

o/e

KEN FINANCIAL SERVICES LIMITED

Plot No.97, Sai Darshan, Ground Floor, Road No.8, Daulat Nagar, Borivali (East), Mumbai – 400 066,
Ph No. 022- 22055456, Email: kenfsl@rediffmail.com, Website : ken-fin.com
(CIN- L65990MH1994PLC078898)

July 16, 2014

The AGM Corporate Relations,
The Bombay Stock Exchange Limited,
Dalal Street,
Mumbai - 400 001

Ref: Scrip Code - 530547

Sub: Submission of Shareholding Pattern as per Clause 35Q for the quarter ended 30th June, 2014.

Dear Sir,

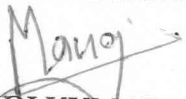
We are enclosing herewith Shareholding Pattern for the quarter ended on 31st March, 2014.

We are certifying that there is 1 foreign Shareholder.

Kindly make a note of it.

Thanking You.

Yours Faithfully
FOR KEN FINANCIAL SERVICES LIMITED


MANOJ KUMAR MORE
(DIN-00040190)
DIRECTOR



Introductory sub-table (I)(a)



| | | | |
|---|---------------------------------|---|--|
| Name of the Company KEN FINANCIAL SER LTD | | | |
| Scrip Code, Name of the scrip, class of security: | | | |
| Quarter ended: 30th June, 2014 | | | |
| Partly paid-up shares:- | No. of partly paid-up shares | As a % of total no. of partly paid-up shares | As a % of total no. of shares of the company |
| | Held by promoter/promoter group | | 0.00 |
| | Held by public | | 0.00 |
| | Total - D | 0 | 0.00 |
| Outstanding convertible securities:- | No. of outstanding securities | As a % of total no. of outstanding convertible securities | As a % of total no. of shares of the company, assuming full conversion of the convertible securities |
| | Held by promoter/promoter group | | 0.00 |
| | Held by public | | 0.00 |
| | Total - E | 0 | 0.00 |
| Warrants:- | No. of warrants | As a % of total no. of warrants | As a % of total no. of shares of the company, assuming full conversion of warrants |
| | Held by promoter/promoter group | | 0.00 |
| | Held by public | | 0.00 |
| | Total - F | 0 | 0.00 |
| Total paid-up capital of the company, assuming full conversion of warrants and convertible securities | | | |
| | | | 3000100 |



Statement Showing Shareholding Pattern

| Category of Shareholder code | Category of Shareholder | Number of Shareholders | Table (I)(a) | | | | Total shareholding as a percentage of total number of shares | | Shares Pledged or otherwise encumbered | |
|------------------------------|--|------------------------|------------------------|--|---------------------------------------|----------------------------|--|---|--|--|
| | | | Total number of shares | Number of shares held in dematerialized form | As a percentage of (A+B) ¹ | As a percentage of (A+B+C) | Number of shares | As a percentage of (IX) = (VIII)/(IV)*100 | | |
| (I) | (II) | (III) | (IV) | (V) | (VI) | (VII) | (VIII) | (IX) | (X) | |
| (A) | Shareholding of Promoter and Indian | | | | | | | | | |
| (a) | Individuals/Hindu Undivided Family | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | | |
| (b) | Central Government/ State Government(s) | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| (c) | Bodies Corporate | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| (d) | Financial Institutions/ Banks | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| (e) | Any Others(Specify) | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| (e-i) | Directors | 1 | 41900 | 41900 | 1.40 | 1.40 | 0 | | 0.00 | |
| (e-ii) | Director Relatives | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| (e-iii) | Person Acting in Concern | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| | Sub Total(A)(1) | 1 | 41900 | 41900 | 1.40 | 1.40 | 0 | | 0.00 | |
| 2 | Foreign | | | | | | | | | |
| a | Individuals (Non-Residents Individuals/ Foreign Individuals) | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| b | Bodies Corporate | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| c | Institutions | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| d | Qualified Foreign Investor | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| e | Any Others(Specify) | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| e-i | | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| e-ii | | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| | Sub Total(A)(2) | 0 | 0 | 0 | 0.00 | 0.00 | 0 | | 0.00 | |
| | Total Shareholding of Promoter and | 1 | 41900 | 41900 | 1.40 | 1.40 | 0 | | 0.00 | |



