

# KEYNOTE

Ref # Key25/Stock Exchange Let/Sk(106)

15 <sup>th</sup> July 2025 The Manager BSE Limited, Listing Department, PhirozeJeejeebhoy Towers, Dalal Street, Mumbai – 400 001 <b>Scrip Code: 512597</b>	The Manager National Stock Exchange of India Ltd. Listing Department, Exchange Plaza, C-1, Block – G, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 <b>Symbol: KEYFINSERV</b>
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Dear Sir/Madam,

**Sub: Intimation under Regulation 10 (7) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

With reference to the captioned subject, we hereby submit the Report under Regulation 10(7) of Takeover Regulations received from Mr. Vineet Suchanti, Promoter of the Company pursuant to inter-se transfer of shares by way of gift and partition and dissolution of HUF.

Further, as per SEBI Circular No. SEBI/HO/CFD/CFD-RAC-DCR1/P/CIR/2025/0034 dated 20th March, 2025, this Report under Regulation 10(7) of Takeover Regulations along with the requisite Fees is submitted to SEBI through Email and SEBI SI Portal.

The intimation is annexed herewith for your kind reference.

You are requested to kindly take the above information in your records.

Thanking You,  
Yours Sincerely,

For **Keynote Financial Services Limited**  
Simran Kashela  
Company Secretary & Compliance Officer

**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

15<sup>th</sup> July 2025

**The Securities and Exchange Board of India**  
SEBI Bhuvan, Plot No. C4-A, 'G' Block,  
Bandra Kurla Complex,  
Bandra (East), **Mumbai – 400 051.**

**Sub:- Report under Regulation 10(7) of Securities and Exchange Board of India  
(Substantial Acquisition of Shares and Takeover) Regulations, 2011,**

Dear Sir,

I, Vineet Suchanti, the Shareholder of NSS Digital Media Limited, hereby submit a report under Regulation 10(7) of the (Substantial Acquisition of Shares and Takeovers) Regulations 2011, in respect of the acquisition of 145040 equity shares of NSS Digital Media Limited.

It is to be noted that NSS Digital Media Limited is, Promoter and Shareholder of Keynote Financial Services Limited. ("**Target Company**") Therefore, the acquisition of shares in NSS results in an indirect acquisition of shares and voting rights in the target company.

**1. Acquisition via Gift (Regulation 10(1)(a)(i))**

The acquisition of 44,800 equity shares ( 12.80%) of NSS Digital Media Limited has been effected through a gift transfer from Mr. Vivek Suchanti, who held 44,840 equity shares (12.81%). This transfer is exempt from open offer obligations under Regulation 10(1)(a)(i) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as it is constituted an inter se transfer between immediate relatives by way of gift.

**2. Partition of HUF (Regulation 10(1)(a)(ii))**

An inter-se transfer involving 1,00,240 equity shares (28.64%) of NSS Digital Media Limited has been carried out as part of the partition of Nirmal Suchanti HUF, resulting in the transfer of shares to Mr. Vineet Suchanti, a coparcener. This transfer is exemp under **Regulation 10(1)(a)(ii)** of the SEBI SAST Regulations, 2011, as it constitutes an inter se transfer between HUF members as part of family arrangement or partition.

The respective intimations under Regulation 10(5) and 10(6) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 2011 have already been filed with both stock exchanges on 20.06.2025 and 26.06.2025, respectively.

Consequent to the above transaction, there has been a change in control of NSS Digital Media Limited, wherein Mr. Vineet Suchanti, who previously held a 58.49% stake in the company, now holds 99.93%. This has resulted in an indirect change in control within the promoter group without affecting the pre- and post-shareholding structure of the Target Company.

Further, as per SEBI Circular No. SEBI/HO/CFD/CFD-RAC-DCR1/P/CIR/2025/0034 dated 20th March 2025, separate reports under Regulation 10(7) of the Takeover Regulations, pursuant to Regulation 10(1)(a)(i) and Regulation 10(1)(a)(ii), along with the applicable fees, have been submitted to SEBI through email and the SEBI SI Portal.

The applicable fees for each report of Rs. 1,50,000/- (Rupees One Lakh Fifty Thousand Only) plus GST @ 18% of Rs. 27,000/- (Rupees Twenty-Seven Thousand Only), aggregating to Rs. 1,77,000/- (Rupees One Lakh Seventy-Seven Thousand Only), have been remitted separately through net banking as per details below:

- For the Regulation 10(1)(a)(i) report (Enclosed as **Annexure A**): Application ID Number – 193 Payment Reference – BUTIQMD0QF7O92, Date – 15<sup>th</sup> July 2025
- For the Regulation 10(1)(a)(ii) report (Enclosed as **Annexure B**): Application ID Number – 194; Payment Reference – BUTIM450QF833A; Date – 15<sup>th</sup> July 2025

Kindly take note of the attached Reports and also the Reports submitted through SEBI SI Portal on record for Compliance under Takeover Regulations.

Kindly acknowledge the receipt.

Thanking you,

VINEET  
SUCHANTI

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**Vineet Suchanti**  
Acquirer / Promoter

**Annexure A**

**Format under Regulation 10(7) - Report to SEBI in respect of any acquisition made in reliance upon exemption provided for in Regulation 10(1)(a)(i) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1	<b>General Details</b>	
a.	Name, address, telephone no., e-mail of acquirer(s) {In case there are multiple acquirers, provide full contact details of any one acquirer (the correspondent acquirer) with whom SEBI shall correspond.}	Name: Vineet Suchanti Address: 13B- Jolly Maker Apartments, Cuffe Parade, Mumbai - 400005 Email id: suchanti@keynoteindia.net Contact No: 022 68266000
b.	Whether sender is the acquirer (Y/N)	Yes
c.	If not, whether the sender is duly authorized by the acquirer to act on his behalf in this regard (enclose copy of such authorization)	Not Applicable
d.	Name, address, Tel no. and e-mail of sender, if sender is not the acquirer	Not Applicable
2	<b>Compliance of Regulation 10(7)</b>	
a.	Date of Report	15 <sup>th</sup> July 2025(Payment date is taken as the date of the Report as per the SEBI SI Portal)
b.	Whether report has been submitted to SEBI within 21 working days from the date of the acquisition	Yes, the report is being made to SEBI within 21 working days from the date of acquisition, viz, 26 <sup>th</sup> June 2025.
c.	Whether the report is accompanied with fees as required under Regulation 10(7)	Yes, the applicable fee of Rs. 1,50,000/- has been remitted through Net banking BUTIQMD0QF7O92 dated 15 <sup>th</sup> July 1997
3	<b>Compliance of Regulation 10(5 )</b>	
a.	Whether the report has been filed with the Stock Exchanges where the shares of the Company are listed at least 4 working days before the date of the proposed acquisition.	Yes A copy of the same is enclosed herewith as <b>Annexure 1</b>
b.	Date of Report	20 <sup>th</sup> June 2025
4	<b>Compliance of Regulation 10(6)</b>	

	a.	Whether the report has been filed with the Stock Exchanges where the shares of the Company are listed within 4 working days of the acquisition.	Yes A copy of the same is enclosed herewith as <b>Annexure 2</b> .			
	b.	Date of Report	26 <sup>th</sup> June 2025			
5	<b>Details of the Target Company</b>					
	a.	Name & address of TC	Keynote Financial Services Limited  The Ruby, 9 <sup>th</sup> Floor, Senapati Bapat Marg Road, Dadar West, Mumbai-400028.			
	b.	Name of the Stock Exchange(s) where the shares of the TC are listed	BSE Limited; and National Stock Exchange of India Limited			
6	<b>Details of the acquisition</b>					
	a.	Date of acquisition	26 <sup>th</sup> June, 2025			
	b.	Acquisition price per share (in Rs.)	Not applicable as the transaction is inter-se- se-transfer by way of gift among the immediate relatives.			
	c.	Regulation which would have triggered off, had the report not been filed under Regulation 10(7). {Whether Regulation 3(1), 3(2), 4 or 5}	Regulation 5 of the SEBI (SAST) Regulations, 2011.			
	d.	Shareholding of acquirer(s) and PAC individually in TC (in terms of no. & as a percentage of the total share/voting capital of the TC)(*)	<b>Before the acquisition</b>		<b>After the acquisition</b>	
			<b>No. of Shares</b>	<b>% w.r.t total share capital of TC</b>	<b>No. of Shares</b>	<b>% w.r.t total share capital of TC</b>
		Acquirer and PAC (other than seller)(*)  <b>Vineet Suchanti</b>  (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.)	-	-	-	-

