



**PUTTAPARTHI JAGANNATHAM & CO.**  
C O M P A N Y   S E C R E T A R I E S

7 August 2025  
Hyderabad

To  
The Compliance Officer  
Vivekam Financial Services Private Limited  
H.No.8-2-293/82/11/57, Plot No.57, Road No 71, Jubilee Hills, Phase III,  
Hyderabad - 500033, Telangana.

**Subject: *Submission of Annual Compliance Audit Report for the Financial Year 2024-25 under Regulation 19(3) of SEBI (Investment Advisers) Regulations, 2013 - Reg.***

Dear Sir,

We enclose herewith the Annual Compliance Audit Report for the financial year ended 31<sup>st</sup> March 2025, conducted in accordance with Regulation 19(3) of the SEBI (Investment Advisers) Regulations, 2013, and relevant circulars issued by SEBI and BASL from time to time.

The audit has been carried out based on the records, processes, and systems provided to us by your office, and covers the compliance requirements prescribed under the applicable regulatory framework, including the SEBI Master Circular No. SEBI/HO/MIRSD-PoD-2/P/CIR/2023/89 dated June 15, 2023.

We request you to take the same on record and initiate any further filings or actions required under the said regulations.

Please acknowledge receipt.

Thanking you,  
Yours faithfully,

**For Puttaparthi Jagannatham & Co.**  
**Company Secretaries**

**CS Navajyothi Puttaparthi**  
**Partner**

**FCS No.: 9896 | CP No.: 16041**  
**Peer Review Cert. No.: 1158/2021**



Encl: As above



Annexure

Annual Compliance Audit Report under Regulation 19(3) of SEBI (Investment Advisers) Regulations, 2013 For the Financial Year 2024-25 - Vivekam Financial Services Private Limited (INA200000316) | BASL ID: 1288

NOTE:

1. **Annual Audit Compliance Report (ACR)** - As per Regulation 19(3) of SEBI (Investment Advisers) Regulations, 2013 an investment adviser shall conduct yearly audit in respect of compliance with these regulations from a member of Institute of Chartered Accountants of India or Institute of Company Secretaries of India (duly signed and stamped by IA and auditor).
2. **Client Level Segregation** - As per Clause 2(i)(i) of SEBI Circular No. SEBI/HO/IMD/DF1/CIR/P/2020/182 dated September 23, 2020, an investment adviser shall maintain on record an annual certificate from an auditor (in case of individual IA) and its statutory auditor (Chartered Accountant) (in case of a non-individual IA) confirming compliance with the client level segregation requirements as specified in Regulation 22 of SEBI (Investment Advisers) Regulations, 2013.
3. **Action Taken Report (ATR)** - As per Clause 2(vii) of SEBI Circular No. SEBI/HO/IMD/DF1/CIR/P/2020/182 dated September 23, 2020, In case of any adverse findings in the annual compliance audit report, Action Taken Report (ATR) for each non-compliance, duly approved by the individual IA/management of the non-individual IA within a period of one month from the date of the audit report but not later than, October 31, 2024

Name of Investment Adviser	Vivekam Financial Services Private Limited
SEBI Registration No.	INA200000316
BASL Membership ID	1288
Entity type	Private Limited
Financial Year	2024-25
Name and Contact Details of Principal Officer	Name: Vemuru Venkata Krishna Prasad Mobile No: +91 9848040548 Email id: vvkprasad@vivekam.co.in





PUTTAPARTHI JAGANNATHAM & CO.  
COMPANY SECRETARIES

Name and Contact Details of Compliance Officer	Name: Vemuru Yashwant Mobile No: +91 9908942955 Email id: yashwant@vivekam.co.in				
Total No. of Clients as on 31-03-2025	19847				
Regulation	Particulars	Compliance Status (anyone status as applicable to respective point to be retained)	Reason for non-compliance/ non-applicability	Management Comments	
				Whether Auditor comments accepted in case of non-compliance reported by auditor? (Yes/No)	Action taken on adverse findings (duly approved by the individual IA/management of the non-individual IA)
Regulation 3	<u>Application for grant of certificate</u> (1) No person shall act as an investment adviser or hold itself out as an investment adviser unless he has obtained a certificate of registration from the Board under these regulations.	Complied	--	--	--







