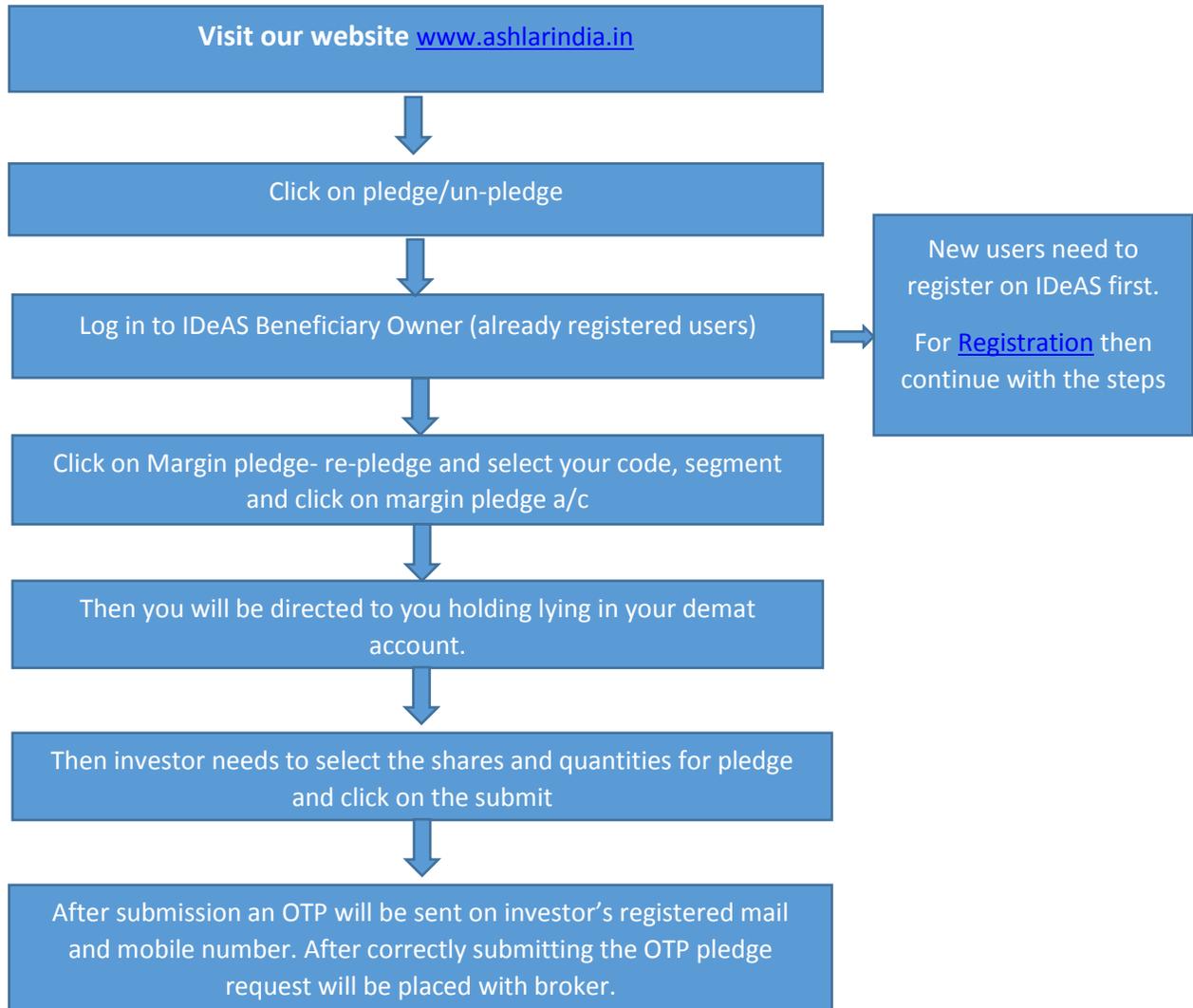


FOR MARGIN PLEDGE AND UNPLEDGE PROCESS



1. Visit our website www.ashlarindia.in

The screenshot shows the Ashlar website homepage. At the top left is the Ashlar logo with the tagline "Building trust Together". To the right is a "Feedback" section with a phone icon and the number "6633205/03/86". Further right are buttons for "BUY", "SELL", "LOGIN OPTION", and "ACCOUNT OPEN". A blue arrow points to the "ACCOUNT OPEN" button. Below this is a dark blue navigation bar with links: HOME, ABOUT US, PRODUCT & SERVICES, DOWNLOADS, QUICK MAIL, CIRCULAR, MARGIN CALCULATOR, BAN PERIODS, CONTACT US, and PLEDGE/UN-PLEDGE. Underneath is a search bar with fields for "Name", "Email Id", and "Phone Number", and a red "CALLBACK" button. The main content area is divided into three columns. The left column is titled "WHY ASHLAR" and contains a paragraph about the company's niche as a financial service provider. The middle column is titled "BUSINESS PARTNER" and features an image of two 3D figures shaking hands over a world map, a quote about growing together, and a list of offerings: Instant A/C Openings, Attractive Revenue Sharing, Support in Client Acquisition, and Promotional / Branding Support. The right column is titled "FREQUENTLY ASKED QUESTIONS" and shows an image of a laptop with an "FAQ" speech bubble. Below the main content is a grid of four service tiles: "Care & Support" (yellow), "Trading Platforms" (blue), "Fund Transfer" (teal), and "Business Calculator" (green).

ASHLAR
Building trust Together

Feedback 6633205/03/86 BUY SELL LOGIN OPTION ACCOUNT OPEN

HOME ABOUT US PRODUCT & SERVICES DOWNLOADS QUICK MAIL CIRCULAR MARGIN CALCULATOR BAN PERIODS CONTACT US PLEDGE/UN-PLEDGE

Name Email Id Phone Number CALLBACK

WHY ASHLAR

"Ashlar has created a niche as a financial service provider and is a trusted name where business is all about building relationships with our clients. We boast of the capability to offer a "one stop solution" for retail and corporate investors to meet their diverse needs in an effective manner. Customer satisfaction is our prime motive and thousands of satisfied customers in different parts of India can testify to that."

BUSINESS PARTNER

