



KEERTANA FINSERV LIMITED
(Formerly known as Keertana Finserv Private Limited)

Name of Policy	Policy on Know Your Customer (KYC) and Anti Money Laundering (KYC and AML Policy)
Date of Last Approval/Review	March 2024 July 2026- 2 nd Version
Prepared By	Ms. Amreen Gulnaaz Mr. Manoranjan Biswal (CCO)-2 nd Version (Compliance Department)
Reviewed By	Mr. Prakash Bhawnani
Approved by / Authority to amend the policy	Board of Directors
Effective data of Implementation	April 2022
Disclosure	The Policy shall be published on Company's website

Version Control

Version	Date	Description	Description of Changes
1.0	April 2022	Policy on KYC and Anti Money Laundering	NA (New Policy)
2.0	March 2024	Policy on KYC and Anti Money Laundering	Reviewed and re-Drafted
3.0	July 2026	Revised to align with the Master Direction (MD) on KYC by RBI dated November 28, 2025 (Updated as on December 29, 2025)	Reviewed and amended

POLICY ON KNOW YOUR CUSTOMER (KYC) AND ANTI MONEY LAUNDERING
(KYC AND AML POLICY)

CHAPTER- I

1. Introduction

Keertana Finserv Limited (formerly known as Keertana Finserv Private Limited) ("Keertana" or the "Company") is a Non-Banking Financial Company (NBFC) holding a valid Certificate of Registration (CoR) issued by the Reserve Bank of India (RBI) and classified as an NBFC–Middle Layer (ML). The Company operates in compliance with the Reserve Bank of India (Non-Banking Financial Companies – Know Your Customer) Directions, 2025, as amended from time to time.

The Policy on KYC and Anti Money Laundering ("KYC and AML Policy") of Keertana Finserv Limited ("Company"/ "**Keertana**") is formulated under the requirements of the Master Direction issued by Reserve Bank of India i.e RBI/DOR/2025-26/361 DOR.AML.REC.No.280/14.01.003/2025-26 November 28, 2025 Reserve Bank of India (Non-Banking Financial Companies – Know Your Customer) Directions, 2025 (Updated as on December 29, 2025) and the circular dated July 01,2015 issued by RBI i.e the "Master Circular – 'Know Your Customer' (KYC) Guidelines – Anti Money Laundering Standards (AML) -'Prevention of Money Laundering Act, 2002 - Obligations of NBFCs in terms of Rules notified thereunder' (Circular No. RBI/2015-16/108 DNBR (PD) CC No. 051/03.10.119/2015-16).

This Policy is intended to be in conformity with the RBI- Master Direction, RBI Master Direction on KYC, circulars issued by RBI and rules made there under as on the date of its adoption. However, if due to subsequent modifications in the RBI- Master Direction, RBI-Master Direction on KYC, the circular('s) issued by RBI or rules made thereunder a provision of this Policy or any part thereof becomes inconsistent with RBI- Master Direction, RBI-Master Direction on KYC, the circular('s) issued by RBI or rules made thereunder, RBI- Master Direction, RBI-Master Direction on KYC, the circular('s) issued by RBI or rules made thereunder as modified shall prevail.

2. Applicability

This policy is applicable to all categories of products and services offered by the Company to its customers.

3. Definitions

- a) "**Act**" or "**Rules**" or **RBI Directions**, means Reserve Bank of India (Non-Banking Financial Companies – Know Your Customer) Directions, 2025 (Updated as on December 29, 2025, as amended from time to time or such other Circulars, Notifications or guidelines issued by RBI from time to time on KYC / AML requirements and the Prevention of Money-Laundering Act,2002 and the Prevention of Money- Laundering (Maintenance of Records) Rules,2005, respectively and amendments thereto
- b) "**Authentication**", in the context of Aadhaar authentication, means the process as defined under sub-section (c) of section 2 of the Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016.
- c) "**Aadhaar number**" shall have the meaning assigned to it in clause (a) of section 2 of the Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act,

2016.

Section 2 (a) of the above-mentioned Act- “Aadhaar number” means an identification number issued to an individual under sub-section (3) of section 3;

- d) **“Central KYC Records Registry” (CKYCR)** means an entity defined under Rule 2(1) of the Rules, to receive, store, safeguard and retrieve the KYC records in digital form of a customer.
- e) **“CKYC Identifier”**: Upon successful submission/registration of KYC Documents of the Borrower on CERSAI Portal, a 14- digit KYC Identifier Number (KIN) is issued. An SMS/email will be sent to the Borrower, once the KIN is generated. The Company needs to ensure that the KIN is communicated to the Customer (either individual/Legal Entity) as the case may be.
- f) **“Certified Copy”** (Original Seen & Verified/OSV) - Obtaining a certified copy or OSV by the Company shall mean comparing the copy of the proof of possession of Aadhaar number where offline verification cannot be carried out or officially valid document so produced by the customer with the original and recording the same on the copy by the authorised officer of the Company.
- g) **“Customer”**
For the purpose of KYC Guidelines, a “customer” is defined as:
 - i. A person or entity that maintains an account and/or has a business relationship with the Company including customers associated with the selling/marketing of permitted insurance business of the NBFC.
 - ii. One on whose behalf the account is maintained (i.e. the beneficial owner);
 - iii. Beneficiaries of transactions conducted by professional intermediaries such as Stockbrokers, Company Secretaries, Chartered Accountants, Solicitors etc. as permitted under the law, and
 - iv. Any person or entity connected with a financial transaction which can pose significant reputation or other risks to the Company, say a wire transfer or issue of a high value demand draft as a single transaction.
- h) **“Customer Due Diligence (CDD)”** means identifying and verifying the customer and the beneficial owner.
- i) **“Customer identification”** means undertaking the process of CDD.
- j) **“Digital Signature”** shall have the same meaning as assigned to it in clause (p) of subsection (1) of section (2) of the Information Technology Act, 2000.
- k) **“Equivalent e-document”** means an electronic equivalent of a document, issued by the issuing authority of such document with its valid digital signature including documents issued to the digital locker account of the customer as per rule 9 of the Information Technology (Preservation and Retention of Information by Intermediaries Providing Digital Locker Facilities) Rules, 2016.
- l) **“FATCA”** means Foreign Account Tax Compliance Act of the United States of America (USA) which, inter alia, requires foreign financial institutions to report about financial accounts held by U.S Taxpayers or foreign entities in which U.S Taxpayers hold a substantial ownership interest.
- m) **“Know Your Client (KYC) Identifier”** means the unique number or code assigned to a customer by the Central KYC Records Registry.
- n) **“KYC Templates”** means templates prepared to facilitate collating and reporting the KYC data to the CKYCR, for individuals and legal entities.
- o) **“Non-face-to-face customers”** means a customer who opens accounts without visiting the branch/ offices of the company or meeting the officials/ authorized representatives of the Company.
- p) **“Non-profit organisations”** (NPO) means any entity or organisation, constituted for

