



NSE

**Mutual Fund
Platform**

NSE's Mutual Fund Platforms

NMF

(NSE's New Mutual Fund)

MFSS

(Mutual Fund Service System)

Mutual Fund Distributors (ARN/RIA/PMS)
Option to choose Demat and Non-Demat for purchases

Trading /Clearing members/Broking Houses
Demat transactions executed

NSE MF - Best Mutual Fund Transaction Platform - FFF ET Awards 2023



- Proud to be awarded as the Best Mutual Fund Transaction platform at the FFF ET Awards 2023.
- The award was decided based on votes received from distributors of India, Jury members from the community and ET panel

NSE – One Stop solution for Mutual Fund Investment needs



Easy Digital client onboarding & transactions through website/mobile app



Focus on Compliance
Adherence to compliance & regulatory requirements



GOI-RBI issued Sovereign Gold Bond (SGB) available on NMF in both Physical & Demat mode as an additional asset class



Family wrap creation for all your investors

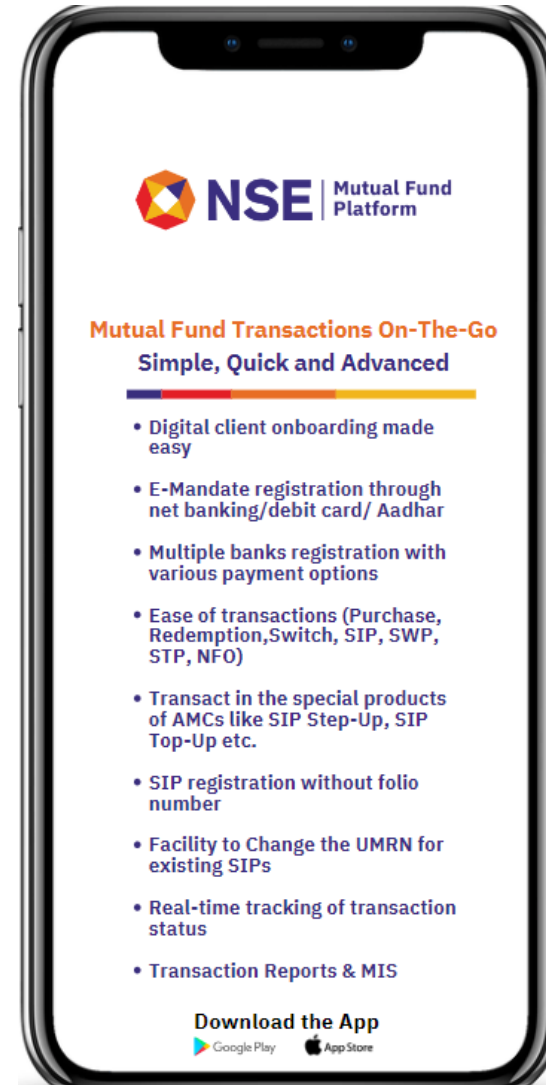
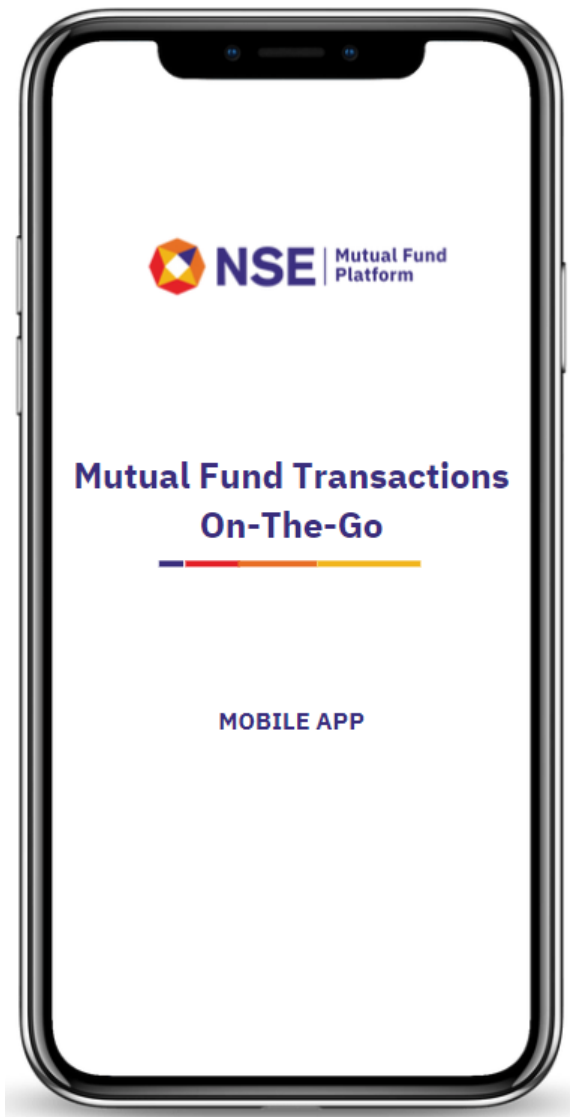