	e.	Shareholding of seller/s in TC (in terms of no. & as a percentage of the total share/voting capital of the TC)(*)	Before the acquisition		After the acquisition	
			No. of Shares	% w.r.t total share capital of the TC	No. of Shares	% w.r.t total share capital of TC
		<p>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 virtue of gift and partition of HUF. Pursuant to these transfers, the shareholding of Mr. Vineet Suchanti, who was holding 58.49% in NSS Digital Media Limited, has increased to 99.93%.</p> <p>NSS Digital Media Limited is part of the Promoter Group of the Target Company ("TC"), holding 55.91% in the TC. Accordingly, the proposed acquisition of shares in NSS Digital Media Limited will result in the indirect control of 55.87% of the Target Company by Mr. Vineet Suchanti.</p>	-	-	-	-
7	<b>Information specific to the exemption category to which the instant acquisition belongs Regulation 10(1)(a)(i)</b>					
	a.	Provide the names of the seller(s)	Mr. Vivek Suchanti			
	b.	Specify the relationship between the acquirer and the seller.	Mr. Vivek Suchanti is the brother of Mr. Vineet Suchanti.			
	c.	Confirm whether the acquirer(s) and the seller(s) are 'immediate relatives' as defined in the Regulation 2(1).	Yes, the acquirer(s) and the seller(s) are 'immediate relatives' as defined under Regulation 2(1).			
	d.	If shares of the TC are frequently traded, volume-weighted average market price (VWAP) of such shares for a period of sixty trading days preceding the date of issuance of notice regarding the proposed acquisition to the stock exchanges where the TC is listed.	Not Applicable			

e.	If shares of the TC are infrequently traded, the price of such shares as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Not Applicable
f.	Confirm whether the acquisition price per share is not higher by more than twenty-five percent of the price as calculated in (d) or (e) above as applicable	Not Applicable
g.	Date of issuance of notice regarding the proposed acquisition to the stock exchanges where the TC is listed	20 <sup>th</sup> June 2025
h	<p>1) Whether the acquirers as well as sellers have complied with the provisions of Chapter V of the Takeover Regulations (corresponding provisions of the repealed Takeover Regulations 1997) (Y/N).</p> <p>2) If yes, specify applicable regulation(s) as well as date on which the requisite disclosures were made and furnish copies of the same.</p>	<p><b>Yes</b>, the acquirers as well as sellers have complied with the provisions of Chapter V of the Takeover Regulations (corresponding provisions of the repealed Takeover Regulations 1997).</p> <p>The copy of Regulation 29(1) and Regulation 29(2) of SEBI(SAST) Regulations, 2011 are enclosed as <b>Annexure 3</b></p> <p>Date: 26<sup>th</sup> June 2025</p>
i.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a)(i) with respect to exemptions has been duly complied with.	I, Vineet Nirmal Suchanti, Promoter of Keynote Financial Services Limited and acquirer in the said transaction confirm that, all the conditions specified under regulation 10(1)(a)(i) with respect to exemption has duly complied with.

*Vineet Suchanti*

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

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I hereby declare that the information provided in the instant report is true and nothing has been concealed there from.

VINEET  
SUCHANTI

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VINEET SUCHANTI  
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**Vineet Suchanti**

**Date: 15<sup>th</sup> July 2025**

**Place: Mumbai**

**NOTE:**

- (\*) In case, percentage of shareholding to the total capital is different from percentage of voting rights, indicate percentage of shareholding and voting rights separately.
- (\*\*) Shareholding of each entity shall be shown separately as well as collectively.



**Annexure B**

**Format under Regulation 10(7) - Report to SEBI in respect of any acquisition made in reliance upon the exemption provided for in Regulation 10(1)(a)(ii) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1	<b>General Details</b>	
a.	Name, address, telephone no., e-mail of acquirer(s) In case there are multiple acquirers, provide full contact details of any one acquirer (the correspondent acquirer) with whom SEBI shall correspond.}	Name: Vineet Suchanti Address: 13B- Jolly Maker Apartments, Cuffe Parade, Mumbai - 400005 Email id: suchanti@keynoteindia.net Contact No: 022 68266000
b.	Whether sender is the acquirer (Y/N)	Yes
c.	If not, whether the sender is duly authorized by the acquirer to act on his behalf in this regard (enclose copy of such authorization)	Not Applicable
d.	Name, address, Tel no. and e-mail of sender, if sender is not the acquirer	Not Applicable
2	<b>Compliance of Regulation 10(7)</b>	
a.	Date of Report	15 <sup>th</sup> July 2025 (Payment date is taken as the date of the Report as per SEBI SI Portal)
b.	Whether report has been submitted to SEBI within 21 working days from the date of the acquisition	Yes, the report is being made to SEBI within 21 working days from the date of acquisition, viz, 26 <sup>th</sup> June 2025.
c.	Whether the report is accompanied with fees as required under Regulation 10(7)	Yes, the applicable fee of Rs. 1,50,000/- has been remitted through Net banking BUTIM450QF833A dated 15 <sup>th</sup> July, 2025.
3	<b>Compliance of Regulation 10(5 )</b>	
a.	Whether the report has been filed with the Stock Exchanges where the shares of the Company are listed at least 4 working days before the date of the proposed acquisition.	Yes A copy of the same is enclosed herewith as <b>Annexure 1</b>
b.	Date of Report	20 <sup>th</sup> June 2025
4	<b>Compliance of Regulation 10(6)</b>	

	a.	Whether the report has been filed with the Stock Exchanges where the shares of the Company are listed within 4 working days of the acquisition.	Yes A copy of the same is enclosed herewith as <b>Annexure 2</b> .			
	b.	Date of Report	26 <sup>th</sup> June 2025			
5	<b>Details of the Target Company</b>					
	a.	Name & address of TC	Keynote Financial Services Limited  The Ruby, 9 <sup>th</sup> Floor, Senapati Bapat Marg Road, Dadar West, Mumbai-400028.			
	b.	Name of the Stock Exchange(s) where the shares of the TC are listed	BSE Limited; and National Stock Exchange of India Limited			
6	<b>Details of the acquisition</b>					
	a.	Date of acquisition	26 <sup>th</sup> June, 2025			
	b.	Acquisition price per share (in Rs.)	Not applicable as the transaction is inter-se-transfer by way of partition of HUF			
	c.	Regulation which would have triggered off, had the report not been filed under Regulation 10(7). {Whether Regulation 3(1), 3(2), 4 or 5}	Regulation 5 of the SEBI (SAST) Regulations, 2011.			
	d.	Shareholding of acquirer(s) and PAC individually in TC (in terms of no. & as a percentage of the total share/voting capital of the TC)(*)	<b>Before the acquisition</b>		<b>After the acquisition</b>	
			<b>No. of Shares</b>	<b>% w.r.t total share capital of TC</b>	<b>No. of Shares</b>	<b>% w.r.t total share capital of TC</b>
		Acquirer and PAC (other than seller)(*)  <b>Vineet Suchanti</b>  (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.)	-	-	-	-

	e.	Shareholding of seller/s in TC (in terms of no. & as a percentage of the total share/voting capital of the TC)(*)	Before the acquisition		After the acquisition	
			No. of Shares	% w.r.t total share capital of the TC	No. of Shares	% w.r.t total share capital of TC
		<p>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 virtue of gift and partition of HUF. Pursuant to these transfers, the shareholding of Mr. Vineet Suchanti, who was holding 58.49% in NSS Digital Media Limited, has increased to 99.93%.</p> <p>NSS Digital Media Limited is part of the Promoter Group of the Target Company ("TC"), holding 55.91% in the TC. Accordingly, the proposed acquisition of shares in NSS Digital Media Limited will result in the indirect control of 55.87% of the Target Company by Mr. Vineet Suchanti.</p>	-	-	-	-
7	<b>Information specific to the exemption category to which the instant acquisition belongs, Regulation 10(1)(a)(ii)</b>					
	a.	Provide the names of the seller(s)	Nirmal Suchanti HUF			
	b.	Specify the relationship between the acquirer and the seller.	Mr. Vineet Suchanti is a coparcener in Nirmal Suchanti HUF.			
	c.	Confirm whether the acquirer(s) and the seller(s) are 'immediate relatives' as defined in the Regulation 2(1).	Yes, the acquirer(s) and the seller(s) are 'immediate relatives' as defined under Regulation 2(1).			
	d.	If shares of the TC are frequently traded, volume-weighted average market price (VWAP) of such shares for a period of sixty trading days preceding the date of issuance of notice regarding the proposed acquisition to the stock exchanges where the TC is listed.	Not Applicable			

e.	If shares of the TC are infrequently traded, the price of such shares as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Not Applicable
f.	Confirm whether the acquisition price per share is not higher by more than twenty-five percent of the price as calculated in (d) or (e) above as applicable	Not Applicable
g.	Date of issuance of notice regarding the proposed acquisition to the stock exchanges where the TC is listed	20 <sup>th</sup> June 2025
h	<p>3) Whether the acquirers as well as sellers have complied with the provisions of Chapter V of the Takeover Regulations (corresponding provisions of the repealed Takeover Regulations 1997) (Y/N).</p> <p>4) If yes, specify applicable regulation(s) as well as the date on which the requisite disclosures were made and furnish copies of the same.</p>	<p><b>Yes</b>, the acquirers as well as sellers have complied with the provisions of Chapter V of the Takeover Regulations (corresponding provisions of the repealed Takeover Regulations 1997).</p> <p>The copy of Regulation 29(1) and Regulation 29(2) of SEBI(SAST) Regulations, 2011 are enclosed as <b>Annexure 3</b></p> <p>Date: 26<sup>th</sup> June 2025</p>
i.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a)(i) with respect to exemptions has been duly complied with.	I, Vineet Suchanti, Promoter of Keynote Financial Services Limited and acquirer in the said transaction, confirm that all the conditions specified under regulation 10(1)(a)(ii) with respect to the exemption has duly complied with.

