



Association of Mutual Funds in India

135/ BP/ 38/ 2012-13

July 31, 2013

To All members

Dear Sir / Madam,

Sub : Extension of date for implementation of EUIN in respect of certain transactions

As per AMFI Best Practice Guidelines Circular No.33/2012-13 dated December 12, 2012 as modified by Circular No. 135/ BP/ 37/ 2012-13 dated March 28, 2013 on Best Practices for EUIN validation, Asset Management Companies (AMC) were required to implement EUIN validation in respect of following transactions w.e.f. August 1, 2013.

Modes of Transaction

- Mobile Transactions/ SMS based
- Stock Exchange Platform
- ATM based
- Call Center originated

In order to provide adequate time to R & TAs and other stakeholders to implement the guidelines on EUIN validation, it has been decided to extend the time for EUIN validation in respect of the above transactions up to October 1, 2013.

AMCs are requested to note the above change in date of implementation and ensure to put in place necessary systems and processes in order to implement the guidelines on EUIN validation in respect of above mentioned transactions, by October 1, 2013.

With Regards,

C G Parekh
Sr. Vice President