"We believe in growing together so we provide great business opportunity for all, who have entrepreneurial zeal & potential to develop client on lucrative terms and conditions."

Our Offering

- ★ Instant A/C Openings
- ★ Attractive Revenue Sharing.
- ★ Support in Client Acquisition.
- ★ Promotional / Branding Support.

FREQUENTLY ASKED QUESTIONS

Care & Support Trading Platforms

Fund Transfer Business Calculator

BUSINESS PARTNER

CHOOSING THE Right Business Partner

LEARNING CENTER

Q. What is meant by a Stock Exchange?

Ans-The Securities Contract (Regulation) Act, 1956 [SCRA] defines 'Stock Exchange' as any body of individuals, whether incorporated or not, constituted ...

2. Log in to IDeAS Beneficiary Owner

The screenshot displays the NSDL e-SERVICES website interface. At the top left is the NSDL logo. The main header features the text "e - SERVICES" in a large, bold font. Below the header, there are navigation tabs for "ABOUT US", "NSDL HOME", and "CONTACT US". The main content area is divided into several sections:

- INTERNET AND MOBILE INITIATIVES**: A section with a background image of computer keyboard keys.
- SPEED-e**: "Online delivery Instruction Slip". Description: "SPEED-e is a common Internet Infrastructure that enables the Depository Participants (Participants) to provide depository services to their clients." Includes a "read more..." link and a "Log in" button for "SPEED-e Users" and "SPEED-e & IDeAS user".
- IdEAS**: "View your updated Transactions". Description: "Clients can view latest balances along with the value based on the previous day closing price in their demat account...". Includes a "read more..." link and a "Log in" button for "Beneficial Owner" and "Clearing Member". A blue arrow points down to the "Beneficial Owner" button.
- STeADY**: "Delivery of Contract Notes". Description: "STeADY is a facility which enables the brokers to deliver/ submit contract notes to custodians/ fund managers electronically...". Includes a "read more..." link and a "Log in" button.
- DAN**: "Depository Account Validation". Description: "DAN is a secured internet based facility which provides an online interface enabling subscribers to validate DP ID, Client ID and PAN of investors through...". Includes a "read more..." link and a "Log in" button.