religious or charitable purposes referred to in clause (15) of section 2 of the Income-tax Act, 1961 (43 of 1961), that is registered as a trust or a society under the Societies Registration Act, 1860 or any similar State legislation or a company registered under Section 8 of the Companies Act, 2013 (18 of 2013).

- q) **“Offline verification”** Means the process of verifying the identity of the Aadhaar number holder without authentication, through such offline modes as may be specified by regulations.
- r) **“On-going Due Diligence”** means regular monitoring of transactions in accounts to ensure that they are consistent with the customers’ profile and source of funds.
- s) **“Periodic Updation”** means steps taken to ensure that documents, data or information collected under the CDD process is kept up-to-date and relevant by undertaking reviews of existing records at periodicity prescribed by the Reserve Bank.
- t) **“Politically Exposed Persons”** (PEPs) are individuals who are or have been entrusted with prominent public functions by a foreign country, including the Heads of States/Governments, senior politicians, senior government or judicial or military officers, senior executives of state-owned corporations and important political party officials
- u) **“Principal Officer”** means an officer nominated by the Company, responsible for furnishing information as per rule 8 of the Rules.
- v) **“Person”** has the same meaning assigned in the Act and includes:
 - an individual,
 - a Hindu undivided family,
 - a company,
 - a firm,
 - an association of persons or a body of individuals, whether incorporated or not,
 - every artificial juridical person, not falling within any one of the above persons (a to e), and
 - any agency, office or branch owned or controlled by any of the above persons (a to f).
- w) **“Suspicious transaction”** means a “transaction” as defined below, including an attempted transaction, whether or not made in cash, which, to a person acting in good faith:
 - a. gives rise to a reasonable ground of suspicion that it may involve proceeds of an offence specified in the Schedule to the Act, regardless of the value involved; or
 - b. appears to be made in circumstances of unusual or unjustified complexity; or
 - c. appears to not have economic rationale or bona-fide purpose; or
 - d. gives rise to a reasonable ground of suspicion that it may involve financing of the activities relating to terrorism.

Explanation: Transaction involving financing of the activities relating to terrorism includes transaction involving funds suspected to be linked or related to, or to be used for terrorism, terrorist acts or by a terrorist, terrorist organization or those who finance or are attempting to finance terrorism.
- x) **“Video based Customer Identification Process (V-CIP)”**: an alternate method of customer identification with facial recognition and customer due diligence by an authorised official of the RE by undertaking seamless, secure, live, informed consent based audio-visual interaction with the customer to obtain identification information required for CDD purpose, and to ascertain the veracity of the information furnished by the customer through independent verification and maintaining audit trail of the process. Such processes complying with prescribed standards and procedures shall be treated on par with face-to-face CIP for the purpose of this Master Direction.

4. Objective of this Policy

Objective of the RBI guidelines is to prevent NBFCs being used, intentionally or unintentionally by criminal elements for money laundering activities. The guidelines also mandates making reasonable efforts to determine the true identity and beneficial ownership of accounts, source of funds, the nature of customers' business, reasonableness of operations in the account in relation to the customer's business, etc. which in turn helps the Company to manage its risks prudently. Accordingly, the main objective of this policy is to enable the Company to have positive identification of its customers.

CHAPTER- II

CUSTOMER ACCEPTANCE POLICY: -

Keertana shall follow the following norms while accepting and dealing with its customers: -

- i. No account should be opened in anonymous or fictitious/benami name.
- ii. The Company shall carry out full-scale customer due diligence (CDD) before opening an account. When the true identity of the applicant is not known or the Company is unable to apply appropriate CDD measures, no transaction or account-based relationship will be undertaken with such person / entity
- iii. No transaction or account-based relationship is undertaken without following the CDD procedure.
- iv. The mandatory information to be sought for KYC purpose while opening account and during the periodic updation, is specified
- v. Optional/additional information is obtained with the explicit consent of the customer after the account is opened.
- vi. The Company shall apply CDD measures at the Unique Customer Identification Code (UCIC) level. Thus, if an existing KYC compliant customer of a Company (Keertana) desires to open another account, there shall be no need for a fresh CDD exercise.
- vii. CDD Procedure is followed by all the joint account holders, while opening a joint account.
- viii. Where Permanent Account Number (PAN) is obtained, the same shall be verified from the verification facility of the issuing authority.
- ix. Where Goods and Services Tax (GST) details are available, the GST number shall be verified from the search/verification facility of the issuing authority.
- x. Where an equivalent e-document is obtained from the customer, we shall verify the digital signature as per the provisions of the Information Technology Act, 2000.
- xi. Parameters of risk perception are clearly defined in terms of the nature of business activity, location of customer and his clients, mode of payments, volume of turnover, social and financial status etc. to enable categorization of customers into low, medium and high risk. The illustrative list of such risk categorization is provided in Annexure – I.
- xii. The customer profile contains mandatory information to be sought for KYC purpose relating to customer's identity, address, social/financial status, nature of business activity, information about the clients' business and their location etc. The nature and extent of due diligence will depend on the risk perceived by the Company. However, while preparing customer profile the Company (Keertana) will seek only such information from the customer which is relevant to the risk category and is not intrusive. The customer profile will be a confidential document and details contained therein will not be divulged for cross-selling or any other purpose. The Company shall maintain secrecy regarding customer information except where the disclosure is under compulsion of law, there is a duty to the public to

- disclose, the disclosure is made with express or implied consent of the customer.
- xiii. The Company shall ensure that the identity of the customer does not match with any person or entity whose name appears in the sanction lists circulated/prescribed by RBI from time to time.
 - xiv. The intent of the Policy is not to result in denial of financial services to general public, especially to those, who are financially or socially disadvantaged. While carrying out due diligence, the Company will ensure that the procedure adopted does not result in denial of services to any genuine customers.
 - xv. When the true identity of the account holder is not known, the Company shall file Suspicious Transaction Reporting (STR) as provided. .
 - xvi. To identify and report suspicious transactions effectively, the company shall implement robust software that generates alerts when transactions are inconsistent with a customer's risk categorization and updated profile.