Regulation 6	<u>Consideration of application and eligibility criteria</u> Regulation 6 states all matters, which are relevant for the purpose of grant of certificate of registration.	Complied	--	--	--
Regulation 7	<u>Qualification and certification requirement.</u> An individual investment adviser or a principal officer of a non-individual investment adviser registered as an investment adviser under these regulations and persons associated with investment advice shall have minimum qualification and certification requirements as mentioned in Regulation 7(1) and 7(2).	Complied	--	--	--
SEBI Circular Ref. No. SEBI/HO/IMD/DF1/C IR/P/2020/182 (Dated September 23, 2020) Clause 2(iv)	<u>Qualification and certification requirement.</u> Existing individual IAs above fifty years of age shall not be required to comply with the qualification and experience requirements specified under Regulation 7(1) (a) and 7(1) (b) of the amended IA Regulations. However, such IAs shall hold NISM accredited certifications and comply with other conditions as specified under Regulation 7(2) of the amended IA regulations at all times.	Complied	--	--	--
Regulation 8	<u>Net worth</u> (1) Investment advisers who are non-individuals shall have a net worth of not less	Complied	--	--	--





	than fifty lakh rupees. (2) Investment advisers who are individuals shall have net tangible assets of value not less than five lakh rupees.				
Regulation 13(b)	<u>Conditions of Certificate:</u> The investment adviser shall inform the Board in writing, if any information or particulars previously submitted to the Board are found to be false or misleading in any material particular or if there is any material change in the information already submitted.	Complied	--	--	--
SEBI Circular Ref. No. SEBI/HO/IMD/DF1/C IR/P/2020/182 (Dated September 23, 2020) Clause 2(v)	<u>Registration as Non-Individual Investment Advisor.</u> An individual IA, whose number of clients exceed one hundred and fifty in total, shall apply for registration as non-individual investment adviser within such time as specified under this clause.	Not applicable	IA is already registered as a non-individual entity. Clause applies only to individual IAs crossing 150 clients.	--	--
Regulation 15	<u>General Responsibility</u> The regulation 15 imposes certain responsibilities on the Investment Adviser for the transactions it undertakes on behalf of its clients.	Complied	--	--	--

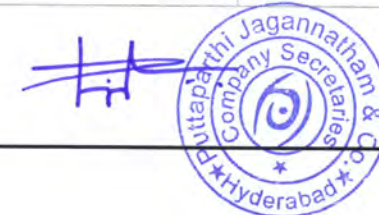






PUTTAPARTHI JAGANNATHAM & CO.  
COMPANY SECRETARIES

Regulation 15A read with SEBI Circular Ref. No. SEBI/HO/IMD/DF1/C IR/P/2020/182 (Dated September 23, 2020) Clause 2(iii)	<u>Fees</u> Investment Adviser shall be entitled to charge fees for providing investment advice from a client in the manner as specified by the Board namely - Assets under Advice (AUA) mode or Fixed fee mode.	Complied	--	--	--
Regulation 16	<u>Risk profiling</u> This involves profiling, assessing the risk appetite of each client individually, and communication of such profile to the respective client.	Complied	--	--	--
Regulation 17	<u>Suitability</u> Investment adviser shall ensure suitability of the advice being provided to the client.	Complied	--	--	--
SEBI Circular Ref. No. SEBI/HO/IMD/DF1/C IR/P/2020/182 (Dated September 23, 2020) Clause 2(viii)	<u>Risk profiling and suitability for non-individual clients.</u>  (a) In case of non-individual clients, IA shall use the investment policy as approved by board/management team of such non-individual clients for risk profiling and suitability analysis. (b) The discretion to share the investment policy/ relevant excerpts of the policy shall lie	Complied	--	--	--