At the bottom of the main content area, there is a banner that reads: "You can use your existing demat a...".

Below the main content area, there is a "WELCOME" section with a "NEW!" starburst icon. The text reads: "Internet is increasingly becoming an important medium for dissemination of information and conducting business. Enabling transactions through Internet thus becomes essential as a means to provide better flexibility and convenience to clients and further increasing efficiency of settlement of trades in the capital market. Safety of transactions is however, a very crucial issue in Internet based solutions. This assumes significance in case of depository transactions since it involves movement of high-value financial assets across accounts. Further, depository transactions are also time critical. The lapse or failure to deliver the securities in time for pay-in to the stock exchanges may lead to financial liability." Below this text is a yellow banner that says "NSDL crosses one crore demat accounts".

On the left side, there is a sidebar menu with the following items:

- e-DAC Login **NEW!**
- New user registration
- Register online for IDeAS **NEW!**
- New Retail Investor Certificate/Annual Statement for RGESS/Compliance Report for RAAAS
- Capture Bill Payments **NEW!**
- FAQs

On the right side, there is a smartphone displaying the NSDL mobile application interface. The screen shows the NSDL logo and the text: "Monitor Your Portfolio on the go with NSDL Mobile Application". Below this, it says "Click Here to know more about NSDL Mobile Application".



IDEAS IDEAS

Existing users

User Id

Password

Use Certificate
 Use Virtual Keyboard

Virtual Keyboard																Shuffle On	Clear	X
`	1	2	3	4	5	6	7	8	9	0	- =	Bksp						
Tab	q	w	e	r	t	y	u	i	o	p	[] \							
Caps	a	s	d	f	g	h	j	k	l	;	'	Enter						
Shift	z	x	c	v	b	n	m	,	.	/	Shift							

Click to verify Note : Smart Card Users should log-in with their User Id, select the "Use Certificate" option and click on Login button

3. Click on Margin pledge- re-pledge and select your code, segment and click on margin pledge a/c



National Securities Depository Limited
INVESTOR SERVICES

Margin Pledge

MARGIN PLEDGE INITIATION

1 Pledge Initiation 2 Confirmation

UCC / CP Code * Segment * - All Segment TM/CM ID * TM/CM Nar

Execution Date * Remarks

Pledgee Details

Margin Pledge A/c Margin Funding A/c

DP ID DP Name Client ID Client Name

4. Then you will be directed to you holding lying in your demat account.

5. Then investor needs to select the shares and quantities for pledge and click on the submit

Pledgee Details

Margin Pledge A/c Margin Funding A/c

DP ID: IN303921 DP Name: ASHLAR SECURITIES PVT. LTD. Client ID: 10163989 Client Name: ASHLAR SECURITIES PRIVATE LIMITED

ISIN Details

<input type="checkbox"/>	ISIN +	ISIN Name	Total Quantity	Pledge Positions	Lock-in Reason(if any)	Release Date	Quantity to be pledged
<input checked="" type="checkbox"/>	INE162A01010	GUJARAT INDUSTRIES POWER COMPANY LIMITED EQ	100	Free			52
<input type="checkbox"/>	INE245A01021	THE TATA POWER COMPANY LIMITED EQ NEW FV Re.1/-	350	Free			
<input type="checkbox"/>	INE362A01016	PVP VENTURES LIMITED EQ	250	Free			
<input type="checkbox"/>	INE397B01028	KAASHYAP TECHNOLOGIES LIMITED EQ NEW FV RE. 1/-	2100	Free			
<input type="checkbox"/>	INE480B01022	TELE DATA INFO EQ. NEW RS.2/-	100	Free			
<input type="checkbox"/>	INE501W01021	SINTEX PLASTICS TECHNOLOGY LIMITED EQ NEW FV RE. 1/-	125	Free			
<input type="checkbox"/>	INE791A01024	BLB LIMITED EQ F. V. RE. 1	200	Free			
<input type="checkbox"/>	INF204KB1715	NIPPON INDIA MUTUAL FUND ETF GOLD BeES	400	Free			

6. After submission an OTP will be sent on investor's registered mail and mobile number. After correctly submitting the OTP pledge request will be placed with broker.

