

HDFC ASSET MANAGEMENT COMPANY LIMITED

CIN: L65991MH1999PLC123027

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100 Days Campaign - "Saksham Niveshak": July 28, 2025 to November 6, 2025

Update Your KYC Details and Claim Your Unpaid/Unclaimed Dividends

The Investor Education and Protection Fund Authority ('IEPFA'), Ministry of Corporate Affairs vide its intimation dated July 16, 2025, requested companies to launch 100 days Campaign – 'Saksham Niveshak' from July 28, 2025 to November 6, 2025 to reach out to shareholders whose dividend remain unpaid/unclaimed.

In connection with the above, we would like to inform you that, the Company has been from time to time taking proactive steps to assist shareholders in claiming their unpaid/unclaimed dividends which includes sending reminder emails, making periodic calls and sending SMS on their registered mobile numbers for encouraging them to update their KYC details and claim their entitlements well in advance. Also, the Company has been from time to time voluntarily undertaking the process of crediting the unclaimed dividend to the shareholders who had subsequently updated their KYC details with the Registrar and Share Transfer Agent / Depository Participants.

These efforts will continue also under the umbrella of the 100 days Campaign - "Saksham Niveshak". Accordingly, the Company is continuing this initiative to enable shareholders to claim unpaid or unclaimed dividends.

Purpose of 100 days Campaign - "Saksham Niveshak":

To create awareness among shareholders to update their KYC & other details and claim any unpaid or unclaimed dividends directly from the Company and thereby to prevent unnecessary transfers of dividends/shares to IEPF.

Since dividends on shares are payable only through electronic mode the amount will be credited to the shareholder's bank account only after the required information/documents are updated. Shareholders are requested to update their bank details with their Depository Participants, in case the shares are held in dematerialised mode, and with KFinTech as per details given below, in case the shares are held in physical mode.

Information / documents to be submitted	Mode of dispatch
Form ISR-1: Filled and signed, with self-attested KYC documents	By post: Physical copies, self-attested and dated to KFin Technologies Limited, Selenium Tower B, Plot Nos. 31 & 32, Financial District, Nanakramguda

<p>Form ISR-2: Filled and signed, with banker's attestation of your signature + original cancelled cheque [with your name printed] or self-attested bank passbook/statement</p> <p>Form SH-13: For adding a nominee</p> <p>Form ISR-3: If you wish to opt out of nomination.</p> <p>Shareholders can download the forms from the website of the Company at: https://www.hdfcfund.com/information/forms-circulars-physical-shareholders or from the website of KFin at: https://ris.kfintech.com/clientservices/isc/isrforms.aspx</p>	<p>Serilingampally Mandal, Hyderabad – 500032, Telangana</p> <p>By email: From your registered email ID, with digitally signed documents [first joint holder must sign in case of joint holdings] to: inward.ris@kfintech.com;</p> <p>Online: Upload via KFinTech's portal: https://www.kfintech.com/</p>
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We urge all shareholders to make use of this opportunity to update their records and secure their rightful benefits.

We solicit your kind cooperation in this important shareholders' awareness initiative.

For **HDFC Asset Management Company Limited**

Sonali Chandak

Company Secretary & Nodal Officer for IEPF and Head – Legal

Computer No.284174
E-file no. 30/06/2025-IEPFA
Investor Education and Protection Fund Authority
Ministry of Corporate Affairs
Government of India

Ground Floor, Jeevan Vihar Building,
Sansad Marg, New Delhi-110001

Dated: 16/07/2025

To
The Nodal Officer

Subject: Request to Initiate 100 Days Campaign - "Saksham Niveshak" - for KYC and other related Updations and Shareholder Engagement to Prevent Transfer of Unpaid/Unclaimed Dividends to IEPF- regarding

Dear Sir/Madam,

With reference to the meeting recently held with the Nodal Officers of stakeholder companies through video conference on April 28, 2025 regarding the organisation of *Niveshak Shivir* for facilitating the direct transfer of unclaimed/unpaid dividends to rightful claimants by companies.

The primary aim of this Shivir was to provide a platform for investors to:

- Resolve issues related to unclaimed dividends and shares.
- Update their KYC and nomination details.
- Promote transparency and investor empowerment by ensuring direct claims processing without third parties.

In this regard, as per Section 124(2) of the Companies Act, 2013 *"The company shall, within a period of ninety days of making any transfer of an amount under sub-section (1) to the Unpaid Dividend Account, prepare a statement containing the names, their last known addresses and the unpaid dividend to be paid to each person and place it on the web-site of the company, if any, and also on any other web-site of the company, if any, and also on any other web-site approved by the Central Government for this purpose, in such form, manner and other particulars as may be prescribed."*

As per the provisions of Section 124(5) of the Companies Act, 2013 *"Any money transferred to the Unpaid Dividend Account of a company in pursuance of this section which remains unpaid or unclaimed for a period of seven years from the date of such transfer shall be transferred by the company along with interest accrued, if any, thereon to the Fund established under sub-section (1) of section 125 and the company shall send a statement in the prescribed*

form of the details of such transfer to the authority which administers the said Fund and that authority shall issue a receipt to the company as evidence of such transfer.”

Further as per **Section 124(6)**: *“All shares in respect of which dividend has not been paid or claimed for seven consecutive years or more shall be transferred by the company in the name of Investor Education and Protection Fund along with a statement containing such details as may be prescribed.”*

In addition to above, SEBI has issued clarifications regarding processing investor requests and updating KYC details through various circulars, including:

- **SEBI/HO/MIRSD/POD-1/P/CIR/2023/70** (May 17, 2023)
- **SEBI/HO/MIRSD/MIRSD_RTAMB/P/CIR/2021/687** (December 16, 2021)

In line with the objectives of the Niveshak Shivir and IEPFA's broader drive for investor education and facilitation, we propose the launch of a **100 Days Campaign - "Saksham Niveshak"** - targeting shareholders whose dividends have remained unclaimed.

This campaign should focus on the following key actions:

- **Proactive Engagement:** Reach out to shareholders to update their KYC, bank mandates, and contact information.
- **Transfer to IEPFA:** Dividend is paid to the rightful claimant, so that the transfer of shares to IEPFA is not required, by ensuring all eligible shareholders make updation to their KYC.
- **Dividend from Company:** Enable shareholders to receive their rightful claims directly from the Company.

Considering the above, you are requested to initiate the 100-Day Campaign from **28th July, 2025 to 6th November, 2025**, and to submit an **Action Taken Report** indicating the steps undertaken during this period. The format for the report is enclosed for your reference.


 (Lt. Col. Aditya Sinha)
 General Manager, IEPF Authority