Comprehensive reports available for clients and businesses that can help track investments



Effective and resourceful helpdesk team for timely, informative and constructive support

Mobile application – NMF Platform (For Distributors)

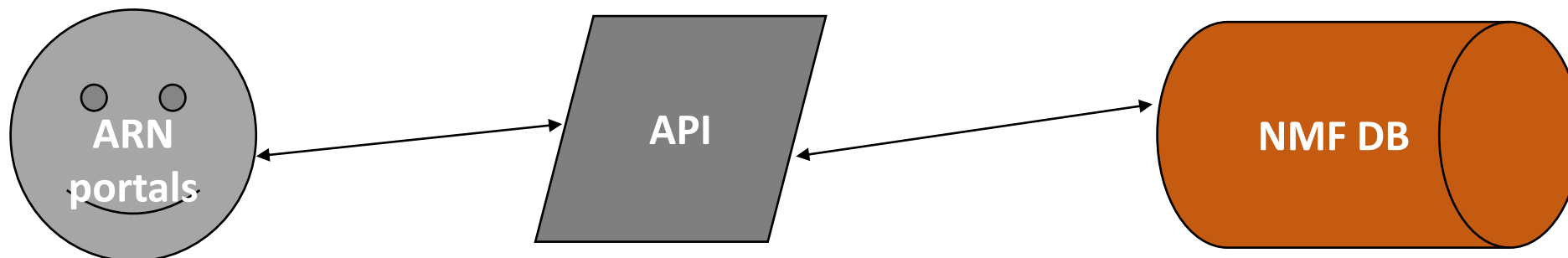


NMF API

- API facilitates members to execute the transactions through the NMF platform from their own web portals acting as Transaction routing interface.

Other features:

- Robust, scalable & adaptable platform to facilitate transaction routing
- Freedom of developing white-labelled solution with analytics, reporting & other market-enriched features
- Get connected with established payment gateways supported on NSE NMF platform
- Centralized connectivity with all RTAs and on-going maintenance & support by NMF



Regulatory Changes till FY 23

1. Source Bank Account Details required for Purchase transactions
 - a) Virtual Account creation for payment through NEFT/RTGS
 - b) Cheques with prefilled Pay-in Slip required for subscriptions
2. Relationship details required for email ids and mobile numbers of the investors
3. Two Factor Authentication for Redemption and Switch Transactions
4. Implementation of the Nomination Opt-in/ Opt-out SEBI Circular
5. Two Factor Authentication for Subscriptions
6. Investments in Mutual Funds in the name of the minor through Guardian
7. PAN Aadhar Linking - Mandatory for transaction processing at RTA
8. E-Mandate Registration - Increase in Limits as per NPCI
9. Mandate Duration revised by NPCI

Regulatory Changes from 1st April 2024

1) Revision in the maximum duration of the Mandates from 30 years to 40 years :

As per the latest NPCI circular no. 12, the Mandate maximum duration has been revised to a maximum period of 40 years, which was 30 years earlier. The necessary changes have been made in the system. We have also aligned the SIP investments in line with the revisions in the Mandate validity. The user manual has been placed in the “New Releases” Section.

