

CIRCULAR

पीएफआरडीए/2024/01/आरईजी- पीओपी/01.

Date: 19th January, 2024

To,

Point of Presence, CRAs and All Stakeholders in the National Pension System

Subject: Surrender of Certificate of Registration (CoR) issued to POP-Sub entity (PoP-SE) under PFRDA (Point of Presence) Regulations, 2018 and amendments thereof

This is with reference to the PFRDA (Point of Presence) Regulations, 2018 (as amended by amendment regulations, 2023 notified on 10.01.2024) and in **particular Regulation 44, read with Schedule IV thereof.**

2. Vide the aforesaid amendments, the Authority, to facilitate ease of doing business, the PoP-Sub Entity (PoP-SE) has been now subsumed under agency model wherein Points of Presence (PoPs) may engage these entities (POP-SEs) as pension agents and utilise their services for distribution of pension schemes. Therefore, no separate registration with PFRDA is required for such entities.

3. In this regard, Schedule IV of the Amended Regulations inter alia specifies as follows:

" ...

(2) *Erstwhile point of presence sub-entity - From the date of notification of these amendments the sub-entity (PoP-SE) earlier registered with the Authority shall have the option to act as pension agents upon complying with the conditions specified under these regulations, **within a period of ninety days.** The point of presence shall initiate surrender of the Certificate of Registration of associated point of presence sub-entities to the Authority for cancellation of the registration.*

(3) *The point of presence sub-entity(s) may continue to be associated with a point of presence, as a pension agent by executing an agreement, as mentioned above and be compliant of the Act, rules and regulations, notified thereunder.*

(4) *Such point of presence sub-entity(s) who do not want to continue as pension agents shall forthwith cease their activity and surrender the registration certificate to the Authority through the associated point of presence. The point of presence with whom such point of presence sub-entity is associated will take all steps to protect the interest of subscribers and ensure continuity of services.*

(5) Notwithstanding the above, upon expiry of ninety days from the notification of these amendments to the regulations, in respect of such point of presence sub-entity(s) whose certificate of registration has not been received in the Authority, shall be **deemed to have been cancelled** and be of no effect.

(6) Notwithstanding such cancellation of registration, the liability of the point of presence sub-entity and associated point of presence, shall continue in respect of activities performed by them during the term of its registration.

(7) The point of presence shall give a **public notice** regarding the surrender of the certificate of registration by point of presence sub-entities associated with it and whether it is working as a pension agent or not.

(8) With respect to point of presence providing NPS-Lite services, the services of banking correspondents for facilitating the distribution of NPS Lite as facilitators may be utilized."

4. It may be noted that all Points of Presence (PoPs) are required to act in strict compliance of the aforesaid amended regulations and fulfill their obligations strictly within the time lines specified in the regulations.

5. All the concerned stakeholders are advised to take notice and comply with the amended requirements . List of erstwhile PoP-SEs and their associated PoPs are enclosed for reference.

6. A copy of the aforementioned amended regulations is placed on PFRDA's website at <https://www.pfrda.org.in/myauth/admin/showimg.cshtml?ID=2861>

7. This Circular has been issued in exercise of the powers conferred under Section 14(1) of the Pension Fund Regulatory and Development Authority Act, 2013.

(Ashish Kumar Bharati)
General Manager

Encl; as above

List of POP – SEs

S.No.	Name of POP - SE	Name of Associated POP	Registration No.	Issued on
1	Anand Rathi Share & Stock Brokers Ltd.	Religare Broking Ltd.	POPSE01072018	31.07.2018
2	BLS E-services Pvt. Ltd.	Stock Holding Corporation of India Ltd.	POPSE02102018	23.10.2018
3	SPA Capital Services Ltd.	Stock Holding Corporation of India Ltd.	POPSE03112018	29.11.2018
4	Assetz Premier Wealth Advisory Pvt. Ltd.	Religare Broking Ltd.	POPSE04112018	29.11.2018
5	Invest Direct Capital Services Pvt. Ltd.	Religare Broking Ltd.	POPSE05112018	29.11.2018
6	Finnovators Solutions Pvt. Ltd.	Religare Broking Ltd.	POPSE06112018	29.11.2018
7	FairWealth Commodity Broking Pvt. Ltd.	Religare Broking Ltd.	POPSE07122018	04.12.2018
8	Turtle Finmart Insurance Marketing Pvt. Ltd.	Religare Broking Ltd.	POPSE08122018	04.12.2018
9	Innovage Consultant Pvt. Ltd.	Religare Broking Ltd.	POPSE09122018	12.12.2018
10	Todkari Corporate & Financial Service Ltd.	Religare Broking Ltd.	POPSE10122018	12.12.2018
11	Cedrus Consultants Pvt. Ltd.	Religare Broking Ltd.	POPSE11122018	12.12.2018
12	International Money Matters Pvt. Ltd.	ILFS Securities Services Ltd	POPSE12122018	12.12.2018
13	Winrich Professional Services Pvt. Ltd.	ILFS Securities Services Ltd	POPSE13122018	12.12.2018
14	Composite Investment Pvt. Ltd.	ILFS Securities Services Ltd	POPSE14122018	12.12.2018
15	Tashi Securities Ltd.	Religare Broking Ltd.	POPSE15122018	12.12.2018
16	Hanumanta Sales Pvt. Ltd.	Stock Holding Corporation of India Ltd.	POPSE16122018	20.12.2018
17	H.L.Kapoor Financial Consultants Pvt. Ltd.	Stock Holding Corporation of India Ltd.	POPSE17122018	20.12.2018
18	R.K.Stock Holding Pvt. Ltd.	Stock Holding Corporation of India Ltd.	POPSE18122018	20.12.2018
19	Harvest Asset Management Services Pvt. Ltd.	Stock Holding Corporation of India Ltd.	POPSE19122018	20.12.2018
20	ECS Financial Services India Pvt. Ltd.	Stock Holding Corporation of India Ltd.	POPSE20122018	20.12.2018
21	Edge Fintrack Capital Pvt. Ltd.	Stock Holding Corporation of India Ltd.	POPSE22122018	20.12.2018

