

KEYNOTE

Ref # Key25/Stock Exchange Let/Sk(99)

June 26, 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: 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 20th June 2025.

We hereby intimate that pursuant to Regulation 10(1)(a)(i) and (ii) read with Regulation 10(6) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011. The Company has received information of the acquisition of shares from Mr. Vineet Suchanti, a shareholder of NSS Digital Media Limited, have acquired 1,45,040 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 .

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 - L67120MH1993PLC072

KEYNOTE

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.

This is for your kind information and records.

For **Keynote Financial Services Limited**

Simran Kashela
Company Secretary and 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 - L67120MH1993PLC072

Vineet Suchanti

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

26th 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
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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 20th 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 20th 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*

This is for your kind information and records.

Thanking you,

Yours sincerely,

VINEET
SUCHANTI

Digitally signed by
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, 9th Floor, Senapati
Bapat Marg Road, Dadar West, Mumbai- 400028
mail: 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">• BSE Limited• National Stock Exchange of India Limited
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, - Whether disclosure was made and whether it was made within the timeline specified under the regulations. - Date of filing with the stock exchange.	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 th 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 Yes
	b.	Date of acquisition	26 th 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

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	Each Acquirer / Transferee(*)	31,12,256	55.91	31,12,256	55.91
	B	Each Seller / Transferor	31,12,256	55.91	31,12,256	55.91

Yours Sincerely,

VINEET Digitally signed
by VINEET
SUCHANTI SUCHANTI
Date: 2025.06.26
15:13:18 +05'30'

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.