| | | | | | | | | | | | |
|------------|---|------------|----------------|----------------|----------------|---------------|---------------|--|--|----------|-------------|
| (B) | Public shareholding | | | | | | | | | | |
| I | Institutions | | | | | | | | | | |
| (a) | Mutual Funds/ UTI | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (b) | Financial Institutions / Banks | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (c) | Central Government/ State Government(s) | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (d) | Venture Capital Funds | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (e) | Insurance Companies | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (f) | Foreign Institutional Investors | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (g) | Foreign Venture Capital Investors | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (h) | Qualified Foreign Investor | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (i) | Any Other (specify) | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (i-i) | | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (i-ii) | | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| | Sub-Total (B)(1) | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| B 2 | Non-institutions | | | | | | | | | | |
| (a) | Bodies Corporate | 42 | 698223 | 698223 | 698223 | 23.27 | 23.27 | | | | |
| (b) | Individuals | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| I | Individuals -i. Individual shareholders holding nominal share capital up to Rs 1 lakh | 444 | 519773 | 501373 | 501373 | 17.33 | 17.33 | | | | |
| II | ii. Individual shareholders holding nominal share capital in excess of Rs. 1 lakh. | 38 | 1567676 | 1567676 | 1567676 | 52.25 | 52.25 | | | | |
| (c) | Qualified Foreign Investor | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (d) | Any Other (specify) | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (d-i) | NRI (Repat & Non Repat) | 1 | 57 | 57 | 57 | 0.00 | 0.00 | | | | |
| (d-ii) | OCB's | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (d-iii) | Trust | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (d-iv) | Hindu Undivided Family | 45 | 172471 | 172471 | 172471 | 5.75 | 5.75 | | | | |
| (d-v) | Employee | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| (d-vi) | Clearing Members | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | | |
| | Sub-Total (B)(2) | 570 | 2958200 | 2939800 | 2939800 | 98.60 | 98.60 | | | 0 | |
| (B) | Total Public Shareholding (B)= (B)(1)+(B)(2) | 570 | 2958200 | 2939800 | 2939800 | 98.60 | 98.60 | | | | |
| | TOTAL (A)+(B) | 571 | 3000100 | 2981700 | 2981700 | 100.00 | 100.00 | | | | |
| (C) | Shares held by Custodians and against which Depository Receipts have been issued | | | | | | | | | | |
| 1 | Promoter and Promoter Group | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | 0 | 0.00 |
| 2 | Public | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | 0 | 0.00 |
| | Sub-Total (C) | 0 | 0 | 0 | 0 | 0.00 | 0.00 | | | 0 | 0.00 |
| | GRAND TOTAL (A)+(B)+(C) | 571 | 3000100 | 2981700 | 2981700 | 100.00 | 100.00 | | | 0 | 0.00 |



| Sr.No | Notes |
|-------|-------|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | |
| 8 | |
| 9 | |

(1)(b) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Promoter and Promoter Group"

| Sr. | Name of the shareholder | Details of Shares held | | Encumbered shares (*) | | | Details of warrants | | Details of convertible securities | | Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital |
|--------------|-------------------------|------------------------|-----------------------------------|-----------------------|--------------------|--|-------------------------|---|---------------------------------------|---|--|
| | | Number of shares held | As a % of grand total (A)+(B)+(C) | No. | As a percentage | As a % of grand total (A)+(B)+(C) of sub-clause (I)(a) | Number of warrants held | As a % total number of warrants of the same class | Number of convertible securities held | As a % total number of convertible securities of the same class | |
| No. | | (iii) | (iv) | (v) | (vi)=(v)/(iii)*100 | (vii) | (viii) | (ix) | (x) | (xi) | (xii) |
| 1 | AASHISH JAJODIA | 41900 | 1.40 | | 0.00 | 0.00 | | 0.00 | | 0.00 | |
| | | | 0.00 | | 0.00 | 0.00 | | 0.00 | | 0.00 | |
| TOTAL | | 41900 | 1.40 | 0 | 0.00 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |

(*) The term "encumbrance" has the same meaning as assigned to it in regulation 28(3) of the SAST Regulations, 2011



(1)(c)(i) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Public" and holding more than 1% of the total number of shares