22	Mahat Research & Advisory Pvt. Ltd.	Stock Holding Corporation of India Ltd.	POPSE23122018	20.12.2018
23	HDFC Sales Pvt. Ltd.	Housing Development Finance Corporation Limited	POPSE24012019	09.01.2019
24	Oxyzen Financial Advisory & Services Pvt. Ltd.	Religare Broking Ltd.	POPSE25012019	09.01.2019
25	Centrum Retail Services Limited	Religare Broking Ltd.	POPSE27032019	27.03.2019
26	Dertiger Venture Private Limited	Religare Broking Ltd.	POPSE28032019	27.03.2019
27	Ratnakar Securities Private Limited	Stock Holding Corporation of India Ltd.	POPSE29032019	27.03.2019
28	The Punjab State Cooperative Bank Limited	Stock Holding Corporation of India Ltd.	POPSE30102020	13.10.2020
29	Scripbox.com India Private Limited	HDFC Pension Management Co. Ltd.	POPSE31122020	08.12.2020
30	Vertex Securities Limited	Stock Holding Corporation of India Ltd.	POPSE32012021	14.01.2021
31	Assetz Premier Wealth Advisory Private Limited	HDFC Pension Management Co. Ltd.	POPSE33012021	20.01.2021
32	Integra Securities Private Limited	HDFC Pension Management Co. Ltd.	POPSE34012021	20.01.2021
33	Shubbaan Investments Private Limited	HDFC Pension Management Co. Ltd.	POPSE35012021	20.01.2021
34	SSBA Innovations Private Limited	HDFC Pension Management Co. Ltd.	POPSE37022021	26.02.2021
35	Yash Kash Capital Consultancy Private Limited	HDFC Pension Management Co. Ltd.	POPSE38022021	26.02.2021
36	Shreem Datatech Solutions Pvt Ltd	HDFC Pension Management Co. Ltd.	POPSE39032021	03.03.2021
37	Sri Sri Portfolio Services Private Limited	HDFC Pension Management Co. Ltd.	POPSE40032021	23.03.2021
38	AUM Wealth Private Limited	HDFC Pension Management Co. Ltd.	POPSE41032021	23.03.2021
39	Moneygain Financial Services Private Limited	HDFC Pension Management Co. Ltd.	POPSE42042021	06.04.2021
40	Right Horizons Financial Services Pvt. Ltd	HDFC Pension Management Co. Ltd.	POPSE43042021	16.04.2021
41	Crystal Vision Insights Private Limited	HDFC Pension Management Co. Ltd.	POPSE44082021	12.08.2021
42	Wealth Bucket Capital Investments Private Ltd	HDFC Pension Management Co. Ltd.	POPSE45082021	12.08.2021

43	Equitas Small Finance Bank Limited	HDFC Pension Management Co. Ltd.	POPSE46102021	07.10.2021
44	Bassein Catholic Co-operative Bank Limited	HDFC Pension Management Co. Ltd.	POPSE47112021	24.11.2021
45	Valueplus Technologies Private Limited	HDFC Pension Management Co. Ltd.	POPSE48012022	21.01.2022
46	Spectrum Insurance Distribution Limited	HDFC Pension Management Co. Ltd.	POPSE49012022	21.01.2022
47	Siply Services Private Limited	HDFC Pension Management Co. Ltd.	POPSE50012022	21.01.2022
48	Fininfinity Technologies Pvt. Ltd.	ICICI Prudential Pension Funds Management Company Limited	POPSE51022022	04.02.2022
49	Choice Wealth Private Limited	HDFC Pension Management Co. Ltd.	POPSE52022022	10.02.2022
50	Asht Capital Private Limited	ICICI Prudential Pension Funds Management Company Limited	POPSE53062022	01.06.2022
51	Valuefloat Technologies Pvt. Ltd.	ICICI Prudential Pension Funds Management Company Limited	POPSE54012023	19.01.2023
52	Vueark Technology Services private Limited	HDFC Pension Management Co. Ltd.	POPSE55022023	17.02.2023
