

Sub.: Mandatory dematerialisation of physical shares for transfer of securities and updation of necessary details of Shareholders holding Equity Shares of Avenue Supermarts Limited ("Company") in Physical form

- Ref.: 1. Notification issued by SEBI dated June 8, 2018, bearing No. SEBI/LAD-NRO/GN/2018/24 and Circular issued by BSE Limited dated July 5, 2018, bearing No. LIST/COMP/15/2018-19 ("SEBI Notification and BSE Circular")  
2. Circular issued by Securities and Exchange Board of India ("SEBI") dated April 20, 2018, bearing No. SEBI/HO/MIRSD/DOP1/ CIR/P/2018/73 ("SEBI circular")  
(collectively referred to as "circulars/ notification")

Dear Shareholder,

We, Link Intime India Private Limited, are writing to you in the capacity of being the Registrar and Transfer Agent of the Company and in reference to the above referred circulars/ notification.

Please note that, in terms of above referred SEBI Notification and BSE Circular, after December 5, 2018, the requests for effecting transfer of securities (except in case of transmission or transposition of securities) shall not be processed, unless the securities are held in the dematerialised form with the depositories. Accordingly, you are requested to get in touch with a Depository Participant and take necessary actions to dematerialise your Physical securities.

In addition to the above, please note that vide the SEBI circular, SEBI has directed all listed companies to take special efforts to collect a copy of the PAN and details of the Bank Account of all security(ies) holders, holding securities in Physical form. Accordingly, since you hold the Equity Shares of the Company in Physical form, the Company has initiated necessary steps, as envisaged vide the said circular, for collecting a copy of your (including Joint Holders, if any) PAN and details of your Bank account.

Further, the Company wants to take this opportunity to register your (including Joint Holders, if any) other KYC details such as Email Id, Mobile Number, Specimen Signature and Nomination. Present status of each of this information pertaining to your holding in the Company is provided in the KYC form, which is enclosed herewith and the details which are unavailable with us and/or in the records of the Company are marked as "Required". Accordingly, we request you to kindly fill in the requisite details against such remarks in the KYC form and forward the same to us, alongwith the supporting documents.

List of Supporting Documents required for each requirement is mentioned below :

- A. For registering PAN :
- Self- attested legible copy of your (or of the first holder, amongst joint holders, if any) PAN card;
  - In case you belong to the State of Sikkim, requirement of PAN Card is exempted for you and you may provide any valid Identity Proof issued by Government of India..
- B. For registering Bank Account details:
- In cases where the original cancelled cheque leaf has your name (or name of the first holder, amongst joint holders) printed on it
    1. Original cancelled cheque leaf containing the details such as Bank A/c Number, Bank Name, Type of account, IFSC Code, MICR Co de; and
    2. For address proof : Self- attested legible copy of Aadhaar/ Passport/ Utility Bill (not older than 3 months).
  - OR
  - In cases where the cancelled cheque leaf DOES NOT have your name (or name of the first holder, amongst joint holders) printed on it
    1. Original cancelled cheque leaf containing the details such as Bank A/c Number, Bank Name, Type of account, IFSC Code, MICR Code;
    2. For address proof : Self- attested legible copy of Aadhaar/ Passport/ Utility Bill (not older than 3 months); and
    3. Legible copy of the Bank Passbook/Bank Statement specifying your details (or details of the first holder, amongst joint holders) such as the name, address, Bank A/c Number etc., duly attested by the officer of the same bank with his/her signature, name, employee code, designation, bank seal & address stamp, phone number and date of attestation.
- C. For registering the Specimen signatures of the registered and/or joint shareholders :
- Duly Notarized Affidavit, on a Non-Judicial Stamp Paper of Rs. 100/- (format available on [www.linkintime.co.in](http://www.linkintime.co.in) under Resources-> Download-> General-> Change of Signature-> Affidavit for change of signature);
  - Banker's Verification (format available on [www.linkintime.co.in](http://www.linkintime.co.in) under Resources-> Download-> General-> Change of Signature-> format for signature verification);
  - Original cancelled cheque leaf containing the details such as Bank A/c Number, Bank Name, Type of account, IFSC Code, MICR Co de and your name (or name of the first holder, amongst joint holders) of printed on the cheque leaf; and
  - If the cancelled cheque leaf does not contain your name (or name of the first holder, amongst joint holders)- Legible copy of the Bank Passbook/Bank Statement specifying your details (or details of the first holder, amongst joint holders) such as the name, address, Bank A/c Number etc., duly attested by the officer of the same bank with his signature, name, employee code, designation, bank seal & address stamp, phone number and date of attestation.
- D. For registering Email Id: Your Email Id shall be mentioned in the KYC form attached, for all future communication in electronic mode, in terms of the Green Initiative of the Company.
- E. For registering Mobile Number.: Your Mobile number shall be mentioned in the KYC form attached for future direct communication.
- F. For registering Nominee (if any): Nomination (Form No. SH-13) is available on our website at [www.linkintime.co.in](http://www.linkintime.co.in) under Resources-> Download -> General-> Nomination.