| Sr. No. | Name of the shareholder | Number of shares held | Shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (1)(a) above} | Details of warrants | | Details of convertible securities | | Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital |
|--------------|-------------------------------------|-----------------------|--|-------------------------|---|---------------------------------------|--|--|
| | | | | Number of warrants held | As a % total number of warrants of the same class | Number of convertible securities held | % w.r.t total number of convertible securities of the same class | |
| 1 | SANJAY CHOUDHARY | 351900 | 11.73 | 0 | 0 | 0 | 0 | 0 |
| 2 | ARCADIA SHARE & STOCK BROKERS PVT. | 123979 | 4.13 | 0 | 0 | 0 | 0 | 0 |
| 3 | ISHWAR LAL KALANTRI | 110000 | 3.67 | 0 | 0 | 0 | 0 | 0 |
| 4 | YOKE COMMODITIES PVT LTD | 91899 | 3.06 | 0 | 0 | 0 | 0 | 0 |
| 5 | NANDKISHORE BHANDARI | 90000 | 3.00 | 0 | 0 | 0 | 0 | 0 |
| 6 | PRAKASH SHANKAR BHOSALE | 78344 | 2.61 | 0 | 0 | 0 | 0 | 0 |
| 7 | MILESTONE SHARES AND STOCK BROKING | 77037 | 2.57 | 0 | 0 | 0 | 0 | 0 |
| 8 | VIDYADHAR RAMNARESH DUBEY | 73246 | 2.44 | 0 | 0 | 0 | 0 | 0 |
| 9 | MANOJ MAGANLAL MEHTA | 60000 | 2.00 | 0 | 0 | 0 | 0 | 0 |
| 10 | SANTOSH KUMAR JAIN | 57732 | 1.92 | 0 | 0 | 0 | 0 | 0 |
| 11 | RAMKRIPA SECURITIES PVT LTD | 51992 | 1.73 | 0 | 0 | 0 | 0 | 0 |
| 12 | SHREE THIRUMALAI MARKETING AND INVE | 50000 | 1.67 | 0 | 0 | 0 | 0 | 0 |
| 13 | SANJAY C. AGRAWAL | 50000 | 1.67 | 0 | 0 | 0 | 0 | 0 |
| 14 | MANISHA SANJAYBHAI AGRAWAL | 50000 | 1.67 | 0 | 0 | 0 | 0 | 0 |
| 15 | CHIMANBHAI J SHAH | 50000 | 1.67 | 0 | 0 | 0 | 0 | 0 |
| 16 | SHAILESH HARAN | 49000 | 1.63 | 0 | 0 | 0 | 0 | 0 |
| 17 | SUSHIL FINANCIAL SERVICES PVT LTD | 42524 | 1.42 | 0 | 0 | 0 | 0 | 0 |
| 18 | YOKE SECURITIES LIMITED | 40925 | 1.36 | 0 | 0 | 0 | 0 | 0 |
| 19 | UMASHANKAR VEDPRAKASH AGARWAL | 38678 | 1.29 | 0 | 0 | 0 | 0 | 0 |
| 20 | DANI SHARES AND STOCKS PVT LTD. | 38068 | 1.27 | 0 | 0 | 0 | 0 | 0 |
| 21 | NEHA BHANDARI | 35000 | 1.17 | 0 | 0 | 0 | 0 | 0 |
| 22 | SUBHANKAR VINIMAY LTD. | 33050 | 1.10 | 0 | 0 | 0 | 0 | 0 |
| 23 | SANJAY MAGANLAL MEHTA | 30000 | 1.00 | 0 | 0 | 0 | 0 | 0 |
| TOTAL | | 1673374 | 55.78 | 0 | 0 | 0 | 0 | 0 |



(I)(c)(ii) Statement showing holding of securities (including shares, warrants, convertible securities) of persons (together with PAC) belonging to the category "Public" and holding more than 5% of the total number of shares of the company

| Sr. No. | Name(s) of the shareholder(s) and the Persons Acting in Concert (PAC) with them | Number of shares | Shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above} | Details of warrants | | Details of convertible securities | | Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital |
|--------------|---|------------------|--|---------------------|---|---------------------------------------|--|--|
| | | | | Number of warrants | As a % total number of warrants of the same class | Number of convertible securities held | % w.r.t total number of convertible securities of the same class | |
| 1 | SANJAY CHOUDHARY | 351900 | 11.73 | 0 | 0 | 0 | 0 | |
| | | | | 0 | 0 | 0 | 0 | |
| TOTAL | | 351900 | 11.73 | 0 | 0 | 0 | 0 | 0 |



| (I)(d) | <u>Statement showing details of locked-in shares</u> | Number of locked-in shares | Locked-in shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above} | Promoter / Promoter Group / Public |
|---------|--|----------------------------|--|------------------------------------|
| Sr. No. | Name of the shareholder | | | |
| 1 | NIL | 0 | 0.00 | |
| TOTAL | | 0 | 0.00 | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |



(II)(a) Statement showing details of Depository Receipts (DRs)

| Sr. No. | Type of outstanding DR (ADRs, GDRs, SDRs, etc.) | Number of outstanding DRs | Number of shares underlying outstanding DRs | Shares underlying outstanding DRs as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above} |
|--------------|--|------------------------------|--|--|
| 1 | Nil | 0 | 0 | 0.00 |
| | | | | |
| | | | | |
| | | | | |
| TOTAL | | 0 | 0 | 0.00 |



(II)(b) Statement showing holding of Depository Receipts (DRs), where underlying shares held by "promoter/promoter group" are in excess of 1% of the total number of shares

| Sr. No. | Name of the DR Holder | Type of outstanding DR (ADRs, GDRs, SDRs, etc.) | Number of shares underlying outstanding DRs | Shares underlying outstanding DRs as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above} |
|--------------|-----------------------|---|---|---|
| 1 | NIL | 0 | 0 | |
| | | | | |
| | | | | |
| TOTAL | | | 0 | |