*Vineet Suchanti*

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

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I hereby declare that the information provided in the instant report is true and nothing has been concealed there from.

VINEET  
SUCHANTI

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VINEET SUCHANTI  
Date: 2025.07.15  
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**Vineet Suchanti**

**Date: 15<sup>th</sup> July 2025**

**Place: Mumbai**

**NOTE:**

- (\*) In case, percentage of shareholding to the total capital is different from percentage of voting rights, indicate percentage of shareholding and voting rights separately.
- (\*\*) Shareholding of each entity shall be shown separately as well as collectively.

*Vineet Suchanti*

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

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20<sup>th</sup> June 2025  
The Manager  
**BSE Limited,**  
Listing Department,  
PhirozeJeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
**Scrip Code: 512597**

The Manager  
**National Stock Exchange of India Ltd.**  
Listing Department,  
Exchange Plaza, C-1, Block – G,  
Bandra Kurla Complex, Bandra (East),  
Mumbai – 400 051  
**Symbol: KEYFINSERV**

Dear Sir/Madam,

**Sub: Prior Intimation under Regulation 10(5) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Reference: Target Company: KEYNOTE FINANCIAL SERVICES LIMITED  
ISIN: INE681C01015,  
NSE SCRIP SYMBOL: KEYFINSERV,  
BSE SCRIP CODE: 512597.**

In compliance with Regulation 10(1)(a)(i) and (ii) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I, Vineet Suchanti, the shareholder of NSS Digital Media Limited, hereby submit an advance intimation regarding the proposed acquisition of 145040 equity shares of NSS Digital Media Limited.

1. This acquisition of 44800 equity shares of NSS Digital Media Limited will be executed through a gift transfer of 12.80% shares of NSS Digital Media Limited from Mr. Vivek Suchanti, who holds 44840 equity shares (constituting 12.81%) of NSS Digital Media Limited.
2. Inter se Transfer by way of (Partition of HUF) of 100240 (28.64%) shares from Nirmal Suchanti HUF to Mr. Vineet Suchanti

Please note that this transaction, being an inter-se transfer of shares amongst the Promoters of the Company, falls within the exemption provided under Regulation 10(1)(a)(i) and (ii) of the SEBI (SAST) Regulations, 2011. The Aggregate holding of the Promoter and Promoter Group before and after the above inter-se transaction remains the same.

*Vineet Suchanti*

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

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Accordingly, necessary disclosure under Regulation 10(5) of SAST Regulations in the prescribed format, as submitted by the acquirers, is enclosed herewith for your information and records.

You are requested to kindly take the above information in your records.

Thanking You,  
Yours sincerely,

VINEET  
SUCHANTI



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VINEET SUCHANTI  
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**Vineet Suchanti**  
**Proposed Acquirer**  
**Shareholder of NSS Digital Media Limited**

Encl: as above

CC To :  
The Company Secretary  
Keynote Financial Services Limited  
Regd Office: The Ruby, 9<sup>th</sup> Floor, Senapati  
Bapat Marg Road, Dadar West,  
Mumbai- 400028  
mail: [simran@keynoteindia.net](mailto:simran@keynoteindia.net)

**Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1.	<b>Name of the Target Company (TC)</b>	Keynote Financial Services Limited BSE Scrip Code:512597 NSE Symbol: KEYFINSERV
2.	<b>Name of the acquirer(s)</b>	Mr. Vineet Suchanti
3.	<b>Whether the acquirer(s) is/are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters</b>	The acquirer is an immediate relative of the Promoter and is a Promoter of the Target Company.
4.	<b>Details of the proposed acquisition</b>	
	<b>a. Name of the person(s) from whom shares are to be acquired</b>	Mr. Vivek Suchanti Nirmal Suchanti HUF (Existing Shareholders of NSS Digital Media Limited)
	<b>b. Proposed date of acquisition</b>	On or after 26 <sup>th</sup> June 2025
	<b>c. Number of shares to be acquired from each person mentioned in 4(a) above</b>	Inter se transfer of 44800 equity Shares out of 44840 equity shares held by Mr. Vivek Suchanti. Inter se transfer (by way of partition of HUF) of 100240 (28.64%) shares from Nirmal Suchanti HUF to Mr. Vineet Suchanti
	<b>d. Total shares to be acquired as % of share capital of TC</b>	Mr. Vineet Suchanti will acquire 41.44 % of shares of NSS Digital Media Limited, which will result in an indirect acquisition of 23.17% of the aggregate shareholding of Mr. Vineet Suchanti, direct and indirect, will be 56.09%
	<b>e. Price at which shares are proposed to be acquired</b>	NIL, since the proposed off-market inter-se transfer of shares by way of gift and pursuant to the dissolution and partition of Nirmal Suchanti HUF. Therefore, no consideration is involved.



	<b>f.</b>	<b>Rationale, if any, for the proposed transfer</b>	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.
<b>5.</b>	<b>Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open Offer</b>		Regulation 10(1)(a)(i) and (ii) of the SEBI (SAST) Regulations, 2011.
<b>6.</b>	<b>If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.</b>		Not Applicable
<b>7.</b>	<b>If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.</b>		Not Applicable
<b>8.</b>	<b>Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.</b>		Not Applicable
<b>9.</b>	<b>Declaration by the acquirer, that the transferor and transferee have complied / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)</b>		With respect to the proposed inter-se transfer of shares in terms of Regulation 10(1)(a)(i) and (ii) of SEBI (SAST) Regulations, 2011 and subsequent amendments thereto, it is hereby declared and confirmed that the transferor and transferee have complied/will comply with the applicable provisions of Chapter V of SEBI (SAST) Regulations, 2011.
<b>10.</b>	<b>Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.</b>		It is hereby declared and confirmed that all the conditions specified under Regulation 10(1)(a) of SEBI (SAST) Regulations, 2011 with respect to exemptions has been duly complied with.

11.	Shareholding details		Before the proposed transaction		After the proposed transaction	
			No. of shares /Voting rights	% w.r.t total share capital of TC	No. of shares /Voting rights	% w.r.t total share capital of TC
	a	<del>Acquirer(s) and PACs (other than sellers)(*)</del>	31,12,256	55.91	31,12,256	55.91
	b	<del>Seller (s)</del>	31,12,256	55.91	31,12,256	55.91

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**Vineet Suchanti**  
**Proposed Acquirer**  
**Shareholder of NSS Digital Media Limited**

**Place: Mumbai**  
**Date: 20<sup>th</sup> June 2025**

Note:

- (\*) Shareholding of each entity may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

**There has been a change in control of NSS Digital Media Limited, wherein Mr. Vineet, who previously held a 58.49% stake in the company, now holds 99.93%. This has resulted in an indirect change in control within the promoter group without affecting the pre- and post-shareholding structure of the Target Company.**

*Vineet Suchanti*

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

26<sup>th</sup> June 2025

The Manager BSE Limited, Listing Department, PhirozeJeejeebhoy Towers, Dalal Street, Mumbai – 400 001 <b>Scrip Code: 512597</b>	The Manager National Stock Exchange of India Ltd. Listing Department, Exchange Plaza, C-1, Block – G, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 <b>Symbol: KEYFINSERV</b>
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Dear Sir/Madam,

**Sub: Disclosure under 10(6) of SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011**

**Ref: Prior intimation submitted under regulation 10(5) of the SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011 dated 20<sup>th</sup> June 2025.**

With regard to the captioned subject and in continuation of my prior intimation submitted under Regulation 10(5) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, dated 20<sup>th</sup> June 2025, I, Vineet Suchanti, a shareholder of NSS Digital Media Limited, have acquired 145040 Equity Shares of NSS Digital Media Limited.

1. This acquisition of 44800 equity shares of NSS Digital Media Limited will be executed through a gift transfer of 12.80% shares of NSS Digital Media Limited from Mr. Vivek Suchanti, who holds 44840 equity shares (constituting 12.81%) of NSS Digital Media Limited.
2. Inter se Transfer by way of (Partition of HUF) of 100240 (28.64%) shares from Nirmal Suchanti HUF to Mr. Vineet Suchanti.

The Disclosure under Regulation 10(6) of the SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011 is enclosed herewith.

The said acquisition is pursuant to inter-se transfer of shares between the promoter and promoter group (immediate relatives) as specified under regulation 10(1)(a)(i) and (ii) of SEBI (Substantial Acquisition of shares and Takeovers) Regulations, 2011.

*Vineet Suchanti*

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

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This is for your kind information and records.