PUTTAPARTHI JAGANNATHAM & CO.  
C O M P A N Y   S E C R E T A R I E S

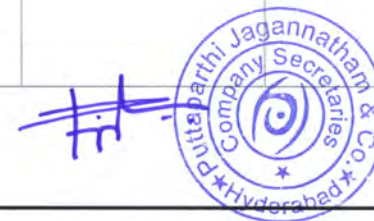
	with the non-individual client. However, IA shall have discretion not to onboard non-individual clients if they are unable to do risk profiling of the non-individual client in the absence of investment policy.				
Regulation 18	<u>Disclosure to clients</u> This involves disclosure of all prescribed information by the investment adviser to its clients.	Complied	--	--	--
Regulation 19	<u>Maintenance of records</u> This regulation requires maintenance of prescribed records, preservation of the same and audit of such records by the prescribed professional.	Complied	--	--	--
SEBI Circular Ref. No. SEBI/HO/IMD/DF1/C IR/P/2020/182 (Dated September 23, 2020) Clause 2(vi)	<u>Maintenance of record.</u> IA shall maintain and preserve records of interactions, with all clients including prospective clients, where any conversation related to advice has taken place as prescribed.	Complied	--	--	--





PUTTAPARTHI JAGANNATHAM & CO.  
C O M P A N Y   S E C R E T A R I E S

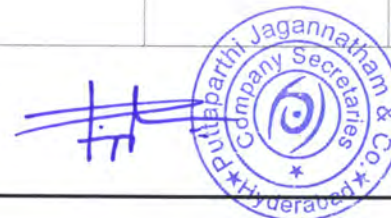
SEBI Circular Ref. No. SEBI/HO/IMD/DF1/CIR/P/2020/182 (Dated September 23, 2020) Clause 2(ii)	<u>Agreement between IA and the client.</u>  IA shall enter into an investment advisory agreement with its clients as prescribed and shall ensure that neither any investment advice is rendered, nor any fee is charged until the client has signed the aforesaid agreement and a copy of the signed agreement is provided to the client.	Complied	--	--	--
Regulation 20	<u>Appointment of Compliance officer</u> An investment adviser shall appoint a compliance officer who shall be responsible for monitoring the compliance by the investment adviser.	Complied	--	--	--
Regulation 21  And  SEBI Master circular Ref. No. SEBI/HO/MIRSD-PoD-2/P/CIR/2023/89/ dated June 15, 2023 - V(6)	<u>Redressal of investor grievances through SEBI Complaints Redress system (SCORES) Platform:</u> 6.2 - IAs shall prominently display in their offices the information about the grievance redressal mechanism available to investors. 6.3 - IAs shall also followed the Master Circular (SEBI/HO/OIAE/IGRD/P/CIR/2022) issued by SEBI on the	Complied	--	--	--







	redressal of investor grievances through the SEBI Complaints Redress System (SCORES) and complied with it.				
<b>Regulation 22, SEBI Circular Ref. No. SEBI/HO/IMD/DF1/C IR/P/2020/182 (Dated September 23, 2020) Clause 2(i)</b>	<u>Client level segregation of advisory and distribution activities.</u>  (1) Has the annual client level segregation requirement been certified by an auditor (in case of individual IA) and its statutory auditor (in case of a non-individual IA) [Certificate of auditor to be attached along with] (2) An individual investment adviser shall not provide distribution services. (3) The family of an individual investment adviser shall not provide distribution services to the client advised by the individual investment adviser and no individual investment adviser shall provide advice to a client who is receiving distribution services from other family members. (4) A non-individual investment adviser shall have client level segregation at group level for investment advisory and distribution services. (5) Non-individual investment adviser shall maintain an arm's length relationship between its activities as investment adviser and distributor by providing advisory services	Complied	--	--	--





PUTTAPARTHI JAGANNATHAM & CO.  
C O M P A N Y   S E C R E T A R I E S

	through a separately identifiable department or division. (6) Compliance and monitoring process for client segregation at group or family level shall be in accordance with the guidelines as prescribed in the referred circular.				
Regulation 22A	<u>Implementation of advice or execution</u> (1) Investment adviser may provide implementation services to advisory clients, provided no consideration shall be obtained directly or indirectly either at group level or at family level. (2) Investment adviser shall provide implementation services only through direct schemes. (3) Investment adviser or group or family of investment adviser shall not charge any implementation fees from the client. (4) The client shall not be under any obligation to avail implementation services offered by the investment adviser.	Complied	--	--	--