CUSTOMER IDENTIFICATION PROCEDURE:

- I. The Company shall undertake identification of customers before commencement of an account-based relationship. Customer identification means identifying the customer and verifying his / her identity by using reliable and independent sources of documents, data or information to ensure that the customer is not a fictitious/ anonymous/ benami person. The Company shall obtain sufficient information necessary to establish, to its satisfaction, the identity of each customer and the purpose of the intended nature of business relationship.
- II. An effective Customer Identification Program ("CIP") is an important part of the effort by the Company to know its customers. The Company's CIP is integrated into the AML (Anti Money Laundering) program for the company in terms of the Prevention of Money Laundering Act, 2002 and the relevant rules notified there under (PMLA), which contain provisions requiring the business processes to:
 - **Verify the identity of any Person** transacting with the Company to the extent reasonable and practicable
 - **Maintain records of the information** used to verify a customer's identity, including name, address and other identifying information and
 - **Consult sanctions lists/ FATF statements of known or suspected terrorists:** The Company shall ensure that, in terms of Section 51A of the Unlawful Activities (Prevention) (UAPA) Act, 1967 and amendments thereto, the Company does not have any account in the name of individuals/entities appearing in the lists of individuals and entities, suspected of having terrorist links, which are approved by and periodically circulated by the United Nations Security Council (UNSC) and whose names appears in the sanctions lists circulated by Reserve Bank of India.

The Company may ensure the aforesaid, verifying the name of person or entity through the website of the concerned entity or through the service provider, who provide the said service of third-party verification, in compliance applicable provisions/guideline of Reserve Bank of India, the Prevention of Money Laundering Act and rules made thereunder in this regard.

Details of accounts/ customers bearing resemblance to any of the individuals/entities in the list shall be treated as suspicious and reported to the FIU-IND, apart from advising Ministry of Home Affairs as required under UAPA notification. The Credit Head will be responsible for ensuring that the name of Borrower is not reflecting in the aforesaid list.

The Company will perform appropriate, specific and where necessary, Enhanced Due Diligence on its customers that is reasonably designed to know and verify the true identity of its customers and to detect and report instances of criminal activity, including money laundering or terrorist financing.

The procedures, documentation, types of information obtained and levels of KYC due diligence to be performed will be based on the level of risk associated with the relationship (products, services, business processes, geographic locations) between the Company and the customer and the risk profile of the customer.

- III. The Company shall undertake identification of customers in the following cases: -
 - a. Commencement of an account-based relationship with the customer.
 - b. When there is a doubt about the authenticity or adequacy of the customer identification data it has obtained.
 - c. Selling third party products as agent.
- IV. The Company shall take reasonable measures to ascertain and verify the true identity of all customers who transact with the Company. Each business process shall design and implement specific due diligence standards and procedures that are appropriate given the nature of the respective businesses, customers and the associated risks.

V. IDENTIFICATION:

All the customers shall be identified by a unique identification code to identify customers, track the facilities availed, monitor financial transactions in a holistic manner and to have a better approach to risk-profiling of customers.

The customer identification requirement is detailed in **Annexure- II** to this policy. Each business process shall implement procedures to obtain from each Customer, prior to transacting, the following information as may be relevant to that business:

- a) **Name** : procedures require business processes to use reasonable efforts to ensure that the name recorded on the Company systems as the customer will be exactly the same as (and not merely similar to, or a variation of) the name that appears on any identifying documentation reviewed in connection with the loan;
- b) **For individuals - age / date of birth**; For a person other than individual (such as corporation, partnership or trust) - date of incorporation;
- c) **Address including the documentary proof thereof**:
 - For an individual, a residential or business street address;
 - For a Person other than an individual (such as a corporation, partnership, or trust), the principal place of business, local office, or other physical location;
- d) **Telephone /Fax number/E-mail ID**;
- e) **Identification Number**: -
 - i) A taxpayer identification number; passport number and country of issuance; proof of possession of Aadhaar number; alien identification card number; or number and country of issuance of any other government-issued document evidencing nationality or residence and bearing a photograph or similar safeguard or the unique number or code assigned by the Central KYC Records Registry.

- ii) When opening an account for a person (other than an individual) that does not have an identification number, the business process must request alternative government issued documentation certifying the existence of the business or enterprise; Where a customer submits proof of possession of Aadhaar number, the Company shall ensure that such customer redacts or blackout his Aadhaar number before submitting the same to the Company. The submission of Aadhaar is mandatory only when the customer is desirous of receiving any benefit or subsidy under any scheme notified under Section 7 of the Aadhaar Act or as per the Notification, Circular, Guidelines, as may be issued by RBI read with Directions/Guidelines, issued UIDAI from time to time, otherwise Aadhaar is not mandatory and the Company not to insist for the same. However, the individual, if so desires, may provide the same out of volition. The customer, at their option, shall submit one of the OVDs.
- iii) For a customer who has applied for, but has not received an identification number, loan may be sanctioned, but each business process shall implement procedures to confirm that the application was filed before the loan is sanctioned to customer and to obtain the identification number within a reasonable period of time before disbursement of loan.

f) **One recent photograph of the individual customer:** - Fresh photographs will be obtained from minor customers on becoming major. For undertaking CDD, the list of documents that can be accepted as proof of identity and address from various customers across various products offered by the Company is given as **Annexure- III** to this policy.

These are appropriately covered in the credit policies of the respective businesses and communicated to the credit approving authorities.

VI. CUSTOMER DUE DILIGENCE

Before entering into any transaction with the customer, the officer in charge (at Keertana or any of its branch office) shall obtain the following from an individual while establishing an account- based relationship or while dealing with the individual who is a beneficial owner, authorized signatory or the power of attorney holder related to any legal entity:

- (a) the Aadhaar number where,
 - i. he is desirous of receiving any benefit or subsidy under any scheme notified under section 7 of the Aadhaar (Targeted Delivery of Financial and Other subsidies, Benefits and Services) Act, 2016 (18 of 2016); or
 - ii. he decides to submit his Aadhaar number voluntarily to a bank or any registered entity notified under first proviso to sub-section (1) of section 11A of the PML Act; or
 - (aa) the proof of possession of Aadhaar number where offline verification can be carried out; or
 - (ab) the proof of possession of Aadhaar number where offline verification cannot be carried out or any OVD or the equivalent e-document thereof containing the details of his identity and address; or
 - (ac) the KYC Identifier with an explicit consent to download records from CKYCR; and
- (b) the Permanent Account Number or the equivalent e-document thereof or Form No. 60 as defined in Income-tax Rules, 1962; and
- (c) such other documents include in respect of the nature of business and financial status

of the customer, or the equivalent e-documents thereof as may be required by the officer in charge.

- I. Verification through Officially Valid Documents:** Comparing the copy of the proof of possession of Aadhaar number where offline verification cannot be carried out or Officially Valid Document so produced by the customer with the original and recording the same on the copy by the authorized officer of the Company.

These documents may include but are not limited to the list of documents that can be accepted as proof of identity and address from customers across various products offered by the Company as provided in **Annexure - III** to this policy.

These are appropriately covered in the credit policies of the respective businesses. The customer verification processes will be covered in detail in the credit policies of every business.

- II. Verification through Non-Documentary Methods:**

These methods may include, but are not limited to:

- Contacting or visiting a customer;
- Independently verifying the customer's identity through the comparison of information provided by the customer with information obtained from a consumer reporting agency, public database, or other source;
- Checking references with other financial institutions; or
- Obtaining a financial statement.

- III. Offline Verification:**

The Company may carry out offline verification of a customer under the Aadhaar (Targeted Delivery of Financial and Other subsidies, Benefits and Services) Act, 2016, Directions/Guidelines issued by the Unique Identification Authority of India (hereinafter referred as Aadhaar Regulations) if the customer is desirous of undergoing Aadhaar offline verification for identification purpose.

Offline Verification can be done by following two ways:

Option 1: Using the Quick Response (QR) codes: Seek the Aadhaar QR code from the customers. The same has to be downloaded and printed by the customer and submitted to the company who shall read it using a QR code reader. Scanning of QR code, from the QR code reader will provide the name, address and photograph of the customer, without providing the Aadhaar number.

Option 2: Using paperless local e-KYC: The paperless local e-KYC involves generation of a digitally signed XML which can be stored in a laptop or phone and be communicated by the customer to the company, as and when required. Companies can receive the Aadhaar Paperless Offline e-KYC XML from the customers. The XML file provides the name, address and photograph of the customer, without providing the Aadhaar number.

No such offline verification will be performed without obtaining the written consent of

the customer in the manner prescribed in the Notification, Circular and Guideline issued by RBI read with Aadhaar Regulations. Except in accordance with the Notification, Circular, Guidelines issued by RBI read with Aadhaar Regulations, the Company shall not collect, use or store an Aadhaar number of its customer for any purpose.

IV. Verification of equivalent e-document:

Where the customer submits an equivalent e-document of any Officially Valid Document (OVD), issued by the issuing authority of such document with its valid digital signature including documents issued to the digital locker account of the customer, the Company shall verify the digital signature as per the provisions of the Information Technology Act, 2000 and take live photo of the customer as specified under digital KYC in RBI regulations.

V. Verification based on Digital KYC:

The Company can undertake the Digital KYC process for CDD in which live photo of the customer will be captured and officially valid document or the proof of possession of Aadhaar to be taken, where offline verification cannot be carried out, along with the latitude and longitude of the location where such live photo is being taken by an authorised officer of the Company, as per the provisions contained in the Prevention of Money Laundering Act, 2002 and the rules made thereunder read with RBI Directions. The detailed procedure for Digital KYC is annexed as Annexure-IV.

VI. Video based customer identification process (V-CIP):

A method of customer identification by an official of the Company (/Keertana) by undertaking seamless, secure, real-time, consent based audio-visual interaction with the customer to obtain identification information including the documents required for CDD purpose, and to ascertain the veracity of the information furnished by the customer. Such process shall be treated as face-to-face.

The Company may undertake live V-CIP for establishment of an account-based relationship with an individual customer after obtaining his informed consent and adhering to the procedures prescribed in RBI regulations. This process shall be treated as face-to-face process for the purpose of customer identification.

In case of offline verification of Aadhaar using XML file or Aadhaar Secure QR Code, it shall be ensured that the XML file or QR code generation date is not older than 3 days from the date of carrying out V-CIP.

The Company to comply with the applicable provisions of RBI Master Direction- Know Your Customer (KYC) Directions, 2016 w.r.t. V-CIP. The entire data and recordings of V-CIP shall be stored in a system / system located in India.

Keertana shall ensure that the video recording is stored in a safe and secure manner and bears the date and time stamp that affords easy historical data search. The extant instructions on record management, as stipulated in the RBI Master Direction on KYC, shall also be applicable for V-CIP. The activity along with the credentials of the official performing the V-CIP shall be preserved. The Procedure of V-CIP is given in Annexure-V.

VII. Loan Accounts Opening through OTP based e-KYC:

The Company may provide an option for One Time Pin (OTP) based e-KYC process for on boarding of customers.

