

Vineet Suchanti

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

26th June 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 1,45,040 equity shares constituting 41.45% of the equity share capital of NSS Digital Media Limited (Promoter Company of Keynote Financial Services Limited) from Mr. Vivek Suchanti and Nirmal Suchanti HUF.

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
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VINEET SUCHANTI
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Vineet Suchanti
Acquirer/Promoter

Encl: as above

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 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

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 acquisition / sale (e.g. open market / off market / public issue / rights issue / preferential allotment / inter-se transfer etc)	Acquisition of 145040 Equity shares of NSS Digital Media Limited, which holds 55.91% in the Target Company. The proposed acquisition of NSS Digital Media Limited shares will result in indirect control of 55.87% of the Target Company (Keynote) by Mr. Vineet Suchanti.		
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	26 th June 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)		

Part B*****

Name of the Target Company: Keynote Financial Services Limited

Vineet Suchanti

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

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

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Vineet Suchanti
Acquirer/Promoter

Date: 26th June 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. Vivek Suchanti and Nirmal Suchanti HUF have transferred 44,800 and 1,00,240 equity shares, respectively, of NSS Digital Media Limited to Mr. Vineet Suchanti by way of gift and through partition of HUF. Pursuant to this transfer, Mr. Vineet Sushanti's shareholding in NSS Digital Media Limited has increased from 58.49% to 99.93%. NSS Digital Media Limited forms part of the Promoter Group of the Target Company ("TC") and currently holds 55.91% of the equity share capital of the TC. As a result, the acquisition of shares in NSS Digital Media Limited has led to Mr. Vineet Suchanti acquiring indirect control over 55.87% of the equity share capital of the Target Company.