Thanking you,

Yours sincerely,

VINEET  
SUCHANTI

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VINEET SUCHANTI  
Date: 2025.06.26  
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**Vineet Suchanti**  
**Acquirer**  
**Shareholder of NSS Digital Media Limited**

Encl: as above

CC : To,  
The Company Secretary  
Keynote Financial Services Limited  
Regd Office: The Ruby, 9<sup>th</sup> Floor, Senapati  
Bapat Marg Road, Dadar West, Mumbai- 400028  
mail: [simran@keynoteindia.net](mailto:simran@keynoteindia.net)

**Disclosures under Regulation 10(6) -Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1.	Name of the Target Company (TC)	Keynote Financial Services Limited BSE Scrip Code: 512597 NSE Symbol: KEYFINSERV
2.	Name of the acquirer(s)	Mr. Vineet Suchanti
3.	Name of the stock exchange where shares of the TC are listed	<ul style="list-style-type: none"><li>• BSE Limited</li><li>• National Stock Exchange of India Limited</li></ul>
4.	Details of the transaction including rationale, if any, for the transfer/ acquisition of shares.	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.
5.	Relevant regulation under which the acquirer is exempted from making open offer.	[Regulation 10(1)(a)(i) and (ii) of SEBI (SAST) Regulations, 2011
6.	Whether disclosure of the proposed acquisition was required to be made under regulation 10 (5) and if so, <ul style="list-style-type: none"><li>- Whether disclosure was made and whether it was made within the timeline specified under the regulations.</li><li>- Date of filing with the stock exchange.</li></ul>	Yes, the acquirer has made the disclosure under Regulation 10(5) of the stock exchanges with respect to the intimation of Inter se-Transfer where the shares of the TC are listed.  Date of filing with the Stock Exchanges: 20 <sup>th</sup> June 2025.

7.	Details of acquisition		Disclosures required to be made under regulation 10(5)	Whether the disclosures under regulation 10(5) are actually made
	a.	Name of the transferor / seller	Mr. Vivek Suchanti and Nirmal Suchanti HUF	Yes
	b.	Date of acquisition	26 <sup>th</sup> June 2025	Yes
	c.	Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above	Inter se transfer of 44800 equity Shares out of 44840 equity shares held by Mr. Vivek Suchanti. Inter se transfer (by way of partition of HUF) of 100240 (28.64%) shares from Nirmal Suchanti HUF to Mr. Vineet Suchanti.	Yes
	d.	Total shares proposed to be acquired / actually acquired as a % of diluted share capital of TC	Mr. Vineet Suchanti will acquire 41.44 % of shares of NSS Digital Media Limited, which will result in an indirect acquisition of 23.17% of the aggregate shareholding of Mr. Vineet Suchanti, direct and indirect, will be 56.09% in the Target Company.	Yes
	e.	Price at which shares are proposed to be acquired / actually acquired	NIL, since the proposed off-market inter-se transfer of shares by way of gift and pursuant to the dissolution and partition of Nirmal Suchanti HUF. Therefore, no consideration is involved.	Yes

*Vineet Suchanti*

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

8.	Shareholding details (Shareholding of NSS Digital Media Limited, in the Target Company)		Pre-Transaction		Post-Transaction	
			No. of shares held	% w.r.t total share capital of TC	No. of shares held	% w.r.t total share capital of TC
	A	<del>Each Acquirer / Transferee(*)</del>	31,12,256	55.91	31,12,256	55.91
	B	<del>Each Seller / Transferor</del>	31,12,256	55.91	31,12,256	55.91

Yours Sincerely,

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Date: 2025.06.26  
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**Vineet Suchanti**  
**Acquirer**  
**Shareholder of NSS Digital Media Limited**

**Note:**

**There has been a change in control of NSS Digital Media Limited, wherein Mr. Vineet, who previously held a 58.49% stake in the company, now holds 99.93%. This has resulted in an indirect change in control within the promoter group without affecting the pre- and post-shareholding structure of the Target Company.**

*Vineet Suchanti*

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

26<sup>th</sup> June 2025

<b>BSE LIMITED</b> P J Towers Dalal Street, Fort, Mumbai 400 001 <b>Company Code</b> <b>No.: 512597</b>	<b>NATIONAL STOCK EXCHANGE OF INDIA LIMITED</b> Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai - 400051 <b>NSE- KEYFINSERV</b>	<b>KEYNOTE FINANCIAL SERVICES LIMITED.</b> The Ruby, 9 <sup>th</sup> 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,

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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**

<b>Name of the Target Company (TC)</b>	KEYNOTE FINANCIAL SERVICES LIMITED		
<b>Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer</b>	Mr. Vineet Suchanti		
<b>Whether the acquirer belongs to Promoter/Promoter group</b>	Yes		
<b>Name(s) of the Stock Exchange(s) where the shares of TC are Listed</b>	<ul style="list-style-type: none"><li>• BSE Limited</li><li>• National Stock Exchange of India Limited</li></ul>		
<b>(§)Details of the acquisition / disposal as follows</b>	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital-of the TC(*)
<b><u>Before the acquisition/disposed off without consideration, holding of:</u></b>			
<b>a) Shares carrying voting rights</b>	NIL	NIL	NIL
<b>b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)</b>	NIL	NIL	NIL
<b>c) Voting rights (VR) otherwise than by shares</b>	NIL	NIL	NIL
<b>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)</b>	NIL	NIL	NIL
<b>e) Total (a+b+c+d)</b>	NIL	NIL	NIL

<u>Details of acquisition/sale/ disposed off</u>		% w.r.t. total share/ <del>voting</del> capital wherever applicable	% w.r.t. total diluted share/ <del>voting</del> capital of the TC(*)
a) Shares carrying voting rights acquired/sold / <del>disposed off</del>	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 <del>disposed off</del> acquisition / <del>sale of shares /</del> <del>VR or date of receipt of intimation of allotment of shares,</del> whichever is applicable	26 <sup>th</sup> June 2025		
Equity share capital / total voting capital of the TC before the said <del>disposed off</del> 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 <del>disposed off</del> 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 <del>acquisition / sale.</del>	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: 26<sup>th</sup> 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.

*Vineet Suchanti*

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

26<sup>th</sup> June 2025

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

**Sub.: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("SAST Regulations")**

With regard to the captioned subject, please find enclosed herewith disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares & Takeover) Regulations, 2011.

This is for your Information and request you to kindly take on your record.

Thanking You,  
Yours Sincerely,

VINEET  
SUCHANTI

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VINEET SUCHANTI  
Date: 2025.06.26  
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**Vineet Suchanti**  
**Acquirer/Promoter**

Encl: as above

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ANNEXURE -1

**Disclosures under Regulation 29(2) 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	<ul style="list-style-type: none"> <li>BSE Limited</li> <li>National Stock Exchange of India Limited</li> </ul>		
§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>	Number	% w.r.t. total share/ <del>voting</del> capital wherever applicable	% w.r.t. total diluted share/ <del>voting</del> capital of the TC(*)

a) Shares carrying voting rights acquired/sold / <del>disposed off</del>	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 <del>disposed off</del> acquisition / <del>sale of shares / VR or date of receipt of intimation of allotment of shares</del> , whichever is applicable	26 <sup>th</sup> June 2025		
Equity share capital / total voting capital of the TC before the said <del>disposed off</del> 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 <del>disposed off</del> acquisition / sale	Rs. 5,56,66,370/- (55,66,637 Equity shares of Rs.10/- each)		
10. Total diluted share/voting capital of the TC after the said <del>acquisition</del> / sale.	Rs. 5,56,66,370/- (55,66,637 Equity shares of Rs.10/- each)		



*Vineet Suchanti*

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

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**Vineet Suchanti**  
**Acquirer/Promoter**

**Date: 26<sup>th</sup> 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.
- (§) 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 Suchanti'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.

26<sup>th</sup> June 2025

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

**Sub.: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“SAST Regulations”)**

With regard to the captioned subject, please find enclosed herewith disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares & Takeover) Regulations, 2011.

This is for your Information and request you to kindly take on your record.

Thanking You,

Yours Sincerely,

VIVEK  
SUCHANTI

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VIVEK SUCHANTI  
Date: 2025.06.26  
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**Vivek Suchanti**  
**Promoter**

Encl: as above

## ANNEXURE -1

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

<b>Name of the Target Company (TC)</b>	KEYNOTE FINANCIAL SERVICES LIMITED		
<b>Name(s) of the Acquirer/Seller Person Acting in Concert (PAC) with the acquirer</b>	Mr. Vivek Suchanti		
<b>Whether the acquirer/seller belongs to the Promoter/Promoter group</b>	Yes		
<b>Name(s) of the Stock Exchange(s) where the shares of TC are Listed</b>	<ul style="list-style-type: none"> <li>• BSE Limited</li> <li>• National Stock Exchange of India Limited</li> </ul>		
<b>(§) Details of the acquisition/disposal as follows</b>	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital-of the TC(*)
<b><u>Before the acquisition/disposed off without consideration, holding of:</u></b>			
<b>a) Shares carrying voting rights</b>	NIL	NIL	NIL
<b>b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)</b>	NIL	NIL	NIL
<b>c) Voting rights (VR) otherwise than by shares</b>	NIL	NIL	NIL
<b>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)</b>	NIL	NIL	NIL
<b>e) Total (a+b+c+d)</b>	NIL	NIL	NIL

<b><u>Details of acquisition/sale/disposed off</u></b>		% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
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a) Shares carrying voting rights <del>acquired/sold</del> /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 <del>acquisition</del> / sale (e.g. open market / off-market/ <del>public issue / rights issue / preferential allotment</del> / inter-se transfer etc)	Inter-se Transfer between the immediate relatives by way of gift.		
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 <del>disposed off acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable</del>	26 <sup>th</sup> June 2025		
Equity share capital / total voting capital of the TC before the said disposed off <del>acquisition / sale</del>	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 <del>acquisition / sale</del>	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 <del>acquisition / sale.</del>	Rs. 5,56,66,370/- (55,66,637 Equity shares of Rs.10/- each)		

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(\*) 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.