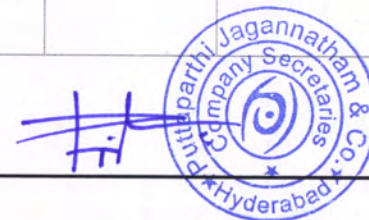






PUTTAPARTHI JAGANNATHAM & CO.  
C O M P A N Y   S E C R E T A R I E S

SEBI Circular Ref. No. SEBI/HO/IMD/DF1/CIR/P/2020/182 (Dated September 23, 2020) Clause 2(ix)	<u>Display of details on website and in other communication channels.</u>  IAs shall prominently display the information as prescribed, on its website, mobile app, printed or electronic materials, know your client forms, client agreements and other correspondences with the clients.	Complied	--	--	--
SEBI/HO/IMD/IMD-II CIS/P/CIR/2021/0686 (Dated December 13, 2021)  and  SEBI Master circular Ref. No. SEBI/HO/MIRSD-PoD-2/P/CIR/2023/89/ dated June 15, 2023 - V (7) & SEBI/HO/IMD/IMD-II CIS/P/CIR/2021/0686 (Dated December 13, 2021)	<u>Publishing Investor Charter and disclosure of Investor Complaints</u> (1) All registered investment advisers are required to publish investor charter on their websites and mobile applications. If registered investment adviser do not have websites/mobile applications, then as a one-time measure, investor charter to be sent to the investors on their registered e-mail address. (2) All registered investment advisers are required to disclose the details of investor complaints by 7th of the succeeding month on a monthly basis on their websites and mobile applications. If investment adviser do not have websites/mobile applications, status of investor complaints to be sent to the investors on their registered email ids on a monthly	Complied	--	--	--







PUTTAPARTHI JAGANNATHAM & CO.  
COMPANY SECRETARIES

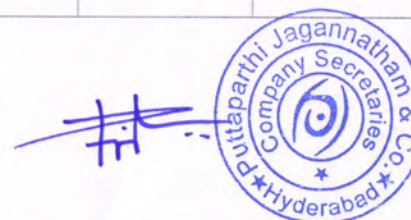
	basis.				
TRAI Guidelines - SEBI/HO/MIRSD/Do S- 2/P/OW/2023/00000110 41/1 (Dated March 16, 2023) and BASL Circular No. 20230329- 1 dated March 29, 2023	Telecom Regulatory Authority of India (TRAI) - Guidelines to curb spam SMSes and misuse of Headers and Content Templates by unauthorised Telemarketers (UTMs)	Complied	--	--	--
Usage of brand name/trade name - SEBI/HO/MIRSD/ MIRSD-PoD- 2/P/CIR/2023/52 (Dated April 06, 2023) and BASL Circular No. 20230411-1 dated April 11, 2023	Compliance to Usage of brand name/trade name by Investment Advisers (IA)	Complied	--	--	--
SEBI / BASL Inspections	Last SEBI / BASL Inspection carried out date and period of inspection. Whether complied with inspection observations.	Complied	--.	--	--





PUTTAPARTHI JAGANNATHAM & CO.  
C O M P A N Y S E C R E T A R I E S

SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 - Point II(2)	<u>Whether IAs have complied with the following points:-</u> 2.1 - Restriction on free trial 2.2 - Proper risk profiling and consent of client on risk profiling 2.3 - Receiving fees through banking channel only 2.4 - Display of complaints status on website	Complied	--	--	--
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 - IV(5) and (SEBI/HO/MIRSD2/D OR/CIR/P/2020/221 dated November 03, 2020)	<u>Advisory for Financial Sector Organizations regarding Software as a Service (SaaS) based solutions</u> Compliance of the SEBI circular for Advisory for financial Sector Organizations regarding Software as a Service (SaaS) based solutions for half-yearly ended 31st March and 30th September.	Not Applicable	Does not apply to us as Vivekam does not outsource GRC functions	--	--
SEBI Circular no. SEBI/HO/MIRSD/ MIRSD-PoD- 2/P/CIR/2023/51 dated April 05, 2023 - VI(9) and BASL Circular no. 20230406-2 dated April 06 2023	<u>Advertisement code</u> Investment Advisers shall ensure compliance with the advertisement code.	Complied	--	--	--







