

Policy on Brand Name Usage

Purpose

This policy governs the use of trademark for any purpose by Anand Rathi Group. Consistency in the use of Anand Rathi trademarks strengthens their value and our ability to protect them from unauthorized use.

Anand Rathi Brand

Anand Rathi Financial Services Limited ('ARFSL') is lawful owner of the Trade Mark represented below. Word and Logo represented below has been registered in class 36 bearing trade mark no. 3719800 as on 5 January 2018 under the Trademark Act, 1999 vide Certificate of Registration dated 23 September 2018 and the same is valid for 10 years.



Use of Brand

ARFSL permits use of the trade mark / brandname to all the Group companies for their legitimate business purposes. The group companies making such usage would be liable to make payments to ARFSL for the same. The calculation for charges would be done considering Profit before tax and Gross Revenue as the base. Profit before tax would be as per the financial statements. Gross revenue would include all Fee, Commission, Brokerage, Interest etc. However, no charges will be levied on revenue not incidental to use of brand like following:

- Gain on Sale of Investments
- Interest on Fixed Deposits and Investments
- Dividend on Investments
- Gain on Sale of Property / Fixed Assets
- Interest on ICD to group companies

The brand usage charges would be subject to levy of GST and would be calculated as lower of:

- Not exceeding 1.00% of the Gross Revenue;
- 5% of Profit Before Tax (before brand charges);
- 1% of NIM (Only in case of NBFC).