**(§) 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 Suchanti'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.**

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by VIVEK  
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Date:  
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**Vivek Suchanti**  
**Promoter**

**Place: Mumbai**  
**Date: 26<sup>th</sup> June 2025**

15<sup>th</sup> July 2025

**The Securities and Exchange Board of India**  
SEBI Bhuvan, Plot No. C4-A, 'G' Block,  
Bandra Kurla Complex,  
Bandra (East), **Mumbai – 400 051.**

**Sub:- Report under Regulation 10(7) of Securities and Exchange Board of India  
(Substantial Acquisition of Shares and Takeover) Regulations, 2011,**

Dear Sir,

I, Vineet Suchanti, the Shareholder of NSS Digital Media Limited, hereby submit a report under Regulation 10(7) of the (Substantial Acquisition of Shares and Takeovers) Regulations 2011, in respect of the acquisition of 145040 equity shares of NSS Digital Media Limited.

It is to be noted that NSS Digital Media Limited is, Promoter and Shareholder of Keynote Financial Services Limited. ("**Target Company**") Therefore, the acquisition of shares in NSS results in an indirect acquisition of shares and voting rights in the target company.

**1. Acquisition via Gift (Regulation 10(1)(a)(i))**

The acquisition of 44,800 equity shares ( 12.80%) of NSS Digital Media Limited has been effected through a gift transfer from Mr. Vivek Suchanti, who held 44,840 equity shares (12.81%). This transfer is exempt from open offer obligations under Regulation 10(1)(a)(i) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as it is constituted an inter se transfer between immediate relatives by way of gift.

**2. Partition of HUF (Regulation 10(1)(a)(ii))**

An inter-se transfer involving 1,00,240 equity shares (28.64%) of NSS Digital Media Limited has been carried out as part of the partition of Nirmal Suchanti HUF, resulting in the transfer of shares to Mr. Vineet Suchanti, a coparcener. This transfer is exemp under **Regulation 10(1)(a)(ii)** of the SEBI SAST Regulations, 2011, as it constitutes an inter se transfer between HUF members as part of family arrangement or partition.

The respective intimations under Regulation 10(5) and 10(6) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 2011 have already been filed with both stock exchanges on 20.06.2025 and 26.06.2025, respectively.

Consequent to the above transaction, there has been a change in control of NSS Digital Media Limited, wherein Mr. Vineet Suchanti, who previously held a 58.49% stake in the company, now holds 99.93%. This has resulted in an indirect change in control within the promoter group without affecting the pre- and post-shareholding structure of the Target Company.

Further, as per SEBI Circular No. SEBI/HO/CFD/CFD-RAC-DCR1/P/CIR/2025/0034 dated 20th March 2025, separate reports under Regulation 10(7) of the Takeover Regulations, pursuant to Regulation 10(1)(a)(i) and Regulation 10(1)(a)(ii), along with the applicable fees, have been submitted to SEBI through email and the SEBI SI Portal.

The applicable fees for each report of Rs. 1,50,000/- (Rupees One Lakh Fifty Thousand Only) plus GST @ 18% of Rs. 27,000/- (Rupees Twenty-Seven Thousand Only), aggregating to Rs. 1,77,000/- (Rupees One Lakh Seventy-Seven Thousand Only), have been remitted separately through net banking as per details below:

- For the Regulation 10(1)(a)(i) report (Enclosed as **Annexure A**): Application ID Number – 193 Payment Reference – BUTIQMD0QF7O92, Date – 15<sup>th</sup> July 2025
- For the Regulation 10(1)(a)(ii) report (Enclosed as **Annexure B**): Application ID Number – 194; Payment Reference – BUTIM450QF833A; Date – 15<sup>th</sup> July 2025

Kindly take note of the attached Reports and also the Reports submitted through SEBI SI Portal on record for Compliance under Takeover Regulations.

Kindly acknowledge the receipt.

Thanking you,

VINEET  
SUCHANTI

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VINEET SUCHANTI  
Date: 2025.07.15  
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**Vineet Suchanti**  
Acquirer / Promoter



**Annexure A**

**Format under Regulation 10(7) - Report to SEBI in respect of any acquisition made in reliance upon exemption provided for in Regulation 10(1)(a)(i) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1	<b>General Details</b>	
	a. Name, address, telephone no., e-mail of acquirer(s) {In case there are multiple acquirers, provide full contact details of any one acquirer (the correspondent acquirer) with whom SEBI shall correspond.}	Name: Vineet Suchanti Address: 13B- Jolly Maker Apartments, Cuffe Parade, Mumbai - 400005 Email id: suchanti@keynoteindia.net Contact No: 022 68266000
	b. Whether sender is the acquirer (Y/N)	Yes
	c. If not, whether the sender is duly authorized by the acquirer to act on his behalf in this regard (enclose copy of such authorization)	Not Applicable
	d. Name, address, Tel no. and e-mail of sender, if sender is not the acquirer	Not Applicable
2	<b>Compliance of Regulation 10(7)</b>	
	a. Date of Report	15 <sup>th</sup> July 2025(Payment date is taken as the date of the Report as per the SEBI SI Portal)
	b. Whether report has been submitted to SEBI within 21 working days from the date of the acquisition	Yes, the report is being made to SEBI within 21 working days from the date of acquisition, viz, 26 <sup>th</sup> June 2025.
	c. Whether the report is accompanied with fees as required under Regulation 10(7)	Yes, the applicable fee of Rs. 1,50,000/- has been remitted through Net banking BUTIQMD0QF7O92 dated 15 <sup>th</sup> July 1997
3	<b>Compliance of Regulation 10(5 )</b>	
	a. Whether the report has been filed with the Stock Exchanges where the shares of the Company are listed at least 4 working days before the date of the proposed acquisition.	Yes A copy of the same is enclosed herewith as <b>Annexure 1</b>
	b. Date of Report	20 <sup>th</sup> June 2025
4	<b>Compliance of Regulation 10(6)</b>	

	a.	Whether the report has been filed with the Stock Exchanges where the shares of the Company are listed within 4 working days of the acquisition.	Yes A copy of the same is enclosed herewith as <b>Annexure 2</b> .			
	b.	Date of Report	26 <sup>th</sup> June 2025			
5	Details of the Target Company					
	a.	Name & address of TC	Keynote Financial Services Limited  The Ruby, 9 <sup>th</sup> Floor, Senapati Bapat Marg Road, Dadar West, Mumbai-400028.			
	b.	Name of the Stock Exchange(s) where the shares of the TC are listed	BSE Limited; and National Stock Exchange of India Limited			
6	Details of the acquisition					
	a.	Date of acquisition	26 <sup>th</sup> June, 2025			
	b.	Acquisition price per share (in Rs.)	Not applicable as the transaction is inter-se-transfer by way of gift among the immediate relatives.			
	c.	Regulation which would have triggered off, had the report not been filed under Regulation 10(7). {Whether Regulation 3(1), 3(2), 4 or 5}	Regulation 5 of the SEBI (SAST) Regulations, 2011.			
	d.	Shareholding of acquirer(s) and PAC individually in TC (in terms of no. & as a percentage of the total share/voting capital of the TC)(*)	Before the acquisition		After the acquisition	
			No. of Shares	% w.r.t total share capital of TC	No. of Shares	% w.r.t total share capital of TC
		Acquirer and PAC (other than seller)(*)  <b>Vineet Suchanti</b>  (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.)	-	-	-	-

	e.	Shareholding of seller/s in TC (in terms of no. & as a percentage of the total share/voting capital of the TC)(*)	Before the acquisition		After the acquisition	
			No. of Shares	% w.r.t total share capital of the TC	No. of Shares	% w.r.t total share capital of TC
		<p>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 virtue of gift and partition of HUF. Pursuant to these transfers, the shareholding of Mr. Vineet Suchanti, who was holding 58.49% in NSS Digital Media Limited, has increased to 99.93%.</p> <p>NSS Digital Media Limited is part of the Promoter Group of the Target Company ("TC"), holding 55.91% in the TC. Accordingly, the proposed acquisition of shares in NSS Digital Media Limited will result in the indirect control of 55.87% of the Target Company by Mr. Vineet Suchanti.</p>	-	-	-	-
7	<b>Information specific to the exemption category to which the instant acquisition belongs Regulation 10(1)(a)(i)</b>					
	a.	Provide the names of the seller(s)	Mr. Vivek Suchanti			
	b.	Specify the relationship between the acquirer and the seller.	Mr. Vivek Suchanti is the brother of Mr. Vineet Suchanti.			
	c.	Confirm whether the acquirer(s) and the seller(s) are 'immediate relatives' as defined in the Regulation 2(1).	Yes, the acquirer(s) and the seller(s) are 'immediate relatives' as defined under Regulation 2(1).			
	d.	If shares of the TC are frequently traded, volume-weighted average market price (VWAP) of such shares for a period of sixty trading days preceding the date of issuance of notice regarding the proposed acquisition to the stock exchanges where the TC is listed.	Not Applicable			

e.	If shares of the TC are infrequently traded, the price of such shares as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Not Applicable
f.	Confirm whether the acquisition price per share is not higher by more than twenty-five percent of the price as calculated in (d) or (e) above as applicable	Not Applicable
g.	Date of issuance of notice regarding the proposed acquisition to the stock exchanges where the TC is listed	20 <sup>th</sup> June 2025
h	<p>1) Whether the acquirers as well as sellers have complied with the provisions of Chapter V of the Takeover Regulations (corresponding provisions of the repealed Takeover Regulations 1997) (Y/N).</p> <p>2) If yes, specify applicable regulation(s) as well as date on which the requisite disclosures were made and furnish copies of the same.</p>	<p><b>Yes</b>, the acquirers as well as sellers have complied with the provisions of Chapter V of the Takeover Regulations (corresponding provisions of the repealed Takeover Regulations 1997).</p> <p>The copy of Regulation 29(1) and Regulation 29(2) of SEBI(SAST) Regulations, 2011 are enclosed as <b>Annexure 3</b></p> <p>Date: 26<sup>th</sup> June 2025</p>
i.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a)(i) with respect to exemptions has been duly complied with.	I, Vineet Nirmal Suchanti, Promoter of Keynote Financial Services Limited and acquirer in the said transaction confirm that, all the conditions specified under regulation 10(1)(a)(i) with respect to exemption has duly complied with.

*Vineet Suchanti*

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

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I hereby declare that the information provided in the instant report is true and nothing has been concealed there from.

VINEET  
SUCHANTI



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VINEET SUCHANTI  
Date: 2025.07.15  
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**Vineet Suchanti**

**Date: 15<sup>th</sup> July 2025**

**Place: Mumbai**

**NOTE:**

- (\*) In case, percentage of shareholding to the total capital is different from percentage of voting rights, indicate percentage of shareholding and voting rights separately.
- (\*\*) Shareholding of each entity shall be shown separately as well as collectively.

**Annexure B**

**Format under Regulation 10(7) - Report to SEBI in respect of any acquisition made in reliance upon the exemption provided for in Regulation 10(1)(a)(ii) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1	<b>General Details</b>	
a.	Name, address, telephone no., e-mail of acquirer(s) In case there are multiple acquirers, provide full contact details of any one acquirer (the correspondent acquirer) with whom SEBI shall correspond.}	Name: Vineet Suchanti Address: 13B- Jolly Maker Apartments, Cuffe Parade, Mumbai - 400005 Email id: suchanti@keynoteindia.net Contact No: 022 68266000
b.	Whether sender is the acquirer (Y/N)	Yes
c.	If not, whether the sender is duly authorized by the acquirer to act on his behalf in this regard (enclose copy of such authorization)	Not Applicable
d.	Name, address, Tel no. and e-mail of sender, if sender is not the acquirer	Not Applicable
2	<b>Compliance of Regulation 10(7)</b>	
a.	Date of Report	15 <sup>th</sup> July 2025 (Payment date is taken as the date of the Report as per SEBI SI Portal)
b.	Whether report has been submitted to SEBI within 21 working days from the date of the acquisition	Yes, the report is being made to SEBI within 21 working days from the date of acquisition, viz, 26 <sup>th</sup> June 2025.
c.	Whether the report is accompanied with fees as required under Regulation 10(7)	Yes, the applicable fee of Rs. 1,50,000/- has been remitted through Net banking BUTIM450QF833A dated 15 <sup>th</sup> July, 2025.
3	<b>Compliance of Regulation 10(5 )</b>	
a.	Whether the report has been filed with the Stock Exchanges where the shares of the Company are listed at least 4 working days before the date of the proposed acquisition.	Yes A copy of the same is enclosed herewith as <b>Annexure 1</b>
b.	Date of Report	20 <sup>th</sup> June 2025
4	<b>Compliance of Regulation 10(6)</b>	

	a.	Whether the report has been filed with the Stock Exchanges where the shares of the Company are listed within 4 working days of the acquisition.	Yes A copy of the same is enclosed herewith as <b>Annexure 2</b> .			
	b.	Date of Report	26 <sup>th</sup> June 2025			
5	<b>Details of the Target Company</b>					
	a.	Name & address of TC	Keynote Financial Services Limited  The Ruby, 9 <sup>th</sup> Floor, Senapati Bapat Marg Road, Dadar West, Mumbai-400028.			
	b.	Name of the Stock Exchange(s) where the shares of the TC are listed	BSE Limited; and National Stock Exchange of India Limited			
6	<b>Details of the acquisition</b>					
	a.	Date of acquisition	26 <sup>th</sup> June, 2025			
	b.	Acquisition price per share (in Rs.)	Not applicable as the transaction is inter-se-transfer by way of partition of HUF			
	c.	Regulation which would have triggered off, had the report not been filed under Regulation 10(7). {Whether Regulation 3(1), 3(2), 4 or 5}	Regulation 5 of the SEBI (SAST) Regulations, 2011.			
	d.	Shareholding of acquirer(s) and PAC individually in TC (in terms of no. & as a percentage of the total share/voting capital of the TC)(*)	<b>Before the acquisition</b>		<b>After the acquisition</b>	
			<b>No. of Shares</b>	<b>% w.r.t total share capital of TC</b>	<b>No. of Shares</b>	<b>% w.r.t total share capital of TC</b>
		Acquirer and PAC (other than seller)(*)  <b>Vineet Suchanti</b>  (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.)	-	-	-	-

	e.	Shareholding of seller/s in TC (in terms of no. & as a percentage of the total share/voting capital of the TC)(*)	Before the acquisition		After the acquisition	
			No. of Shares	% w.r.t total share capital of the TC	No. of Shares	% w.r.t total share capital of TC
		<p>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 virtue of gift and partition of HUF. Pursuant to these transfers, the shareholding of Mr. Vineet Suchanti, who was holding 58.49% in NSS Digital Media Limited, has increased to 99.93%.</p> <p>NSS Digital Media Limited is part of the Promoter Group of the Target Company ("TC"), holding 55.91% in the TC. Accordingly, the proposed acquisition of shares in NSS Digital Media Limited will result in the indirect control of 55.87% of the Target Company by Mr. Vineet Suchanti.</p>	-	-	-	-
7	<b>Information specific to the exemption category to which the instant acquisition belongs, Regulation 10(1)(a)(ii)</b>					
	a.	Provide the names of the seller(s)	Nirmal Suchanti HUF			
	b.	Specify the relationship between the acquirer and the seller.	Mr. Vineet Suchanti is a coparcener in Nirmal Suchanti HUF.			
	c.	Confirm whether the acquirer(s) and the seller(s) are 'immediate relatives' as defined in the Regulation 2(1).	Yes, the acquirer(s) and the seller(s) are 'immediate relatives' as defined under Regulation 2(1).			
	d.	If shares of the TC are frequently traded, volume-weighted average market price (VWAP) of such shares for a period of sixty trading days preceding the date of issuance of notice regarding the proposed acquisition to the stock exchanges where the TC is listed.	Not Applicable			



e.	If shares of the TC are infrequently traded, the price of such shares as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Not Applicable
f.	Confirm whether the acquisition price per share is not higher by more than twenty-five percent of the price as calculated in (d) or (e) above as applicable	Not Applicable
g.	Date of issuance of notice regarding the proposed acquisition to the stock exchanges where the TC is listed	20 <sup>th</sup> June 2025
h	<p>3) Whether the acquirers as well as sellers have complied with the provisions of Chapter V of the Takeover Regulations (corresponding provisions of the repealed Takeover Regulations 1997) (Y/N).</p> <p>4) If yes, specify applicable regulation(s) as well as the date on which the requisite disclosures were made and furnish copies of the same.</p>	<p><b>Yes</b>, the acquirers as well as sellers have complied with the provisions of Chapter V of the Takeover Regulations (corresponding provisions of the repealed Takeover Regulations 1997).</p> <p>The copy of Regulation 29(1) and Regulation 29(2) of SEBI(SAST) Regulations, 2011 are enclosed as <b>Annexure 3</b></p> <p>Date: 26<sup>th</sup> June 2025</p>
i.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a)(i) with respect to exemptions has been duly complied with.	I, Vineet Suchanti, Promoter of Keynote Financial Services Limited and acquirer in the said transaction, confirm that all the conditions specified under regulation 10(1)(a)(ii) with respect to the exemption has duly complied with.

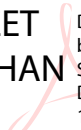
*Vineet Suchanti*

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

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I hereby declare that the information provided in the instant report is true and nothing has been concealed there from.