PUTTAPARTHI JAGANNATHAM & CO.  
COMPANY SECRETARIES

SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 - VI (10)	<u>Facilitating transaction in Mutual Fund schemes through the Stock Exchange Infrastructure</u>  Compliance of aforementioned point VI (10) of master circular by registered investment advisers	Complied	--	--	--
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 - VI(11)	<u>Unauthenticated news circulated by SEBI Registered Market Intermediaries through various modes of communication:</u> Compliance of aforementioned point VI (11) of master circular by registered investment advisers	Complied	--	--	--
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 - VI (12)	<u>Guidelines on Outsourcing of Activities by Intermediaries</u> Compliance of aforementioned point VI (12) of master circular by registered investment advisers	Not Applicable	No outsourcing arrangements in place. All advisory and back-office operations are performed in- house. No third-party outsourcing of core or support functions.	--	--

*[Handwritten signature]*

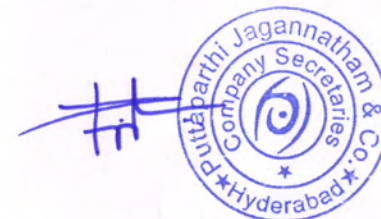






PUTTAPARTHI JAGANNATHAM & CO.  
C O M P A N Y   S E C R E T A R I E S

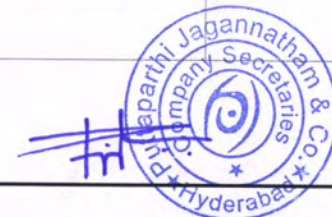
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 - VI(13)	<u>Framework for Regulatory Sandbox:</u> Compliance of aforementioned point VI (13) of master circular by registered investment advisers	Not Applicable	IA has not applied to or participated in SEBI's regulatory sandbox initiative. The IA's operations are conventional and do not involve sandbox- eligible experimentatio n.	--	--
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 - VI (14)	<u>General Guidelines for dealing with Conflicts of Interest of intermediaries and their Associated Persons in Securities Market:</u> Compliance of aforementioned point VI (14) of master circular by registered investment advisers	Complied	--	--	--





PUTTAPARTHI JAGANNATHAM & CO.  
COMPANY SECRETARIES

SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 - VI(15)	<u>Approach to securities market data access and terms of usage of data provided by data sources in Indian securities market:</u> Compliance of aforementioned point VI (15) of master circular by registered investment advisers	Complied	--	--	--
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 - VI(17)	<u>Guidelines on Anti-Money Laundering (AML) Standards and Combating the Financing of Terrorism (CFT) / Obligations of Securities Market Intermediaries under the Prevention of Money Laundering Act, 2002 and Rules framed there under:</u> Compliance of aforementioned point VI (17) of master circular by registered investment advisers	Complied	AML policy framework in place; formal training session and STR reporting protocol pending documentation. Draft AML policy approved;	Yes	AML policy framework is implemented. Team awareness training completed and recorded. STR process formalised. Compliance calendar includes annual training and review.
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 -	<u>Reporting Requirements:</u> IA has followed and complied to all reporting requirement as per VII of Master Circular	Complied	--	--	--







PUTTAPARTHI JAGANNATHAM & CO.  
C O M P A N Y   S E C R E T A R I E S

VII					
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD-2/P/CIR/2023/89/ dated June 15, 2023 - VIII	<u>ANNEXURES</u> Has IA followed all the annexures as prescribed in point VIII of Master circular	Complied	--	--	--

Signature of IA / Partner / Director  
7 August 2025  
Hyderabad

For Puttaparthi Jagannatham & Co.  
Company Secretaries



CS Navajyoth Puttaparthi  
Partner

FCS No: 9896; C P No: 16041  
Peer Review Certificate No. 1158/2021  
UDIN: F009896G000921281

7 August 2025  
Hyderabad