Accounts opened in terms of this provision, i.e., using OTP based e-KYC, are subject to the following conditions:

- a. There must be specific consent from the customer for authentication through OTP
- b. Loan Account opened using OTP based e-KYC shall not be allowed for more than one year unless identification as per Section 16 or as per Section 18 (V-CIP) is carried out. If Aadhaar details are used under Section 18, the process shall be followed in its entirety including fresh Aadhaar OTP authentication.
- c. If the CDD procedure as mentioned above is not completed within a year, in respect of borrowal accounts no further debits shall be allowed.
- d. A declaration shall be obtained from the customer to the effect that no other account has been opened nor will be opened using OTP based KYC in non-face-to face mode with any other Regulated Entity (RE). Further, while uploading KYC information to CKYCR, REs shall clearly indicate that such accounts are opened using OTP based e-KYC and other REs shall not open accounts based on the KYC information of accounts opened with OTP based e-KYC procedure in non-face-to face mode.
- e. Keertana shall have strict monitoring procedures including systems to generate alerts in case of any non-compliance/violation, to ensure compliance with the above-mentioned conditions. Keertana may apply for getting license of KYC User Agency (KUA) or Sub KUA to e-KYC Authentication as per the applicable Notification, Circular and Guidelines issued by RBI, UIDAI and other Regulatory or Statutory Authority for the doing the CDD by way authentication of Aadhaar, as may be permitted by RBI.

CHAPTER –III

1. RESOLUTION OF DISCREPANCIES:

Each business process shall document and implement procedures to resolve information discrepancies and to decline or cease to do business with a customer when it cannot form a reasonable belief that it knows the true identity of such customer or cannot adequately complete necessary due diligence. These procedures should include identification of responsible decision makers and escalation paths and detailed standards relating to what actions will be taken if a customer's identity cannot be adequately verified.

2. Filing Cash Transaction Reports (CTRs) and Suspicious Transaction Report (STRs):

The business shall have a system of internal reporting of suspicious transactions, counterfeit transactions and cash transactions greater than Rs.10 lakhs, whether such transactions comprise of a single transaction or a series of transactions integrally connected to each other, and where such series of transactions take place within a month.

“Suspicious transaction” means a transaction whether or not made in cash which, to a person acting in good faith:

- a) gives rise to a reasonable ground of suspicion that it may involve the proceeds of crime; or
- b) appears to be made in circumstances of unusual or unjustified complexity; or
- c) appears to have no economic rationale or bona fide purpose; or
- d) gives rise to a reasonable ground of suspicion that it may involve financing of the activities relating to terrorism.
- e) Where the transactions are abandoned by customers on being asked to give some details or to provide documents.

Branch Sales Manager/Branch Credit Manager/ Branch In-charge to give the required details of Cash Transactions [Rs.10 lakhs and above or its equivalent in foreign currency in one transaction or series of related transaction in any account(s)] and Suspicious Transaction(s), to the Chief Compliance Officer of the Company, promptly upon detecting the same and the Chief Compliance Officer, to report the said Transaction(s) to FIU-India, as per the PMLA Act and the rules made thereunder.

The Company to place the details of Cash Transactions and Suspicious, as above before the Risk Management Committee/Board of Director, on periodically basis, as per the applicable provisions of Act and the Rules and the Board of Directors to ensure the compliance of the same.

Illustrative list of activities which would be construed as suspicious transactions are given in Annexure-VI to this policy.

Further, the Principal Officer shall furnish information of the above-mentioned transactions to the Director, Financial Intelligence Unit – India (FIU-IND) at the prescribed address in the formats prescribed in this regard including the electronic filing of reports as available by FIU-IND on its website <http://fiuindia.gov.in>.

Provided that where the principal officer, has reason to believe that a single transaction or series of transactions integrally connected to each other have been valued greater than Rs.10 lakhs so as to defeat the provisions of the PMLA regulations, such officer shall furnish information in respect of such transactions to the Director within the prescribed time.

The Company shall not put any restriction on operations in the accounts where a suspicious transaction report (STR) has been filed. The Company shall keep the fact of furnishing of STR strictly confidential and shall ensure that there is no tipping off to the customer at any level. The Company shall upload the KYC information pertaining to individuals / legal entities, as applicable from time to time, with Central KYC Records Registry (CKYCR) within 10 days of commencement of account-based relationship with the customer, in terms of provisions of the RBI Directions read with Prevention of Money Laundering (Maintenance of Records) Rules, 2005.

UPDATION / PERIODIC UPDATION OF KYC

The company shall follow a risk-based approach for periodic KYC updation and ensure customer information remains accurate and up to date. KYC shall be updated at least every 2 years for high-risk, 8 years for medium-risk, and 10 years for low-risk customers as required as per the tenure of the loan.

In case of KYC document changes / updation, the physical copies of these KYC documents shall also be obtained from the customers in lines of compliance to the RBI guidelines. Keertana shall also additionally submit the KYC data to the Credit Information Companies at a frequency and format as stipulated by RBI or any other regulatory authority as required from time to time.

3. RECORDS MANAGEMENT/RETENTION:

Each business process shall document and implement appropriate procedures to retain records of KYC due diligence and anti-money laundering measures. The business process shall implement, at a minimum, the following procedures for retaining records:

a. Transactions for which records need to be maintained:

- All cash transactions of the value of more than Rs.10 lakhs or its equivalent in foreign currency.
- All the cash transactions integrally connected to each other which have been individually valued below Rs.10 lakhs or its equivalent to foreign currency where such series of transactions have taken place within a month and the monthly aggregate exceeds Rs.10 lakhs or its equivalent in foreign currency.
- All cash transactions where forged or counterfeit currency notes or bank notes have been used as genuine and where any forgery of a valuable security has taken place.
- All suspicious transactions whether or not made in cash.

b. Information to be preserved:

The information required to be preserved with respect to the above transactions are the nature of transactions, amount and the currency in which it was denominated, date of transaction and the parties to the transaction.

c. Periodicity of retention:

The following records shall be retained for a minimum period of five years after the business relationship is ended:

- The customer identification information and residence identification information include the documentary evidence thereof.
- All other necessary records pertaining to the transactions that could be produced as evidence for prosecution of persons involved in criminal activity. Further, a description of the methods used to verify customer identity as well as a description

of the resolution of any discrepancies in verification shall be maintained for a period of at **least Ten (10) years** after such record was created. The above records shall be maintained either in hard or soft format and shall be made available to the competent authorities upon request.

4. EXISTING CUSTOMERS:

The requirements of the earlier sections are not applicable to accounts opened by existing customers, provided that the business process has previously verified the identity of the customer and the business process continues to have a reasonable belief that it knows the true identity of the customer. Further, transactions in existing accounts should be continuously monitored and any unusual pattern in the operation of the account should trigger a review of the due diligence measures.

Company shall ensure non-profit organizations (NPO) customers (if any) are registered on the DARPAN Portal and maintain registration records for five years after account closure or end of the business relationship, whichever is later.

5. ENHANCED DUE DILIGENCE:

Each business process in its credit policy shall establish appropriate standards, methodology and procedures for conducting Enhanced Due Diligence, which shall involve conducting appropriate additional due diligence or investigative actions beyond what is required by standard KYC due diligence. Enhanced Due Diligence shall be coordinated and performed by the Company, who may engage appropriate outside investigative services or consult appropriate vendor sold databases when necessary.

Each Business process establish procedures to decline to do business with or discontinue relationships with any customer when the Company cannot adequately complete necessary Enhanced Due Diligence or when the information received is deemed to have a significant adverse impact on reputational risk.

The following are the indicative list where the risk perception of a customer may be considered higher:

- (i) Customers requesting frequent change of address/contact details
- (ii) Sudden change in the loan account activity of the customers
- (iii) Frequent closure and opening of loan accounts by the customers

Enhanced due diligence may be in the nature of keeping the account monitored closely for a re-categorization of risk, updation of fresh KYC documents, field investigation or visit of the customer, etc., which shall form part of the credit policies of the businesses.

6. RELIANCE ON THIRD PARTY DUE DILIGENCE:

For the purpose of identifying and verifying the identity of customers at the time of commencement of an account-based relationship, the Company may rely on a third party; subject to the conditions that- the Company obtains records or information of such customer due diligence carried out by the third party within two days from the third party or from Central KYC Records Registry;

- the Company takes adequate steps to satisfy itself that copies of identification data and other relevant documentation relating to the client due diligence requirements will be made available from the third party upon request without delay;

- the Company is satisfied that such third party is regulated, supervised or monitored for, and has measures in place for compliance with client due diligence and record-keeping requirements in line with the requirements and obligations under the Act;
- the third party is not based in a country or jurisdiction assessed as high risk; and
- the Company is ultimately responsible for client due diligence and undertaking enhanced due diligence measures, as applicable.

CHAPTER IV

1. RISK CATEGORISATION:

The Company shall put in place a system of periodical review of risk categorization of accounts and the need for applying enhanced due diligence measures in case of higher risk perception on a customer. Such review of risk categorization of customers will be carried out from time to time and shall put in place a system of periodic review of risk categorization of accounts at least once every six months and shall establish the need for applying enhanced due diligence measures. The Company shall have a system in place for periodical updation of customer identification data after the loan account is opened. Full KYC exercise will be done at a periodicity not less than once in ten years in case of low-risk category customers, not less than once in eight years in case of medium risk category customers and not less than once in two years in case of high-risk category customers. Low risk category customers need not submit fresh proofs of identity and address at the time of periodic updation, in case of no change in status with respect to their identities and addresses and a self-certification by the customer to that effect shall suffice in such cases. In case of change of address of such 'low risk' customers, they can forward a certified copy of proof of address by mail/post, etc.

In case any existing customer fails to submit PAN or equivalent e-document or Form No.60, the Company may temporarily cease operations in the account till the time the same is submitted by the customer. For the purpose of ceasing the operation in the account, only credits shall be allowed.

However, for customers who are unable to provide PAN or equivalent e-document or Form No.60 owing to injury, illness or infirmity on account of old age or such like causes, the Company will continue operation of accounts for such customers subject to enhanced monitoring of the accounts.

All the customers under different product categories are categorized into low, medium and high risk based on their profile. The Credit manager while appraising the transaction and rendering his approval will prepare the profile of the customer based on risk categorization. An indicative categorization for the guidance of businesses is provided in Annexure - I. Each business process adopts the risk categorization in their respective credit policies subject to confirmation by compliance based on the credit appraisal, customer's background, nature and location of business activity, country of origin, sources of funds, client profile, etc., Where businesses believe that a particular customer falling under a category mentioned below is in his judgement falling in a different category, he may categorize the customer so, so long as appropriate justification is provided in the customer file.

2. MONITORING OF TRANSACTIONS:

Ongoing monitoring is an essential element of effective KYC procedures. The Company can effectively control and reduce the risk only if it has an understanding of the normal and reasonable activity of the customer so that they have the means of identifying transactions that fall outside the regular pattern of activity. However, the extent of monitoring will depend on the risk sensitivity

of the account. The different business divisions should pay special attention to all complex, unusually large transactions and all unusual patterns which have no apparent economic or visible legitimate purpose. High-risk accounts have to be subjected to intensified monitoring.

3. RISK MANAGEMENT:

The Company has put in place appropriate procedures to ensure effective implementation of KYC guidelines. The implementation procedure covers proper management oversight, systems and controls, segregation of duties, training and other related matters.

Company's internal audit functions play a role in evaluating and ensuring adherence to the KYC policies and procedures. Internal Auditors specifically check and verify the application of KYC procedures at the branches and comment on the lapses observed in this regard.

The compliance submission in this regard is put up before the Audit Committee / Risk Management Committee / Board from time to time/ Quarterly.

The Company ensures that the decision-making functions of determining compliance with KYC norms are not outsourced.

4. EMPLOYEE TRAINING:

The Company on an ongoing basis educates the front-line staff, the branch staff and the new joiners on the elements of KYC/AML through various training programmes and/or e-mails. Management will review the training adequacy at regular intervals so as to ensure that training are duly provided for frontline staff, Audit function and staff dealing with new customers. The company shall specially train the front desk staff to handle issues arising from lack of customer education also ensure the proper staffing of the audit function with persons adequately trained policies of the company, regulation and related issues.

5. APPLICABILITY TO BRANCHES AND SUBSIDIARIES: -

The above guidelines are applicable to all the branch offices and subsidiary(ies) companies incorporated by the Company.

6. APPOINTMENT OF DESIGNATED DIRECTOR / PRINCIPAL OFFICER:

Board appointed the Designated Director and Principal Officer as required under PMLA Act and the Rules and shall communicate the name, designation, address and contact details of the Designated Director and Principal officer to the FIU-IND and RBI.

Company shall not nominate the Principal Officer as the 'Designated Director'. The Principal Officer shall be responsible for ensuring compliance, monitoring transactions, and sharing and reporting information as required under the law / regulations.

Annexure – I

Indicative list for Risk Categorization

Low Risk Category

Individuals (other than High Net Worth) and entities whose identities and sources of wealth can be easily identified and transactions in whose accounts by and large confirm to the known profile, shall be categorized as low risk.

Illustrative examples are:

- (a) Salaried employees whose salary structure is well-defined
- (b) People belonging to lower economic strata of society whose accounts show small balances and low turnover
- (c) People working in Government departments and Government-owned companies
- (d) People working in statutory bodies & Regulators

Medium & High-Risk Category

Customers that are likely to pose a higher-than-average risk may be categorized as medium or high risk depending on customer's background, nature and location of activity, country of origin, sources of funds and his client profile etc.

Illustrative examples of medium risk category customers are:

- i. Non-Resident customers
- ii. High Networth Individuals
- iii. Trust, charities, NGO's and Organization receiving donations
- iv. Companies that have close family shareholding or beneficial ownership
- v. Firms with 'sleeping partners'

Illustrative examples of high-risk category customers are:

- i. Politically Exposed Persons (PEPs) of Indian/Foreign Origin
- ii. Non-face-to-face customers
- iii. Those with dubious reputation as per public information available
- iv. Accounts of bullion dealers and jewellers.

Risk scoring parameters for each borrower segment shall be reviewed and updated from time to time, as per the requirement and incorporated into the LMS/LOS system to facilitate periodic review and risk categorization of borrower accounts.

Annexure - II

Customer Identification Requirements

Trust/Nominee or Fiduciary Accounts

In the case of any application from trust/nominee or fiduciary accounts, the Company determines whether the customer is acting on behalf of another person as trustee/nominee or any other intermediary.

If in doubt of the persons behind the customer, the Company may insist on receipt of satisfactory evidence of the identity of the intermediaries and of the persons on whose behalf they are acting, as also obtain details of the nature of the trust or other arrangements in place. Company takes reasonable precautions to verify the identity of the trustees and the settlors of trust (including any person settling assets into the trust), grantors, protectors, beneficiaries and signatories.

Accounts of companies and firms

Company needs to be vigilant against business entities being used by individuals as a 'front' for transactions. Company should examine the control structure of the entity and identify the natural persons who have a controlling interest and who comprise the management.

These requirements may be moderated according to risk perception e.g. in the case of a public company.

Client accounts opened by professional intermediaries

Where the transaction is with a professional intermediary who in turn is on behalf of a single client, that client must be identified. The Company shall not open accounts with such professional intermediaries who are bound by any client confidentiality that prohibits disclosure of client details to the Company.

Accounts of Politically Exposed Persons (PEPs) resident outside India

Politically exposed people are individuals who are or have been entrusted with prominent public functions in a foreign country, e.g., Heads of States or of Governments, senior politicians, senior government/judicial/military officers, senior executives of state-owned corporations, important political party officials, etc.

The Company offers products primarily to Indian residents only. The Company if extending any finance to non-residents should check if he is PEP and check all the information available about the person in the public domain. The decision to transact with the PEP should be taken only by the Head of credit of the respective businesses supported by appropriate verification. The Company is also required to subject such accounts to enhanced monitoring on an ongoing basis. The above norms shall also be applied to the contracts of the family members or close relatives of PEPs.

In the event of an existing customer or the beneficial owner of an existing account, subsequently becoming PEP, the approval of the Head of respective businesses shall be obtained to continue the business relationship and subject the account to the KYC due diligence measures as applicable to the customers of PEP category including enhanced monitoring on an ongoing basis.

Accounts of non-face-to-face customers

The Company will not do any transactions with non-face-to-face customers.

Identity of Beneficial Owner

The Company shall identify the beneficial owner and take all reasonable steps to verify his identity. The term "beneficial owner" has been defined as the natural person who ultimately owns or controls a customer and/or the person on whose behalf the transaction is being conducted and includes a person who exercises ultimate effective control over a juridical person. Government of India has since examined the issue and has specified the procedure for determination of Beneficial Ownership

- a. Where the customer is a company, the beneficial owner is the natural person(s), who, whether acting alone or together, or through one or more juridical person, has a controlling ownership interest or who exercises control through other means.

Explanation:

- **"Controlling ownership interest"** means ownership of or entitlement to more than twenty-five percent of shares or capital or profits of the company;
 - **"Control"** shall include the right to appoint majority of the directors or to control the management or policy decisions including by virtue of their shareholding or management rights or shareholders agreements or voting agreements;
- b. where the customer is a partnership firm, the beneficial owner is the natural person(s), who, whether acting alone or together, or through one or more juridical person, has ownership of/entitlement to more than fifteen percent of capital or profits of the partnership;
 - c. where the customer is an unincorporated association or body of individuals, the beneficial owner is the natural person(s), who, whether acting alone or together, or through one or more juridical person, has ownership of or entitlement to more than fifteen percent of the property or capital or profits of such association or body of individuals;
 - d. where no natural person is identified under (a) or (b) or (c) above, the beneficial owner is the relevant natural person who holds the position of senior managing official;
 - e. where the customer is a trust, the identification of beneficial owner(s) shall include identification of the author of the trust, the trustee, the beneficiaries with fifteen percent or more interest in the trust and any other natural person exercising ultimate effective control over the trust through a chain of control or ownership. In case the customer is acting on behalf of another person as trustee / nominee, the Company shall obtain satisfactory evidence of the identity of the persons on whose behalf they are acting; and
 - f. where the customer or the owner of the controlling interest is a company listed on a stock exchange, or is a subsidiary of such a company, it is not necessary to identify and verify the identity of any shareholder or beneficial owner of such companies.

