

<u>Megha Kyal & Associates</u>

Your Compliance Partner

CERTIFICATE FOR ANNUAL AUDIT COMPLIANCE

We have examined the relevant books of accounts, records and documents maintained by M/s. William O Neil India Private Limited, (name of the Investment Adviser) bearing SEBI registration number INA200005125 and a member of the BSE Administration and Supervision Ltd. (BASL) bearing BASL membership ID 1365 to fulfil the Annual Audit Compliance requirement as prescribed vide SEBI (Investment Advisers) Regulations, 2013, guidelines and circulars, for the year ended 2023-2024.

The purpose of this audit is to examine the processes, procedures followed, and the operations carried out by the Investment Adviser as per the applicable Acts, Rules, Regulations, Byelaws and Circulars prescribed by SEBI and BASL.

We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of this audit. In our opinion proper books of accounts, records & documents, as per the regulatory requirement have been maintained by the member, so far as it appears from examination of the books.

We have conducted the audit within the framework provided by SEBI/BASL for the purpose of this audit.

Based on the scrutiny of relevant books of accounts, records and documents, we certify that the member has complied with the relevant provisions of SEBI Act, 1992, SEBI (Investment Advisers) Regulations, 2013 and various circulars of SEBI & various circulars issued by the BASL except otherwise mentioned in the **Annexure** to this report.

We declare that we do not have any direct / indirect interest in or relationship with the member or its directors / partners / proprietors / management, other than the proposed Audit assignment and also confirm that we do not perceive any conflict of interest in such relationship / interest while conducting audit of the said member.

In our opinion and to the best of our information and according to the explanations given to us by the partner(s)/director(s)/compliance officer and principal officer, the Report provided by us as per the Annexure and subject to our observations, which covers the entire scope of the audit, is true and correct.

CS Megha Kyal Megha Kyal & Associates

Practicing Company Secretary

CP. No.: 22896

UDIN No.: A055430F001339911

Date: 28.09.2024 Place: Navi Mumbai

ANNEXURE

NOTE:

Total No. of Clients as on 31-03-2024

5518

- **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).
- 1. <u>Client Level Segregation</u> 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 (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.
- **2.** 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

Annual Compliance Audit Report for F. Y 2023-2024					
Name of Investment Adviser	William O Neil India Private Limited				
SEBI Registration No.	INA200005125				
BASL Membership ID	1365				
Entity type	Non- Individual (Body Corporate)				
Financial Year	2023-2024				
Name and Contact Details of Principal	Name: Vaqar Javed Khan				
Officer	Mobile No: 9833839167				
Officer	Email id: vaqarjaved.khan@williamoneilindia.com				
Name and Contact Details of	Name: Varun Sai Ram S R				
	Mobile No: 9886376648				
Compliance Officer	Email id: varun.sr@williamoneilindia.com				

Regulation	Particulars	Compliance Status (anyone status as	Reason for non- compliance/ non- applicability	Management Comments	
		applicable to respective point to be retained)		Whether Auditor comments accepted in case of noncompliance reported by auditor? (Yes/No)	Action taken on adverse findings (duly approved by the individual IA / management of the non-individual IA)
Regulation 3	Application for grant of certificate (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	NA	NA	NA
Regulation 6	Consideration of application and eligibility criteria Regulation 6 states all matters, which are relevant for the purpose of grant of certificate of registration.	Complied	NA	NA	NA
Regulation 7	Qualification and certification requirement. 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	NA	NA	NA
SEBI Circular Ref. No. SEBI/HO/IMD/DF1/ CIR/P/2020/182	Qualification and certification requirement. Existing individual IAs above fifty years of age shall not be required to comply with the qualification and experience requirements	Not Applicable	IA is a Non-Individual Investment Advisor	NA	NA

Regulation	Particulars	Compliance Status (anyone status as	Reason for non- compliance/ non-	Management Comments	
		applicable to respective point to be retained)	applicability	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)
(Dated September	specified under Regulation 7(1) (a) and 7(1)				
23, 2020)	(b) of the amended IA Regulations. However,				
Clause 2(iv)	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. Net worth	Complied	NA	NA	NA
Regulation 8	(1) Investment advisers who are non-individuals shall have a net worth of not less than fifty lakh rupees. (2) Investment advisers who are individuals shall have net tangible assets of value not less than five lakh rupees.	Complied	NA	NA	NA
Regulation 13(b)	Conditions of certificate: 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	NA	NA	NA
SEBI Circular Ref.	Registration as Non-Individual Investment	Not Applicable	IA registered as Non-	NA	NA
No.	Advisor.		Individual Investment		
SEBI/HO/IMD/DF1/	An individual IA, whose number of clients		Advisor.		