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by VINEET  
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Date: 2025.07.15  
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**Vineet Suchanti**

**Date: 15<sup>th</sup> July 2025**

**Place: Mumbai**

**NOTE:**

- (\*) In case, percentage of shareholding to the total capital is different from percentage of voting rights, indicate percentage of shareholding and voting rights separately.
- (\*\*) Shareholding of each entity shall be shown separately as well as collectively.

*Vineet Suchanti*

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

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20<sup>th</sup> June 2025  
The Manager  
**BSE Limited,**  
Listing Department,  
PhirozeJeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
**Scrip Code: 512597**

The Manager  
**National Stock Exchange of India Ltd.**  
Listing Department,  
Exchange Plaza, C-1, Block – G,  
Bandra Kurla Complex, Bandra (East),  
Mumbai – 400 051  
**Symbol: KEYFINSERV**

Dear Sir/Madam,

**Sub: Prior Intimation under Regulation 10(5) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Reference: Target Company: KEYNOTE FINANCIAL SERVICES LIMITED  
ISIN: INE681C01015,  
NSE SCRIP SYMBOL: KEYFINSERV,  
BSE SCRIP CODE: 512597.**

In compliance with Regulation 10(1)(a)(i) and (ii) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I, Vineet Suchanti, the shareholder of NSS Digital Media Limited, hereby submit an advance intimation regarding the proposed acquisition of 145040 equity shares of NSS Digital Media Limited.

1. This acquisition of 44800 equity shares of NSS Digital Media Limited will be executed through a gift transfer of 12.80% shares of NSS Digital Media Limited from Mr. Vivek Suchanti, who holds 44840 equity shares (constituting 12.81%) of NSS Digital Media Limited.
2. Inter se Transfer by way of (Partition of HUF) of 100240 (28.64%) shares from Nirmal Suchanti HUF to Mr. Vineet Suchanti

Please note that this transaction, being an inter-se transfer of shares amongst the Promoters of the Company, falls within the exemption provided under Regulation 10(1)(a)(i) and (ii) of the SEBI (SAST) Regulations, 2011. The Aggregate holding of the Promoter and Promoter Group before and after the above inter-se transaction remains the same.

*Vineet Suchanti*

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

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Accordingly, necessary disclosure under Regulation 10(5) of SAST Regulations in the prescribed format, as submitted by the acquirers, is enclosed herewith for your information and records.

You are requested to kindly take the above information in your records.

Thanking You,  
Yours sincerely,

VINEET  
SUCHANTI



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VINEET SUCHANTI  
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**Vineet Suchanti**  
**Proposed Acquirer**  
**Shareholder of NSS Digital Media Limited**

Encl: as above

CC To :  
The Company Secretary  
Keynote Financial Services Limited  
Regd Office: The Ruby, 9<sup>th</sup> Floor, Senapati  
Bapat Marg Road, Dadar West,  
Mumbai- 400028  
mail: [simran@keynoteindia.net](mailto:simran@keynoteindia.net)

**Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1.	<b>Name of the Target Company (TC)</b>	Keynote Financial Services Limited BSE Scrip Code:512597 NSE Symbol: KEYFINSERV
2.	<b>Name of the acquirer(s)</b>	Mr. Vineet Suchanti
3.	<b>Whether the acquirer(s) is/are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters</b>	The acquirer is an immediate relative of the Promoter and is a Promoter of the Target Company.
4.	<b>Details of the proposed acquisition</b>	
	<b>a. Name of the person(s) from whom shares are to be acquired</b>	Mr. Vivek Suchanti Nirmal Suchanti HUF (Existing Shareholders of NSS Digital Media Limited)
	<b>b. Proposed date of acquisition</b>	On or after 26 <sup>th</sup> June 2025
	<b>c. Number of shares to be acquired from each person mentioned in 4(a) above</b>	Inter se transfer of 44800 equity Shares out of 44840 equity shares held by Mr. Vivek Suchanti. Inter se transfer (by way of partition of HUF) of 100240 (28.64%) shares from Nirmal Suchanti HUF to Mr. Vineet Suchanti
	<b>d. Total shares to be acquired as % of share capital of TC</b>	Mr. Vineet Suchanti will acquire 41.44 % of shares of NSS Digital Media Limited, which will result in an indirect acquisition of 23.17% of the aggregate shareholding of Mr. Vineet Suchanti, direct and indirect, will be 56.09%
	<b>e. Price at which shares are proposed to be acquired</b>	NIL, since the proposed off-market inter-se transfer of shares by way of gift and pursuant to the dissolution and partition of Nirmal Suchanti HUF. Therefore, no consideration is involved.

	<b>f.</b>	<b>Rationale, if any, for the proposed transfer</b>	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.
<b>5.</b>	<b>Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open Offer</b>		Regulation 10(1)(a)(i) and (ii) of the SEBI (SAST) Regulations, 2011.
<b>6.</b>	<b>If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.</b>		Not Applicable
<b>7.</b>	<b>If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.</b>		Not Applicable
<b>8.</b>	<b>Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.</b>		Not Applicable
<b>9.</b>	<b>Declaration by the acquirer, that the transferor and transferee have complied / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)</b>		With respect to the proposed inter-se transfer of shares in terms of Regulation 10(1)(a)(i) and (ii) of SEBI (SAST) Regulations, 2011 and subsequent amendments thereto, it is hereby declared and confirmed that the transferor and transferee have complied/will comply with the applicable provisions of Chapter V of SEBI (SAST) Regulations, 2011.
<b>10.</b>	<b>Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.</b>		It is hereby declared and confirmed that all the conditions specified under Regulation 10(1)(a) of SEBI (SAST) Regulations, 2011 with respect to exemptions has been duly complied with.

11.	Shareholding details		Before the proposed transaction		After the proposed transaction	
			No. of shares /Voting rights	% w.r.t total share capital of TC	No. of shares /Voting rights	% w.r.t total share capital of TC
	a	<del>Acquirer(s) and PACs (other than sellers)(*)</del>	31,12,256	55.91	31,12,256	55.91
	b	<del>Seller (s)</del>	31,12,256	55.91	31,12,256	55.91

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**Vineet Suchanti**  
**Proposed Acquirer**  
**Shareholder of NSS Digital Media Limited**

**Place: Mumbai**  
**Date: 20<sup>th</sup> June 2025**

Note:

- (\*) Shareholding of each entity may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

**There has been a change in control of NSS Digital Media Limited, wherein Mr. Vineet, who previously held a 58.49% stake in the company, now holds 99.93%. This has resulted in an indirect change in control within the promoter group without affecting the pre- and post-shareholding structure of the Target Company.**

*Vineet Suchanti*

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

26<sup>th</sup> June 2025

The Manager BSE Limited, Listing Department, PhirozeJeejeebhoy Towers, Dalal Street, Mumbai – 400 001 <b>Scrip Code: 512597</b>	The Manager National Stock Exchange of India Ltd. Listing Department, Exchange Plaza, C-1, Block – G, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 <b>Symbol: KEYFINSERV</b>
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Dear Sir/Madam,

**Sub: Disclosure under 10(6) of SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011**

**Ref: Prior intimation submitted under regulation 10(5) of the SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011 dated 20<sup>th</sup> June 2025.**

With regard to the captioned subject and in continuation of my prior intimation submitted under Regulation 10(5) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, dated 20<sup>th</sup> June 2025, I, Vineet Suchanti, a shareholder of NSS Digital Media Limited, have acquired 145040 Equity Shares of NSS Digital Media Limited.

1. This acquisition of 44800 equity shares of NSS Digital Media Limited will be executed through a gift transfer of 12.80% shares of NSS Digital Media Limited from Mr. Vivek Suchanti, who holds 44840 equity shares (constituting 12.81%) of NSS Digital Media Limited.
2. Inter se Transfer by way of (Partition of HUF) of 100240 (28.64%) shares from Nirmal Suchanti HUF to Mr. Vineet Suchanti.

The Disclosure under Regulation 10(6) of the SEBI (Substantial Acquisition of shares and Takeovers) Regulations 2011 is enclosed herewith.

The said acquisition is pursuant to inter-se transfer of shares between the promoter and promoter group (immediate relatives) as specified under regulation 10(1)(a)(i) and (ii) of SEBI (Substantial Acquisition of shares and Takeovers) Regulations, 2011.



*Vineet Suchanti*

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

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This is for your kind information and records.

Thanking you,

Yours sincerely,

VINEET  
SUCHANTI

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VINEET SUCHANTI  
Date: 2025.06.26  
15:12:41 +05'30'

**Vineet Suchanti**  
**Acquirer**  
**Shareholder of NSS Digital Media Limited**

Encl: as above

CC : To,  
The Company Secretary  
Keynote Financial Services Limited  
Regd Office: The Ruby, 9<sup>th</sup> Floor, Senapati  
Bapat Marg Road, Dadar West, Mumbai- 400028  
mail: [simran@keynoteindia.net](mailto:simran@keynoteindia.net)

**Disclosures under Regulation 10(6) -Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1.	Name of the Target Company (TC)	Keynote Financial Services Limited BSE Scrip Code: 512597 NSE Symbol: KEYFINSERV
2.	Name of the acquirer(s)	Mr. Vineet Suchanti
3.	Name of the stock exchange where shares of the TC are listed	<ul style="list-style-type: none"><li>• BSE Limited</li><li>• National Stock Exchange of India Limited</li></ul>
4.	Details of the transaction including rationale, if any, for the transfer/ acquisition of shares.	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.
5.	Relevant regulation under which the acquirer is exempted from making open offer.	[Regulation 10(1)(a)(i) and (ii) of SEBI (SAST) Regulations, 2011
6.	Whether disclosure of the proposed acquisition was required to be made under regulation 10 (5) and if so, <ul style="list-style-type: none"><li>- Whether disclosure was made and whether it was made within the timeline specified under the regulations.</li><li>- Date of filing with the stock exchange.</li></ul>	Yes, the acquirer has made the disclosure under Regulation 10(5) of the stock exchanges with respect to the intimation of Inter se-Transfer where the shares of the TC are listed.  Date of filing with the Stock Exchanges: 20 <sup>th</sup> June 2025.

7.	Details of acquisition		Disclosures required to be made under regulation 10(5)	Whether the disclosures under regulation 10(5) are actually made
	a.	Name of the transferor / seller	Mr. Vivek Suchanti and Nirmal Suchanti HUF	Yes
	b.	Date of acquisition	26 <sup>th</sup> June 2025	Yes
	c.	Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above	Inter se transfer of 44800 equity Shares out of 44840 equity shares held by Mr. Vivek Suchanti. Inter se transfer (by way of partition of HUF) of 100240 (28.64%) shares from Nirmal Suchanti HUF to Mr. Vineet Suchanti.	Yes
	d.	Total shares proposed to be acquired / actually acquired as a % of diluted share capital of TC	Mr. Vineet Suchanti will acquire 41.44 % of shares of NSS Digital Media Limited, which will result in an indirect acquisition of 23.17% of the aggregate shareholding of Mr. Vineet Suchanti, direct and indirect, will be 56.09% in the Target Company.	Yes
	e.	Price at which shares are proposed to be acquired / actually acquired	NIL, since the proposed off-market inter-se transfer of shares by way of gift and pursuant to the dissolution and partition of Nirmal Suchanti HUF. Therefore, no consideration is involved.	Yes

*Vineet Suchanti*

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

8.	Shareholding details (Shareholding of NSS Digital Media Limited, in the Target Company)		Pre-Transaction		Post-Transaction	
			No. of shares held	% w.r.t total share capital of TC	No. of shares held	% w.r.t total share capital of TC
	A	<del>Each Acquirer / Transferee(*)</del>	31,12,256	55.91	31,12,256	55.91
	B	<del>Each Seller / Transferor</del>	31,12,256	55.91	31,12,256	55.91

Yours Sincerely,

VINEET  
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by VINEET  
SUCHANTI  
Date: 2025.06.26  
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**Vineet Suchanti**  
**Acquirer**  
**Shareholder of NSS Digital Media Limited**

**Note:**

**There has been a change in control of NSS Digital Media Limited, wherein Mr. Vineet, who previously held a 58.49% stake in the company, now holds 99.93%. This has resulted in an indirect change in control within the promoter group without affecting the pre- and post-shareholding structure of the Target Company.**

*Vineet Suchanti*

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

26<sup>th</sup> June 2025

<b>BSE LIMITED</b> P J Towers Dalal Street, Fort, Mumbai 400 001 <b>Company Code</b> <b>No.: 512597</b>	<b>NATIONAL STOCK EXCHANGE OF INDIA LIMITED</b> Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai - 400051 <b>NSE- KEYFINSERV</b>	<b>KEYNOTE FINANCIAL SERVICES LIMITED.</b> The Ruby, 9 <sup>th</sup> 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  
Date: 2025.06.26  
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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	<ul style="list-style-type: none"><li>• BSE Limited</li><li>• National Stock Exchange of India Limited</li></ul>		
(§)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(*)
<b><u>Before the acquisition/disposed off without consideration, holding of:</u></b>			
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/ <del>voting</del> capital wherever applicable	% w.r.t. total diluted share/ <del>voting</del> capital of the TC(*)
a) Shares carrying voting rights acquired/sold / <del>disposed off</del>	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 <del>disposed off</del> acquisition / <del>sale of shares /</del> <del>VR or date of receipt of intimation of allotment of shares,</del> whichever is applicable	26 <sup>th</sup> June 2025		
Equity share capital / total voting capital of the TC before the said <del>disposed off</del> 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 <del>disposed off</del> 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 <del>acquisition / sale.</del>	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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Date: 2025.06.26  
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**Vineet Suchanti**  
**Acquirer/Promoter**

**Date: 26<sup>th</sup> 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.

*Vineet Suchanti*

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

26<sup>th</sup> June 2025

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

**Sub.: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("SAST Regulations")**

With regard to the captioned subject, please find enclosed herewith disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares & Takeover) Regulations, 2011.

This is for your Information and request you to kindly take on your record.

Thanking You,  
Yours Sincerely,

VINEET  
SUCHANTI

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VINEET SUCHANTI  
Date: 2025.06.26  
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**Vineet Suchanti**  
**Acquirer/Promoter**

Encl: as above

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ANNEXURE -1

**Disclosures under Regulation 29(2) 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	<ul style="list-style-type: none"> <li>BSE Limited</li> <li>National Stock Exchange of India Limited</li> </ul>		
§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>	Number	% w.r.t. total share/ <del>voting capital</del> wherever applicable	% w.r.t. total diluted share/ <del>voting capital</del> of the TC(*)

*Vineet Suchanti*

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

a) Shares carrying voting rights acquired/sold / <del>disposed off</del>	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 <del>disposed off</del> acquisition / <del>sale of shares /</del> <del>VR or date of receipt of intimation of allotment of shares,</del> whichever is applicable	26 <sup>th</sup> June 2025		
Equity share capital / total voting capital of the TC before the said <del>disposed off</del> <del>acquisition / sale</del>	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 <del>disposed off</del> <del>acquisition / sale</del>	Rs. 5,56,66,370/- (55,66,637 Equity shares of Rs.10/- each)		
10. Total diluted share/voting capital of the TC after the said <del>acquisition / sale.</del>	Rs. 5,56,66,370/- (55,66,637 Equity shares of Rs.10/- each)		

*Vineet Suchanti*

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

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Date: 2025.06.26  
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**Vineet Suchanti**  
**Acquirer/Promoter**

**Date: 26<sup>th</sup> 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.
- (§) 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 Suchanti'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.

26<sup>th</sup> June 2025

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

**Sub.: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("SAST Regulations")**

With regard to the captioned subject, please find enclosed herewith disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares & Takeover) Regulations, 2011.

This is for your Information and request you to kindly take on your record.

Thanking You,

Yours sincerely,

VIVEK  
SUCHANTI

Digitally signed by  
VIVEK SUCHANTI  
Date: 2025.06.26  
15:18:53 +05'30'

**Vivek Suchanti**  
**(Karta of Nirmal Suchanti HUF)**  
**Promoter**

Encl: as above

## ANNEXURE -1

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

<b>Name of the Target Company (TC)</b>	KEYNOTE FINANCIAL SERVICES LIMITED		
<b>Name(s) of the Acquirer/Seller Person Acting in Concert (PAC) with the acquirer</b>	Nirmal Suchanti HUF		
<b>Whether the acquirer/seller belongs to Promoter/Promoter group</b>	Yes		
<b>Name(s) of the Stock Exchange(s) where the shares of TC are Listed</b>	<ul style="list-style-type: none"> <li>• BSE Limited</li> <li>• National Stock Exchange of India Limited</li> </ul>		
<b>(\$ Details of the acquisition/ disposal as follows</b>	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital-of the TC(*)
<b><u>Before the acquisition/disposed off without consideration, holding of:</u></b>			
<b>a) Shares carrying voting rights</b>	NIL	NIL	NIL
<b>b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)</b>	NIL	NIL	NIL
<b>c) Voting rights (VR) otherwise than by shares</b>	NIL	NIL	NIL
<b>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)</b>	NIL	NIL	NIL
<b>e) Total (a+b+c+d)</b>	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 <del>acquired/sold</del> /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 <del>acquisition</del> / sale (e.g. open market / off-market / <del>public issue</del> / <del>rights issue</del> / <del>preferential allotment</del> / inter-se transfer etc)	Inter-se Transfer between the immediate relatives by way of partition of HUF.		
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 <del>disposed off acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable</del>	26 <sup>th</sup> June 2025		
Equity share capital / total voting capital of the TC before the said disposed off <del>acquisition</del> / 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 <del>acquisition</del> / 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 <del>acquisition</del> / sale.	Rs. 5,56,66,370/- (55,66,637 Equity shares of Rs.10/- each)		

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(\*) 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.

**(§) 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.**

VIVEK  
SUCHANTI

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VIVEK SUCHANTI  
Date: 2025.06.26  
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**Vivek Suchanti**  
**(Karta of Nirmal Suchanti HUF)**  
**Promoter**

**Place: Mumbai**  
**Date: 26<sup>th</sup> June 2025**