1
2
3

Pledge Details

UCD / DP Code	Segment <input type="checkbox"/> -All Segment	TM/CM ID *	TM/CM Name *
<input type="text" value="UCCTEST01"/>	<input type="text" value="Cash"/>	<input type="text" value="10975"/>	<input type="text" value="IFIL SECURITIES LIMITED"/>
DP ID	DP Name	Client ID	Client Name
<input type="text" value="INSD0871"/>	<input type="text" value="ABC SECURITIES PVT LIMITED"/>	<input type="text" value="41837927"/>	<input type="text" value="Paj"/>

Instruction Details

Execution Date *	Remarks
<input type="text" value="23/07/2020"/> <small>📅</small>	<input type="text"/>

Isin Details

ISIN *	ISIN Name	Total Quantity	Pledge Position	Lock-in Reason (if any)	Release Date	Quantity to be pledged
INF12XB01029	QLK Pvt Ltd test	200000	Lock-In	Employee Quota	2021-01-01	1

Please verify the above details prior to proceeding for creation of Margin Pledge instruction(s) in demat account. You are requested to click on confirm for submission of Margin Pledge instruction (s) as above in the demat account.

Enter OTP [Resend OTP](#)

OTP sent to your registered Mobile Number with NSDL 704xxxx263.

Back
Confirm
Cancel

FOR UN-PLEDGING THE SHARES

For unpledged the shares investor needs to log in IDeAS and Click on Margin pledge- re-pledge and select **request release on margin pledge**.

After selecting the shares for unpledged submit closure request.

NSDL National Securities Depository Limited
Technology, Trust & Reach
INVESTOR SERVICES

PRADEEP GUPTA Profile

Margin Pledge

MARGIN PLEDGE RELEASE

Margin Pledge

- Initiate Margin Pledge
- Accept Margin Pledge
- Request Release of Margin Pledge**
- View Margin Pledge Inst.

Closure Initiation Closure Notification

Download

Execution Date from: 27/08/2020 To: 27/08/2020

Segment: All Segment

Status: All

Instruction ID:

ISIN Name:

Search Reset

Instruction ID	Transaction Type	Initiated By	Pledgee	Pledgee DP ID	Pledgee Client ID	Market Segment	ISIN Name	Quantity	Execution Date	Status
No Record Found										

Registration

PROCESS FOR REGISTRATION ON IDeAS

Visit <https://eservices.nsd.com/> and click on **new user registration** then select IDeAS

INTERNET AND MOBILE INITIATIVES

- SPEED-e**
Online delivery Instruction Slip
SPEED-e is a common Internet Infrastructure that enables the Depository Participants (Participants) to provide depository services to their clients.
[read more...](#)
Log in: SPEED-e Users, SPEED-e & IDeAS user
- IDeAS**
View your updated Transactions
Clients can view latest balances along with the value based on the previous day closing price in their demat account...
[read more...](#)
Log in: Beneficial Owner, Clearing Member
- STeADY**
Delivery of Contract Notes
STeADY is a facility which enables the brokers to deliver/ submit contract notes to custodians/ fund managers electronically...
[read more...](#)
Log in
- DAN**
Depository Account Validation
DAN is a secured internet based facility which provides an online interface enabling subscribers to validate DP ID, Client ID and PAN of investors through...
[read more...](#)
Log in

Launch of SPICE (Submission of Power of attorney based Instructions for Clients Electronically) on SPEED-e / IDeAS - Facility for Clearing Me

WELCOME

Internet is increasingly becoming an important medium for dissemination of information and conducting business. Enabling transactions through Internet thus becomes essential as a means to provide better flexibility and convenience to clients and further increasing efficiency of settlement of trades in the capital market. Safety of transactions is however, a very crucial issue in Internet based solutions. This assumes significance in case of depository transactions since it involves movement of high-value financial assets across accounts. Further, depository transactions are also time critical. The lapse or failure to deliver the securities in time for pay-in to the stock exchanges may lead to financial liability.