Regulation	Particulars	(anyone status as	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)
CIR/P/2020/182	exceed one hundred and fifty in total, shall				
(Dated September	apply for registration as non-individual				
23, 2020)	investment adviser within such time as				
Clause 2(v)	specified under this clause.				
Regulation 15	General Responsibility The regulation 15 imposes certain responsibilities on the Investment Adviser for the transactions it undertakes on behalf of its clients.	Complied	NA	NA	NA
Regulation 15A	<u>Fees</u>	Complied	NA	NA	NA
read with SEBI	Investment Adviser shall be entitled to charge				
Circular Ref. No.	fees for providing investment advice from a				
SEBI/HO/IMD/DF1/	client in the manner as specified by the Board				
CIR/P/2020/182	namely - Assets under Advice (AUA) mode or				
(Dated September	Fixed fee mode.				
23, 2020)					
Clause 2(iii)					
SEBI/HO/IMD/DF1/	<u>Fees</u>	<u>Complied</u>	NA	NA	NA
CIR/P/2 020/182	Investment Advisers shall charge fees from the				
(Dated September	clients in either Assets under Advice (AUA)				
23, 2020) Clause	mode or Fixed fee mode.				
2(iii)	D. J. Gl.	0 1: 1	NY A	NY A	NY A
Regulation 16	Risk profiling	<u>Complied</u>	NA	NA	NA

Regulation	Particulars	Compliance Status (anyone status as	Reason for non- compliance/ non-	Management Comments	
		applicable to respective point to be retained)	applicability	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)
	This involves profiling, assessing the risk appetite of each client individually, and communication of such profile to the respective client.				
Regulation 17	Suitability Investment adviser shall ensure suitability of the advice being provided to the client.	Complied	NA	NA	NA
SEBI Circular Ref. No. SEBI/HO/IMD/DF1/ CIR/P/2020/182 (Dated September 23, 2020) Clause 2(viii)	Risk profiling and suitability for non-individual clients. (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 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.	Complied	NA	NA	NA
Regulation 18	Disclosure to clients	Complied	NA	NA	NA

Regulation	Particulars	Compliance Status (anyone status as	Reason for non- compliance/ non- applicability	Management Comments	
		applicable to respective point to be retained)		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)
	This involves disclosure of all necessary information by the investment adviser to its clients.				
Regulation 19	Maintenance of records This regulation requires maintenance of certain records, preservation of the same and audit of such records by the prescribed professional	Complied	NA	NA	NA
SEBI Circular Ref. No. SEBI/HO/IMD/DF1/ CIR/P/2020/182 (Dated September 23, 2020) Clause 2(vi)	Maintenance of record. 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	NA	NA	NA
SEBI Circular Ref. No. SEBI/HO/IMD/DF1/ CIR/P/2020/182 (Dated September 23, 2020) Clause 2(ii)	Agreement between IA and the client. 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	<u>Complied</u>	NA	NA	NA

Regulation	Particulars	· ·	Reason for non-	Management Comments	
		applicable to respective point to be retained)	compliance/ non- applicability	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)
	and a copy of the signed agreement is provided to the client.				
Regulation 20	Appointment of Compliance officer An investment adviser shall appoint a compliance officer who shall be responsible for monitoring the compliance by the investment adviser.	Complied	NA	NA	NA
Regulation 21 And SEBI Master circular Ref. No. SEBI/HO/MIRSD-PoD- 2/P/CIR/2023/89/dated June 15, 2023 - V(6)	Redressal of investor grievances through SEBI Complaints Redress system (SCORES)Platform: 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 redressal of investor grievances through the SEBI Complaints Redress System (SCORES) and complied with it.	Complied	NA	NA	NA
Regulation 22, SEBI Circular Ref. No. SEBI/HO/IMD/DF1/ CIR/P/2020/182 (Dated September	Client level segregation of advisory and distribution activities. (1) Has the annual client level segregation requirement been certified by an auditor (in case of individual IA) and its statutory auditor	<u>Complied</u>	NA	NA	NA