Annexure-III
Customer Identification Procedure – KYC documents that may be obtained from customers
(Officially Valid Documents)

Customer/Client	Documents (Certified copy of any one of the following officially valid document)
Accounts of Individuals Proof of identity and address	Any one document from the officially valid document is only allowed. They are :- - Passport - PAN Card - Voter's Identity Card issued by Election Commission - Driving License - Job Card issued by NREGA duly signed by an officer of the State Govt. - The letter issued by Unique Identification Authority of India (UIDAI) containing details of name, address and Aadhaar number. Where 'simplified measures' are applied for verifying the identity of customers the following documents shall be deemed to be 'officially valid documents':- - Identity card with applicant's photograph issued by Central/State Government Departments, Statutory/ Regulatory Authorities, Public Sector Undertakings, Scheduled Commercial Banks and Public Financial Institutions; - Letter issued by a gazette officer, with a duly attested photograph of the person. Where 'simplified measures' are applied for verifying for the limited purpose of proof of address the following additional documents are deemed to be OVDs:- - Utility bill which is not more than two months old of any service provider (electricity, telephone, postpaid mobile phone, piped gas, water bill); - Property or Municipal Tax receipt; - Bank account or Post Office savings

	bank account statement; d. Pension or family pension payment orders (PPOs) issued to retired employees by Government Departments or Public Sector Undertakings, if they contain the address; e. Letter of allotment of accommodation from employer issued by State or Central Government departments, statutory or regulatory bodies, public sector undertakings, scheduled commercial banks, financial institutions and listed companies. Similarly, leave and license agreements with such employers allotting official accommodation; and f. Documents issued by Government departments of foreign jurisdictions and letter issued by Foreign Embassy or Mission in India.
Company	(a) Certificate of incorporation; (b) Memorandum and Articles of Association; (c) A resolution from the Board of Directors and power of attorney granted to its managers, officers or employees to transact on its behalf; and (d) An officially valid document in respect of managers, officers or employees holding an attorney to transact on its behalf.
Partnership Firm	(a) Registration certificate; (b) Partnership deed; and (c) An officially valid document in respect of the person holding an attorney to transact on its behalf.
Trust and Foundation	(a) Registration certificate; (b) Trust deed; and (c) An officially valid document in respect of the person holding power of attorney to transact on its behalf.
Unincorporated associates or Body of	(a) Resolution of the managing body of such

Individuals	association or body of individuals; (b) Power of attorney granted to him to transact on its behalf; (c) An officially valid document in respect of the person holding an attorney to transact on its behalf; and (d) Such information as may be required by the bank to collectively establish the legal existence of such an association or body of individuals.
Proprietorship Concerns	Apart from Customer identification procedure as applicable to the proprietor any two of the following documents in the name of the proprietary concern would suffice ✓ Registration certificate (in the case of a registered concern) ✓ Certificate/license issued by the Municipal authorities under Shop & Establishment Act, ✓ Sales and income tax returns ✓ CST/VAT certificate ✓ Certificate/registration document issued by Sales Tax/Service Tax/Professional Tax authorities ✓ License/certificate of practice issued in the name of the proprietary concern by any professional body incorporated under a statute. The complete Income Tax return (not just the acknowledgement) in the name of the sole proprietor where the firm's income is reflected, duly authenticated/ acknowledged by the Income Tax Authorities. In cases where the banks are satisfied that it is not possible to furnish two such documents, they would have the discretion to accept only one of those documents as activity proof. In such cases, the banks, however, would have to undertake contact point verification, collect such information as would be required to establish the existence of such firm, confirm, clarify and satisfy themselves that the business activity has been verified from the address of the proprietary concern.
	Certified copies of the following documents

Juridical persons not specifically covered above, such as societies, universities and local bodies like village panchayats	shall be obtained: i) Document showing name of the person authorised to act on behalf of the entity; ii) Documents, as specified for Individual, of the person holding an attorney to transact on its behalf and iii) Such documents as may be required by the Company to establish the legal existence of such an entity/juridical person.
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Note 1:- Notwithstanding the list of documents as stated above, in case of change, if any, in the regulations as notified by RBI from time to time, the list of documents as prescribed by the RBI shall prevail over the above.

Note 2 :-

- ✓ Keertana shall, where its customer submits a proof of possession of Aadhaar Number containing Aadhaar Number, ensure that such customer redacts or blacks out his Aadhaar number through appropriate means where the authentication of Aadhaar number is not required.
- ✓ Biometric based e-KYC authentication can be done by bank official/business correspondents/business facilitators.
- ✓ The use of Aadhaar, proof of possession of Aadhaar etc., shall be in accordance with the Aadhaar (Targeted Delivery of Financial and Other Subsidies Benefits and Services) Act, 2016 and the regulations made thereunder.

Annexure-IV

Illustrative list of activities which would be construed as suspicious transactions

Activities which are not consistent with the customer's business, i.e. account for a large volume of credits whereas the nature of business does not justify such credits shall be construed as suspicious transactions.

Any attempt to avoid reporting / record-keeping requirements / provides insufficient / Suspicious information:

- a. A customer who is reluctant to provide information needed for a mandatory report, to have the report filed or to proceed with a transaction after being informed that the report must be filed.
- b. Any individual or group that coerces/induces or attempts to coerce/induce the Company employee from not filing any report or any other forms.
- c. An account where there are several cash transactions below a specified threshold level to avoid filing reports that may be necessary in case of transactions above the threshold level, as the customer intentionally splits the transaction into smaller amounts for the purpose of avoiding the threshold limit.
- d. Certain Employees of the Company arousing suspicion:
- e. An employee whose lavish lifestyle cannot be supported by his or her salary.
- f. Negligence of employees / willful blindness is reported repeatedly.
- g. Some examples of suspicious activities/transactions to be monitored by the operating staff:
- h. Multiple accounts under the same name
- i. Refuses to furnish details of source of funds by which initial contribution is made, sources of funds are doubtful etc.;
- j. There are reasonable doubts over the real beneficiary of the loan.

Frequent requests for change of address of any other parameters or indicators that may be identified, revised or prescribed by the Management from time to time as potentially suspicious shall also be monitored and reported as appropriate.