2) Revision in the FATCA/UBO/NPO format:

- As per recent GOI notification on Prevention of Money-laundering (Maintenance of Records) Amendment Rules, 2023, there are changes in UBO and NPO requirements. There will be changes in Transaction File format and FATCA/CRS/UBO file format.
- To align with these requirements, there will be changes in the UBO, FATCA declaration screen and structure to meet with all the requisite validations provided by the RTAs. There will be new fields to capture the NPO (Non-Profit Organisation) details applicable only for Societies and Trusts. All these changes will be implemented effective 1st April 2024.
- The user manual for the revised requirements has been placed in the “New Releases” Section.

Regulatory Changes from 1st April 2024

3) PAN Number validation as per the CBDT guidelines:

As per the recent guidelines from CBDT, the PAN number need to be validated with the Income Tax Records. In view of these guidelines, there are additional validations incorporated by the RTAs/AMCs to comply with the same.

- Investor name for all the fresh purchases should match with the income tax records.
- Date of Birth (DOB) for Individuals / Date of Incorporation (DOI) for Non-Individuals should be provided as per PAN records for New Purchases, Additional Purchases or Redemptions.

In order to facilitate the same and update the IIN registration records on NMF platform, we have provided the facility to view the below mentioned details on the NSE MF platform.

- PAN number
- Date of Birth in case of Individuals
- Date of Incorporation in case of Non-Individuals

These details can be viewed through the **View Customer details** and the **entire details of the IIN can be downloaded in an excel sheet** for the purpose of evaluation. Further, to update these records digitally, it can be done through the Digital Modification Process on the NSE MF Platform.

The PAN validation as per CBDT guidelines has been extended and the validations at RTA will begin from **April 30, 2024**

Regulatory Changes from 1st April 2024

4)Uniformity in SIP Cancellation across Mutual Funds:

a)Automated SIP cancellations for failed instalments:

Further to the discussions held at AMFI and SEBI, it was proposed to bring about uniformity in the process of cancelling SIPs on failed instalments. To follow a common practice on allowing Number of failed instalments, the RTAs / AMCs would follow the below mentioned process of cancelling the SIP from April 01, 2024.

S No.	SIP Interval	No. of failed debit attempts prior to cancellation of SIP
1.	Daily	3
2.	Weekly, Fortnightly	3
3.	Monthly	3
4.	Bi-monthly, Quarterly or Longer interval SIPs	2

The registrations for these SIPs will be ceased in RTA books based on the rules mentioned above. Once such SIPs are ceased by RTA, no subsequent SIP instalments would be reported.

NSE will be aligning the systems to affect these changes in their NSE MF platform by April 01, 2024. The status of the SIP cancellations can be reviewed in the Systematic Ceasure Report in your login.

Regulatory Changes from 1st April 2024

4)Uniformity in SIP Cancellation across Mutual Funds:

b) Standardization of the reasons for Distributor/Customer initiated SIP cancellations:

To further bring about standardization in capturing the reasons for SIP cancellations, any cancellations initiated by the Distributor/ Investor will allow him to choose the following options in the drop down. It will be mandatory for him to select any of the reasons mentioned below:

Reason code	Description	Remarks (If selecting reason code 13 only)
1	Non availability of Funds	
2	Scheme not performing	
3	Service issue	
4	Load Revised	
5	Wish to invest in other schemes	
6	Change in Fund Manager	
7	Goal Achieved	
8	Not comfortable with market volatility	
9	Will be restarting SIP after few months	
10	Modifications in bank/mandate/date etc	
11	I have decided to invest elsewhere	
12	This is not the right time to invest	
13	Others (pls specify the reason)	