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)
23, 2020) Clause	(in case of a non-individual IA) [Certificate of				
2(i)	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 through a separately identifiable department or division. (6) Compliance and monitoring process for client segregation at group or family level shall				

Regulation	Particulars	Compliance Status (anyone status as	Reason for non- compliance/ non-	Management Comments	
		applicable to respective point to be retained)	applicability	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)
	be in accordance with the guidelines as prescribed in the referred circular.				
Regulation 22A	Implementation of advice or execution (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.	Not Applicable	IA is not providing implementation or execution of advice.	NA	NA
SEBI Circular Ref. No. SEBI/HO/IMD/DF1/ CIR/P/2020/182 (Dated September	Display of details on website and in other communication channels. IAs shall prominently display the information as prescribed, on its website, mobile app, printed or electronic materials, know your	Not- Complied	IA has partially complied with the circular. It is to note that details of Principal officer is not included in the email	Yes	We have already started complying with the required disclosure.

Regulation	Particulars	Compliance Status (anyone status as	Reason for non- compliance/ non- applicability	Management Comments	
		applicable to respective point to be retained)		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)
23, 2020) Clause 2(ix)	client forms, client agreements and other correspondences with the clients.		and all the statutory information are not mentioned in all the client agreements. IA is advised to maintain uniformity of the format.		
SEBI/HO/IMD/IMD-	Publishing Investor Charter and disclosure of	Complied	NA	NA	NA
II	Investor Complaints				
CIS/P/CIR/2021/06	(1) All registered investment advisers are				
86 (Dated	required to publish investor charter on their				
December 13, 2021)	websites and mobile applications. If registered				
	investment adviser do not have				
and	websites/mobile applications, then as a one-				
	time measure, investor charter to be sent to				
SEBI Master circular	the investors on their registered e-mail				
Ref. No.	address.				
SEBI/HO/MIRSD-	(2) All registered investment advisers are				
PoD-	required to disclose the details of investor				
2/P/CIR/2023/89/	complaints by 7th of the succeeding month on				
dated June 15, 2023	a monthly basis on their websites and mobile				
- V (7) &	applications. If investment adviser do not have				
SEBI/HO/IMD/IMD-	websites/mobile applications, status of				

Regulation	Particulars	Compliance Status (anyone status as applicable to respective point to be retained)	Reason for non- compliance/ non- applicability	· · · · · · · · · · · · · · · · · · ·	Action taken on adverse findings (duly approved by the individual IA / management of the non-individual IA)
II CIS/P/CIR/2021/06 86 (Dated December 13, 2021)	investor complaints to be sent to the investors on their registered email ids on a monthly basis.				
TRAI Guidelines - SEBI/HO/MIRSD/Do S- 2/P/OW/2023/000 0011041/1 (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)	Not Applicable	No communication to clients by SMS	NA	NA
Usage of brand name/trade name - SEBI/HO/MIRSD/ MIRSD-PoD- 2/P/CIR/2023/52 (Dated April 06, 2023) and BASL Circular No.	Compliance to Usage of brand name/trade name by Investment Advisers (IA)	Complied	NA	NA	NA

Regulation	Particulars	Compliance Status (anyone status as	Reason for non- compliance/ non- applicability	Management Comments	
		applicable to respective point to be retained)		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)
20230411-1 dated April 11, 2023					
SEBI / BASL Inspections	Last SEBI / BASL Inspection carried out date and period of inspection. Whether complied with inspection observations.	Not Applicable	No inspections have been carried out during the year under review	NA	NA
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD- 2/P/CIR/2023/89/ dated June 15, 2023 - Point II(2)	Whether IAs have complied with the following points:- 2.1 - Restriction on free trial 2.2 - Proper risk profiling and consent of client on risk profiling 2.3 - Receiving fees though banking channel only 2.4 - Display of complaints status on website	Complied	NA	NA	NA
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD- 2/P/CIR/2023/89/ dated June 15, 2023 - IV(5)	Advisory for Financial Sector Organizations regarding Software as a Service (SaaS) based solutions 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.	Complied	NA	NA	NA