Please note that Single copy of supporting document is sufficient for updating multiple subjects. Please also note that as per the directive of the SEBI, in case the details required as per the attached KYC form are not furnished by you, within prescribed time, you and your holdings shall be subjected to an enhanced due diligence procedure on behalf of the Company. Accordingly, we request you to kindly forward the duly filled in KYC form, alongwith copies of supporting documents for all the details marked as "Required" in the attached KYC Form, within 21 days from the date of this letter.

Kindly ignore in case you have already submitted your KYC form, alongwith copies of supporting documents.

Inclined to serve you with the best of our services!!

Yours faithfully,

For Link Intime India Pvt Ltd

Sd/-

Authorised Signatory

*This is a computer generated letter and hence, no signature is required.*

***In the interest of Shareholders, we recommend you to convert your physical shares into dematerialised form as a matter of security and for seamless trading in securities.***

KYC FORM

To  
**Linkintime India Private Limited**  
 C 101, 247 Park, L.B.S.Marg, Vikhroli (West), Mumbai - 400083.  
 Unit \_\_\_\_\_ (Company name)

Date: \_\_/\_\_/\_\_\_\_

Folio No: \_\_\_\_\_

No of Shares: \_\_\_\_\_

Dear Sir Madam,

We refer to the current KYC status as provided by you in the below table:

Name of the shareholder(s)	PAN (A)	Bank details (B)	Specimen Signature (C)	Email ID (D)	Mobile No. (E)	Nominee Details (F)

Based on the above data, we are forwarding herewith the required supporting documents by ticking in the appropriate checkbox below for all the fields where the status is shown as 'Required' in the above table.

**A For registering PAN of the registered and/or joint shareholders (as applicable)**

Registered shareholder  Joint holder 1  Joint holder 2  Joint holder 3 (self-attested copy for all Shareholders attached)

**B For registering Bank details of the registered shareholder**

Aadhar/Passport/utility bill  Original cancelled cheque leaf  Bank Passbook/Bank Statement

**C For registering the Specimen Signature of registered and/or joint shareholders (as applicable)**

Affidavit  Banker verification  Original cancelled cheque leaf  Bank Passbook/Bank Statement (for all Shareholders attached)

**D For Updating the email id :** \_\_\_\_\_

**E Mobile No**

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**F For registering the nominee details by the registered shareholder**

Form SH-13 (Nomination registration form attached)

**Note:-For residents of Sikkim instead of PAN provide Aadhar Card/Voter ID /Driving License/Passport or any other identity proof issued by Govt.**

I /We hereby state that the above mentioned details are true and correct and we consent towards updating the particulars based on the self-attested copies of the documents enclosed with this letter by affixing my/our signature(s) to it

Sign: \_\_\_\_\_ Sign: \_\_\_\_\_ Sign: \_\_\_\_\_ Sign: \_\_\_\_\_  
 Registered holder Joint holder 1 Joint holder 2 Joint holder 3

Serial No :	Date of Printing
Mr/Ms/Mrs _____ (Registered holder)	
_____ (Address 1)	
_____ (Address 2)	
_____ (Address 3)	
City _____ PIN _____	
Unit _____ (Company name)	