NSDL crosses one crore demat accounts

FACILITYTOUR **FREE SMS ALERT**

NEW
Monitor Your Portfolio on the go with NSDL Mobile Application
[Click Here](#) to know more about NSDL Mobile Application

Navigation Menu:
e-DAC Login
New user registration
Register online for IDeAS
New Retail Investor Certificate/Annual Statement for RGESS/Compliance Report for RAAAS
Capture Bill Payments
FAQs
Downloads
Minimum system configuration

Note : All Users are hereby requested to note that the application will not support Internet Explorer Version 8.0 and lower from 15th June 2019.

After selecting IDEAS following page will be directed. On the below page investor needs to click on **REGISTER**



SPEED-e

Registering For IDEAS

Who can register for IDEAS

1. **IDEAS** can be availed of by the users of **SPEED-e**, Clearing Members who have subscribed to SPEED (now **IDEAS**) and to those Clients whose Participants are registered for **IDEAS**.
2. To know whether your DP has subscribed to **SPEED-e IDEAS**, [click here](#)

a) Clients:

Password Users :

→ To [REGISTER](#) for a password based access to IDEAS:

- Fill-up an online registration form.
- Choose your own 'User Id' (between 3 and 8 characters) and 'Password' between 8 and 16 characters, both alphanumeric
- Submit in person the duly filled-in registration form along with a copy of the latest Transaction Statement
- Your DP will authorise your request and thereafter with the User-Id and Password you can operate your account through **IDEAS**.

Smart Card Users :

To REGISTER for a smart card based access to IDEAS:

- Download the '[Application form for IDEAS](#)' for Smart Card Users from **SPEED-e** website or obtain it directly from your DP.
- Fill-in all particulars and submit in person the duly filled-in form along with a copy of the latest Transaction Statement to the DP
- DP will assign a User-Id and help you procure a Smart Card Kit, Digital Signature Certificate (DSC) and Personal Identification Number (PIN).
- Install the Smart Card Kit on to the computer and with the User-Id, DSC and PIN, you can start using **IDEAS**.

b) Participants:



Registration Request

User Id :
(Please Enter a User Id of Your Choice)

Personal Details

User Name :
Date of Birth :
Email Address :

Account Details

Your Client Id :
DP Id :
Sole/First Holder Name :
Second Holder Name :
Third Holder Name :

Pre-Notified Accounts

CM BP ID*	<input type="text"/>	e-DIS Flag : <input type="checkbox"/>
CM BP ID*	<input type="text"/>	e-DIS Flag : <input type="checkbox"/>
CM BP ID*	<input type="text"/>	e-DIS Flag : <input type="checkbox"/>
CM BP ID*	<input type="text"/>	e-DIS Flag : <input type="checkbox"/>
CM BP ID*	<input type="text"/>	e-DIS Flag : <input type="checkbox"/>
CM BP ID*	<input type="text"/>	e-DIS Flag : <input type="checkbox"/>
CM BP ID	<input type="text" value="IN620031 **"/>	
CM BP ID	<input type="text" value="IN565576 **"/>	

Services Available

SPEED-e : IDeAS :

Mode Of Usage

Mobile Application =

Password

Password :
Confirm Password :

Use Virtual Keyboard

Virtual Keyboard														Shuffle On	Clear	X
~	1	2	3	4	5	6	7	8	9	0	- =	Bksp				
Tab	q	w	e	r	t	y	u	i	o	p	[] \					
Cap	a	s	d	f	g	h	j	k	l	;	'	Enter				
Shift	z	x	c	v	b	n	m	,	.	/	Shift					

* CM BP ID is not required if you are opting for IDeAS Service only.

** Designated Pool Accounts of ICCL / NSCL for transferring mutual fund units routed through Stock Exchange Platform.

= Please tick the Mobile Application check box for confirmation of e-DIS instructions through Mobile Application.

Then investors needs to fill his/her details as shown in the image and submit request. After submitting request a page will be opened. Investor needs to take the print of the page, sign on it and send the hard copy of request to broker/DP.

The DP will authorize your request and thereafter you can start using SPEED-e with the User-Id and password.