Special Products launched for AMCs

- Smart/Combo switch facility for NFO various AMCs
- Top UP / Step UP SIP for various AMCs
- Dream SIP for HDFC MF
- Freedom SIP for ICICI MF
- Mitra SIP for SBI MF
- Goal SIP for White Oak MF
- Sampoorna SIP with Aditya Birla MF
- Atmanirbhar SIP by Axis MF
- STEP facility for Edelweiss MF

New Features Launched

1. SIP registration with E-Mandate:

- **NSE MF platform** will allow **registration of SIP** along with the **e-mandate registration**, without waiting for the period of activation. This will help the distributor and investor to get the registration of the SIP and Mandate get completed at one go. It will thus help complete the registration journey simultaneously. The detailed step-by-step guide has been shared separately.

2. IIN Registration Process made easy and seamless:

- The IIN registration and activation process involves **Investor Consent, KRA Validation & Bank Account Validation**
- Currently these processes happen after you raise a request of IIN registration for the client. Thus, the digital activation of the client happens only after the KRA and Bank account validation checks are completed successfully.
- We have worked on revising the process wherein the KRA validation and Bank account validation can happen simultaneously as the distributor is raising a request for IIN registration.
- This makes the process very seamless and only the final mail for consent is triggered to the investor. This helps in knowing the status of his client's registration immediately.

New Features Launched

3. Scheduled SIP reminders:

- NSE platform will enable reminders at defined intervals before the maturity of the SIP to help the investor to renew his SIP on the platform. This will help the investor and distributor to track the maturity of their SIPs and ensure that they are renewed in a timely manner.

4. Step-up & Top-Up SIP Facility:

- We are happy to launch the SIP Step-up & SIP Top up facility on NSE MF Platform. The features can be elaborated as follows:
 - **The SIP Step-Up** facility helps the investor to Step-up the amount for a particular SIP after a defined frequency or tenure of the SIP at the time of registration
 - **The SIP Top Up** facility helps the investor to Top-up the amount for a particular SIP during the tenure of the existing SIP
- We have launched it for all AMCs as per their confirmation. **Currently we are active with 16 AMCs for this facility.** The step-by-step user guide has been shared on mail and the “New Releases” section

New Features Launched

5. E-KYC services on NMF platform with some additional features:

This facility will enable you to onboard new investors and complete their KYC through our NMF platform.

- We are live with 7 AMCs on the NMF platform while registering for e-KYC through NMF platform.
- The module will help the distributor register the KYC through the following options:
 - Through Aadhar (Digi locker facility)
 - Through Offline Aadhar XML
 - Through Video KYC

This can help you effectively onboard your new customers and complete their KYC in a seamless and digital manner.

The detailed process manual has been shared on mail.

New Features Launched

6. E-Mandate registration through Aadhar:

- E-mandate registration is a facility to allow the investor to digitally allow the bank to debit a specified amount from their bank amount.
- Currently the facility is available by way of Net banking and debit card.
- We are pleased to introduce registration of E-mandate through Aadhar on the NSE NMF Platform. This feature will benefit investors PAN India especially in the remotest areas of the country.
- Investor will be able to authorize the E-mandate registration by the way of Aadhar authentication.

7. Facility to Change the UMRN mapping for existing SIPs on NMF platform:

Currently it is mandatory to map a mandate throughout the tenure of the SIP. NSE is pleased to present the facility to change the mapping of the existing SIPs from one mandate to the other during the tenure of the SIP with a lot of ease.

This facility will help the investor continue his SIP without any missing any instalment or in case of any concern with the existing mandate.

New Features Launched

8. SIP registration without folio number on NSE MF Platform:

- We are happy to announce that you will not require a folio number to register a SIP on NMF platform in future.
- This facility will enable you to register a SIP without any initial purchase. The detailed user manual is attached for your reference and is also provided in the “New Releases” section.

Our Presence and Contact Points

LOCATION	NAME	CONTACT	EMAIL ID
All regions	Processing helpdesk	1800 419 4144	nsefm_bo@nse.co.in
LOCATION	REGIONAL MANAGER	CONTACT	EMAIL ID
Western Regional Office (WRO)			
Mumbai, Raigad, Ratnagiri, Sindhudurg, Nagpur Division & Goa	Shri. Priyad Tadkod	9619497908	ptadkod@nse.co.in
Mumbai, Kolhapur, Solapur, Sangli & Satara	Shri. Ashish K. Gyani	7304535688	agyani@nse.co.in
Pune & Aurangabad Division	Shri. Prithun Roy Chowdhury	9987991765	proychowdhury@nse.co.in
Thane	Shri. Mithilesh Mouriya	7304494598	mmouriya@nse.co.in
Mumbai, Palghar, Nashik & Amravati Divisions	Shri. Shashi Bhushan Mishra	8433913366	shashibhushanm@nse.co.in
WRO (Sales Support Manager)	Shri. Pranish Shah	8655647435	pranishs@nse.co.in
Northern Regional Office (NRO)			
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Rajasthan	Shri. Shiv Chauhan	8655647567	schauhan@nse.co.in
UP (except Noida, Greater Noida and Ghaziabad)	Shri. Pankaj Dixit	7897387877	pdixit@nse.co.in
NRO (Sales Support Manager)	Smt. Deepika Bisht Bhoriya	7303738684	dbhoriya@nse.co.in
Ahmedabad Regional Office (ARO)			
Gujarat & MP	Shri. Prashant Shah	8655647521	shahp@nse.co.in
Gujarat & MP	Shri. Chetan Bhardwaj	8655647568	chetanb@nse.co.in
ARO (Sales Support Manager)	Smt. Palak Patel	8655647565	palakp@nse.co.in
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KRO (Sales Support Manager)	Shri. Debdipta Dasgupta	9903492781	ddasgupta@nse.co.in
Chennai Regional Office (CRO)			
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Karnataka	Smt. Prerna Malik	8655647542	pmalik@nse.co.in
AP & Telengana	Shri. Kommanapally Kishore	8655647584	kkishore@nse.co.in
CRO (Sales Support Manager)	Kri. J Kalpana Reddy	8655647572	jreddy@nse.co.in

Self-study online modules on YouTube

<https://www.youtube.com/playlist?list=PLtBIDPlcswPUFQJJUnYZwuvbVVkBJ3Rf9>



The same is embedded on login page of NSE NMF portal

Disclaimer

Disclaimer

*“The National Stock Exchange of India Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, an initial public offer of its equity shares and has filed a Draft Red Herring Prospectus dated December 28, 2016 (“**DRHP**”) with the Securities and Exchange Board of India (“**SEBI**”). The DRHP is available on the websites of SEBI and the BSE Limited at www.sebi.gov.in and www.bseindia.com, respectively and of the Managers, Citigroup Global Markets India Private Limited at <http://www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm>, JM Financial Institutional Securities Limited at www.jmfl.com, Kotak Mahindra Capital Company Limited at <http://www.investmentbank.kotak.com>, Morgan Stanley India Company Private Limited at <http://www.morganstanley.com/about-us/global-offices/india/>, HDFC Bank Limited at www.hdfcbank.com, ICICI Securities Limited at www.icicisecurities.com, IDFC Bank Limited at www.idfcbank.com and IIFL Holdings Limited at www.iiflcap.com. Investors should not rely on the DRHP for making any investment decision, and should note that investment in equity shares involves a high degree of risk, and for details see the section titled “Risk Factors” in the red herring prospectus, when available.*

*Any securities referred to herein have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “**Securities Act**”), and may not be offered or sold in the United States absent registration or an exemption from registration under the Securities Act. There is no intention to register any securities referred to herein in the United States or to make a public offering of the securities in the United States.”*

Thank You