIAL SERVICES LIMITED. The Ruby, 9 th Floor, Senapati Bapat Marg Road, Dadar West. Mumbai- 400028.
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Dear Sir / Madam,

Sub.: Disclosure under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("SAST Regulations")

With reference to the above subject, please find enclosed herewith the disclosure as per Regulation 29(1) of SEBI SAST Regulations, 2011 with regards to the acquisition of 1,58,880 equity shares constituting 45.68% of the outstanding equity share capital of NSS Digital Media Limited (Promoter Company of Keynote Financial Services Limited) from Mr. Nirmal Harschand Suchanti, who holds 79,940 equity shares (constituting 22.84%), and Mrs. Pushpa Nirmal Suchanti, who also holds 79,940 equity shares (constituting 22.84%) of the said promoter.

In this connection, please find enclosed Disclosure, in the prescribed format in terms of Regulation 29(1) of SEBI(SAST) Regulations, 2011.

In view of the subject matter, you are requested to take this on records and do the needful.

Thanking You,
Yours Sincerely,



Vineet Nirmal Suchanti
Acquirer/Promoter

Encl: as above

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ANNEXURE -1

Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	KEYNOTE FINANCIAL SERVICES LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Mr. Vineet Nirmal Suchanti		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	• BSE Limited • National Stock Exchange of India Limited		
(§)Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital-of the TC(*)
<u>Before the acquisition/disposed off without consideration, holding of:</u>			
a) Shares carrying voting rights	NIL	NIL	NIL
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NIL	NIL	NIL
c) Voting rights (VR) otherwise than by shares	NIL	NIL	NIL
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	NIL	NIL	NIL
e) Total (a+b+c+d)	NIL	NIL	NIL

<u>Details of acquisition/sale/ disposed off</u>		% w.r.t. total share/ voting capital wherever applicable	% w.r.t. total diluted share/ voting capital of the TC(*)
a) Shares carrying voting rights acquired/sold / disposed off	NIL	NIL	NIL
	NIL	NIL	NIL
	NIL	NIL	NIL
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NIL	NIL	NIL
c) VRs acquired /sold otherwise than by shares	NIL	NIL	NIL
d) Warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	NIL	NIL	NIL
e) Total (a+b+c+d)	NIL	NIL	NIL
<u>After the acquisition/sale,-disposed off holding of:</u>			
a) Shares carrying voting rights	NIL	NIL	NIL
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NIL	NIL	NIL
c) VRs otherwise than by shares	NIL	NIL	NIL

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d). Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	NIL	NIL	NIL
e) Total (a+b+c+d)	NIL	NIL	NIL
Mode of <u>acquisition</u> / <u>sale</u> (e.g. open market / off market / public issue / rights issue / preferential allotment / inter-se transfer etc)	Acquisition of 1,58,880 Equity shares by Mr. Vineet Suchanti in NSS Digital Media Limited which is promoter group company of the target company holding 55.92%. The proposed acquisition of shares in NSS Digital Media Limited will result into indirect control of 32.70% of the Target Company		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	Not Applicable		
Date of disposed off acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	28 th March 2025		
Equity share capital / total voting capital of the TC before the said disposed off acquisition / sale	Rs. 5,56,66,370/- (55,66,637 Equity shares of Rs.10/- each)		
Equity share capital/ total voting capital of the TC after the said disposed off acquisition / sale	Rs. 5,56,66,370/- (55,66,637 Equity shares of Rs.10/- each)		
Total diluted share/voting capital of the TC after the said acquisition / sale .	Rs. 5,56,66,370/- (55,66,637 Equity shares of Rs.10/- each)		

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Part B*****

Name of the Target Company: **Keynote Financial Services Limited**

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to the Promoter/ Promoter group	PAN of the acquirer and/or PACs
NA	NA	NA



Vineet Nirmal Suchanti
Acquirer/Promoter

Date: 28th March 2025
Place: Mumbai

- (*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.
- (**) Diluted share/ voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/ warrants into equity shares of the TC.
- (***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

(\$) Mr. Nirmal Harschand Suchanti and Mrs. Puspha Nirmal Suchanti have transferred 79,440 and 79,440 Equity shares, respectively of NSS Digital Media Limited to Mr. Vineet Suchanti by virtue of gift. Pursuant to this transfer, the shareholding of Mr. Vineet Suchanti, who was holding 12.81% in NSS Digital Media Limited, has increased to 58.49%. NSS Digital Media Limited is part of the Promoter Group of Target Company ("TC"), holding 55.92% in the TC. The proposed acquisition of shares of NSS Digital Media Limited results into indirect control of 32.70% of the TC.