Regulation	Particulars	Compliance Status (anyone status as	Reason for non- compliance/ non-	Management Comments	
		applicable to respective point to be retained)	applicability	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)
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	Advertisement code Investment Advisers shall ensure compliance with the advertisement code	Complied	NA	NA	NA
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD- 2/P/CIR/2023/89/ dated June 15, 2023 - VI (10)	Facilitating transaction in Mutual Fund schemes through the Stock Exchange Infrastructure Compliance of aforementioned point VI (10a) of master circular by registered investment advisers	Not Applicable	IA is not facilitating transaction in Mutual Fund schemes	NA	NA
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD- 2/P/CIR/2023/89/ dated June 15, 2023 - VI(11)	Unauthenticated news circulated by SEBI Registered Market Intermediaries through various modes of communication: Compliance of aforementioned point VI (11) of master circular by registered investment advisers	<u>Complied</u>	NA	NA	NA

Regulation	Particulars	Compliance Status	Reason for non-	Management Comments	
		(anyone status as applicable to respective point to be retained)	compliance/ non- applicability	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)
SEBI Master circular	Guidelines on Outsourcing of Activities by	Complied	NA	NA	NA
Ref. No.	<u>Intermediaries</u>				
SEBI/HO/MIRSD-	Compliance of aforementioned point VI (12) of				
PoD-	master circular by registered investment				
2/P/CIR/2023/89/	advisers				
dated June 15, 2023					
- VI (12)					
SEBI Master circular	Framework for Regulatory Sandbox:	Not Applicable	IA has not used	NA	NA
Ref. No.	Compliance of aforementioned point VI (13) of		regulatory sandbox		
SEBI/HO/MIRSD-	master circular by registered investment		framework		
PoD-	advisers				
2/P/CIR/2023/89/					
dated June 15, 2023					
- VI(13)					
SEBI Master circular	General Guidelines for dealing with Conflicts of	<u>Complied</u>	NA	NA	NA
Ref. No.	Interest of intermediaries and their Associated				
SEBI/HO/MIRSD-	Persons in Securities Market:				
PoD-	Compliance of aforementioned point VI (14) of				
2/P/CIR/2023/89/	master circular by registered investment				
dated June 15, 2023	advisers				
- VI (14)					
SEBI Master circular	Approach to securities market data access and	Complied	NA	NA	NA
Ref. No.	terms of usage of data provided by data				

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)
SEBI/HO/MIRSD-	sources in Indian securities market:				
PoD-	Compliance of aforementioned point VI (15) of				
2/P/CIR/2023/89/	master circular by registered investment				
dated June 15, 2023	advisers				
- VI(15)					
	Guidelines on Anti-Money Laundering (AML)	Complied	NA	NA	NA
SEBI Master circular	Standards and Combating the Financing of				
Ref. No.	<u>Terrorism (CFT) / Obligations of Securities</u>				
SEBI/HO/MIRSD-	Market Intermediaries under the Prevention of				
PoD-	Money Laundering Act, 2002 and Rules framed				
2/P/CIR/2023/89/	there under:				
dated June 15, 2023	Compliance of afore-mentioned point VI (17)				
- VI(17)	of master circular by registered investment				
CEDY NO.	advisers	0 1: 1	NY A	NY A	DY A
SEBI Master circular	Reporting Requirements:	Complied	NA	NA	NA
Ref. No.	IA has followed and complied to all reporting				
SEBI/HO/MIRSD- PoD-	requirement as per VII of Master Circular				
2/P/CIR/2023/89/					
dated June 15, 2023 - VII					
- VII					

ANNUAL AUDIT REPORT

Regulation	Particulars	Compliance Status (anyone status as applicable to respective point to be retained)	Reason for non- compliance/ non- applicability	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)
SEBI Master circular Ref. No. SEBI/HO/MIRSD- PoD- 2/P/CIR/2023/89/ dated June 15, 2023 - VIII	ANNEXURES Has IA followed all the annexures as prescribed in point VIII of Master circular	Complied	NA	NA	NA

CS Megha Kyal Megha Kyal & Associates

Practicing Company Secretary

CP. No.: 22896

UDIN No.: A055430F001339911

Date: 28.09.2024 Place: Navi Mumbai William O Neil India Private Limited

Date: