

Know Your Customer is the key principle for identification of any individual/corporate opening an account.

### **KYC Process:**

At present, the KYC process for clients in the securities market is undertaken by SEBI Registered Intermediaries (RI). Presently, clients can complete the process of KYC with RI through either of the following ways:

a) Online/App based KYC

i) wherein the investor visits the website/App/digital platform of the RI and fills up the online KYC form and submits requisite documents online using any of the Officially Valid Documents (OVD)(i.e., Aadhaar or Non-Aadhaar OVD).

ii) e-KYC authentication using Aadhaar as OVD.

b) Physical KYC wherein client approaches the RI and submits the requisite documents physically along with any of the Officially Valid Documents (OVD)(i.e., Aadhaar or Non-Aadhaar OVD).

After completion of KYC, RI uploads KYC record to KRA and CKYCR. The role of KRAs inter-alia is centralization of the KYC records, ascertain the KYC documents uploaded by the intermediary and share KYC records with other intermediaries as and when required. The responsibility of conducting the KYC and maintenance of records rests with the Intermediaries and KRA is not required to verify/validate the credentials of the documents/ information uploaded by the intermediary.

### **framework for validation of KYC:**

In order to make the process of carrying out KYC of clients in securities market more robust, and to ensure end to end secured process (for example, through carrying out Aadhaar authentication, independent OVD/PAN validation, document safekeeping, technological innovations, standardization, cyber security norms etc.), it is proposed that the KYC information of clients be independently validated by KRAs.

During the process of validation, KRAs shall validate the following details:

a) Aadhaar through Unique Identification Authority of India (UIDAI) authentication/verification mechanism.

b) Mobile number and e-mail ID using OTP validation (only in cases where mobile number and e-mail ID provided by client are not seeded with Aadhaar)

c) PAN using the Income Tax Database.

The intermediary shall perform the initial KYC/due diligence of the client, upload the KYC information with proper authentication on the system of the KRA, furnish the scanned images of the KYC documents to the KRA, and retain the physical KYC documents

When the client approaches another intermediary subsequently, the intermediary shall verify and download the client's details from the system of KRA Provided that upon receipt of information on change in KYC details and status of the clients by the intermediary or when it

#### **Registered Office:**

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comes to the knowledge of the intermediary, at any stage, the intermediary shall be responsible for uploading the updated information on the system of KRA and retaining the physical documents.

The intermediary shall have the ultimate responsibility for the KYC of its clients, by undertaking enhanced KYC measures commensurate with the risk profile of its clients.

When a new client approaches for account opening, Sunflower Broking shall capture client's KYC related information and upload the same onto the online system or App of any of the KRAs along with the KYC documents i.e Proof of identity (PoI), Proof of Address (PoA), PAN, KYC form and other supporting documents.

KRA shall then independently validate the Aadhaar, PAN, Mobile number and email ID (if provided by client) uploaded by us. Once validated, KRA identifier shall be generated by KRA. RI shall allow the activities in the investment/ trading account of the client only after generation of KRA identifier.

When a client, who already has a CKYCR identifier, approaches RI for account opening, RI shall download KYC data from CKYCR and upload the same on KRA system for independent validation by KRA (if KYC is done using Aadhaar as an OVD). If there is change in client's KYC information as downloaded from CKYCR, RI shall update the KYC data on KRA and CKYCR. Once validated, KRA identifier shall be generated by KRA. RI shall allow the activities in the investment/trading account of the client only after generation of KRA identifier.

If there is any change in client's KYC information as downloaded from KRA, RI shall update the KYC information on KRA and allow the activities in the investment/trading account of the client only after validation by KRA. In this case, RI shall also upload the updated details onto the system of CKYCR.

#### **Advisory - KYC Compliance:**

- ✓ 6 KYC attributes viz Name, Complete address (including PIN code No. in case of address of India), PAN, valid Mobile number, Valid email-id, Income details/range and details of custodians for the custodian settled clients has been made mandatory for Investors.
- ✓ In instances, where the aforesaid 6 KYC attributes are not updated, the trading accounts would be considered as non-compliant and would not be permitted to trade at the Exchange.
- ✓ To ensure smooth settlement, the investors are requested to ensure that both the trading and demat accounts are compliant with respect to the KYC requirement.
- ✓ Investors are required to ensure that they comply with the requirement of linking their Aadhar Number with PAN by March 31, 2023. Investors whose PANs are not seeded with their Aadhar Numbers by March 31, 2023 shall not be permitted to trade w.e.f. April 01, 2023 as their PANs shall be rendered inoperative.

#### **Account Opening General Guidelines:**

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- ✓ In order to open an account, the investor needs to fill up KYC Application form (if not KRA compliant) and Additional KYC form for opening a demat account as per the format provided.
- ✓ Self-attested copy of PAN card is mandatory for all clients
- ✓ Copies of all the documents submitted by the applicant should be self-attested and accompanied by originals for verification.
- ✓ If any proof of identity or address is in a foreign language, then translation into English is required.
- ✓ Name & address of the applicant mentioned on the Know Your Client (KYC) Application Form, should match with the documentary proof submitted.
- ✓ If correspondence & permanent address are different, then proofs for both have to be submitted
- ✓ For non-residents and foreign nationals, (allowed to trade subject to RBI and FEMA guidelines), copy of passport/PIO Card/OCI Card and overseas address proof is mandatory.

The investors are hereby requested to comply with the regulatory guidelines issued by Exchanges and Depositories from time to time with regard to KYC compliance and related requirements.

### **PROCEDURE FOR ACCOUNT OPENING**

**Receipt of Physical Forms**



**Make entry in INWARD register**



Documents Verification (Checking form with documents)



Verification of Pan Card with Income tax website



Complete forms are given to account opening.



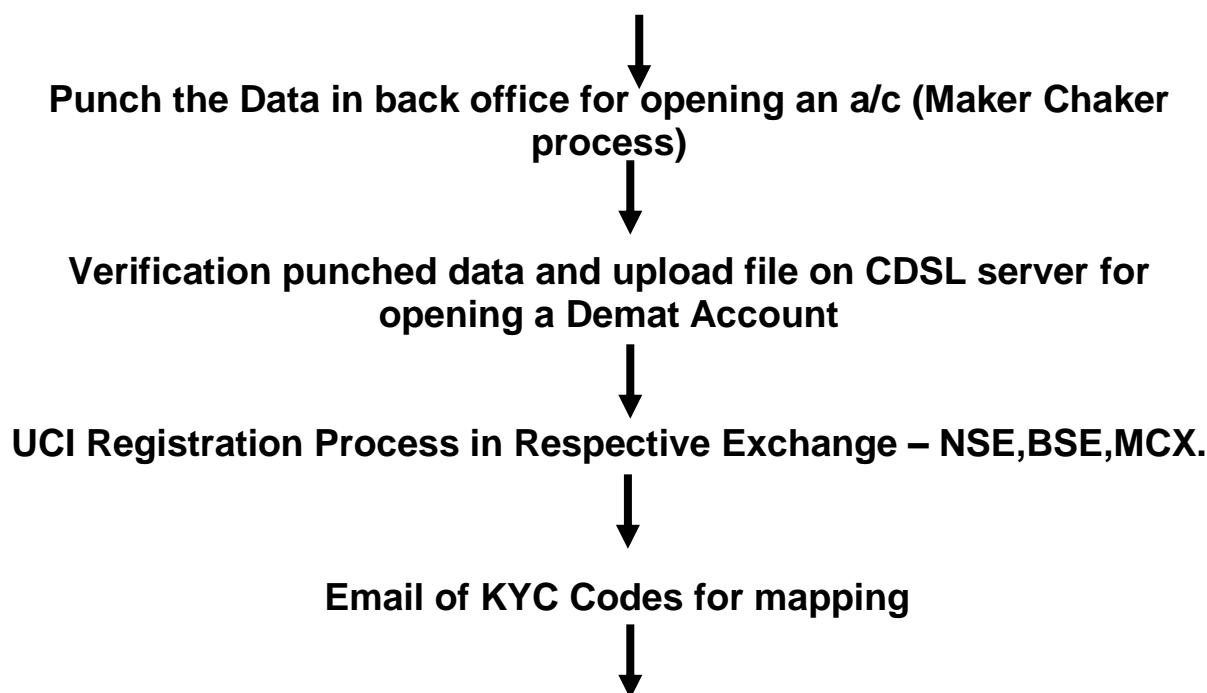
Prepare documents set and Signature scanning

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## **MSG TO CLIENTS**

### Process of CKYC registration

#### Scanning the documents

**Paunch the data under back office for CKYC registration and upload**

### Process of KRA registration

#### Scanning the documents

**Paunch the data under back office for KRA registration and upload file on CVLKRA site**

**Make Entry in records file**

**Filling and labeling**

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**-: Detailed Write up on procedure for status of the complaint: -**

**Sunflower Broking Pvt Limited.: Member of NSE, BSE, & MCX**

SEBI Reg No:-INZ000195131

SEBI DP Reg No:-IN-DP-46-2015

NSE TM Code:13586

BSE TM Code: 3288

MCX TM Code:45505

CDSL DP ID : 12064600

**Registered Office Address:** Sunflower Broking Pvt. Ltd. "Sunflower House" 5th Floor,  
Nr. Bhakti Nagar Circle, 80 Feet Road,Rajkot-360 002 (Gujarat) India

**Corporate Office Address:** Sunflower Broking Pvt. Ltd. A-501 Privilon,  
behind iscon temple Iscon cross road, SG Highway, Ahmadabad-380015, (Gujarat) India

**For any complaints pertaining to securities broking and DP please write to**  
[complaints@sunflowerbroking.com](mailto:complaints@sunflowerbroking.com)

After sending the mail for the complaint in above mentioned email id, you received the ticket number through our email for the complaint written by you.

Our customer support department/Compliance Team will reach you within 24 to 48 hours after the ticket number raised in response to your complaint for resolution of complaint through email and/or call.

Procedure to file a complaint on SEBI SCORES: Register on SCORES portal. Mandatory details for filing complaints on SCORES: Name, PAN, Address, Mobile Number, E-mail ID. Benefits: Effective Communication, Speedy redressal of the grievances.

**In absence of response/complaint not addressed to your satisfaction, you may lodge a complaint** with SEBI at <https://scores.gov.in/scores/Welcome.html> or respective exchange at  
BSE: <https://bsecrecs.bseindia.com/ecomplaint/frmlInvestorHome.aspx>  
NSE: <https://investorhelpline.nseindia.com/NICEPLUS/>  
MCX: <https://www.mcxindia.com/Investor-Services>  
and respective depository at  
CDSL: <https://www.cdslindia.com/Footer/grievances.aspx>

## Grievance Redressal Mechanism :-

### STAGE:1: - Approach the Stock Broker

1. Filing complaint through mail.
2. Complaint through physical.

**STAGE: 2: - Approach the Stock Exchange using the grievance mechanism mentioned at the website of the respective exchange.**

### STAGE:1: - Approach the Stock Broker

#### 1. Filing complaint through mail

Please mail your complaint/query to us on [complaint@sunflowerbroking.com](mailto:complaint@sunflowerbroking.com)



You received the ticket number through email from our customer support team for the complaint raised by you.



Our Customer support team will reach you within 24 hours to 48 hours from the date of your mail for resolving your complaint/query.



Our Customer support team may ask for further information/clarification required for resolving your complaint through email.



Our Customer support team may approach our other concern department for further recommendation/clarification/information required for resolving your complaint.



Our customer support team will try to amicable resolution of your complaint and ticket number will be closed.

## 2. Complaint through physical.

- i. Client/Investor also complaint through physically at our corporate office address or at our branch office or designated authorized person.
- ii. Our Customer support team or concerned person from our branch office or authorized person may ask for further information/clarification required for resolving your complaint
- iii. Our customer support team or concerned person from our branch office or authorized person amicably resolved your complaint.

### **STAGE: 2: - Approach the Stock Exchange using the grievance mechanism**

