

1. What is Employee Unique Identification Number (EUIN)?

As per SEBI circular CIR/IMD/DF/21/2012 dated September 13, 2012, AMFI is required to create a unique identity number of the employee/ relationship manager/ sales person of all ARN (AMFI Registration Number) holders interacting with the investor for the sale of mutual fund products, in addition to the AMFI Registration Number (ARN) of the distributor.

2. To whom will the EUIN be allotted?

EUIN is a unique number allotted to the sales persons of all ARN holders. It is also allotted to Individual/Sole Proprietorship ARN holders in their individual capacity as Sales Person.

- **Individual/Sole Proprietorship ARN** holders have to obtain EUIN from AMFI. They have to intimate AMFI-unit of CAMS in case they employ any Sales Person so that EUIN could be allotted to them.
- **Individual ARN - (Senior Citizen Category)** ARN holders registered under Senior Citizen category who have employees/ relationship managers/ sales persons working under them for selling and marketing Mutual Fund products under their ARN are required to register these employees under their ARN and obtain the Employee Unique Identification Number (EUIN) for them.
- **Overseas Distributors:** EUIN will not be applicable for overseas distributors who comply with the requirements as per AMFI circular CIR/ARN/-14/12-13 dated July 13, 2012

3. Should the EUIN be entered in the application / transaction form along with the Distributor Code?

Yes. The EUIN of the concerned sales person has to be entered in the application form / transaction slips in addition to entering the ARN code / Sub Broker ARN code/Sub-broker code, as applicable.

ARN holders have to ensure that the sub broker affixes his/her ARN code and the EUIN of the Sales Person in the columns separately provided in the transaction slips / application forms. This is in addition to the practice of affixing the internal code issued by the main ARN holder

Individual ARN holders who are Sales Persons themselves (either as the main distributor or the sub broker) shall affix the EUIN allotted to them in the transaction slips / application forms.

Channel distributors and on-line distributors are required to provide the EUIN in the electronic transaction feeds.

4. What are the nature of transactions to which EUIN would be applicable?

Purchases, Switches, Registrations of SIP / STP / Trigger STP / Dividend Sweep Plan

5. What are the nature of transactions to which EUIN would not be applicable?

Installments under SIP/ STP / SWP / STP Triggers, Dividend Reinvestments, Bonus Units, Redemption, SWP Registration, Zero Balance Folio creation and installments under Dividend Sweep Plans.

7. From when will the EUIN business rules be effective?

EUIN business rules will be applicable from June 1, 2013, except for transaction from Mobile /SMS, Stock Exchange Platform, ATM based, Call Center originated which shall be implemented by August 1, 2013.

8. What if EUIN is not mentioned in the transaction slip?

Please get a EUIN declaration signed from the investor within 90 days which states:

“I/We hereby confirm that the EUIN box has been intentionally left blank by me/us as this is an “execution-only” transaction without any interaction or advice by the employee/relationship manager/sales person of the above distributor or notwithstanding the advice of in-appropriateness, if any, provided by the employee/relationship manager/sales person of the distributor and the distributor has not charged any advisory fees on this transaction”

In case the above declaration is not provided within 90 days, brokerage on the transaction shall be forfeited permanently.

9. The investor mentioned an incorrect EUIN in the transaction slip?

The ARN holder shall remediate the same within 90 days either by providing the valid EUIN. In case valid EUIN is not provided within 90 days, brokerage on the transaction shall be forfeited permanently. **'Brokerage' includes upfront, trail, incentive etc.**

10. How does the Corporate ARN holder get EUIN for the employees engaged by him in the sales of Mutual Fund products?

AMFI has advised CAMS to generate Employee Unique Identification Number (EUIN) for employees of distributors who are currently registered with AMFI and having a valid registration. The details of such employees along with their EUIN would be intimated to the corporate ARN holders, with a request to return ARN card issued to such employees and the new EUIN card will be issued to them.

11. Who will maintain the EUIN database?

EUIN database will be maintained by the AMFI-unit of CAMS.

12. Will transaction charges be deducted for invalid EUIN transactions and paid to the distributor?

Transaction charges are incidental expenses. We will deduct transaction charges and pay it to the distributor for invalid EUIN cases.

13. What will happen to the commission for the business canvassed, if any, by the ARN holders without registering for EUIN or without entering the EUIN obtained from AMFI?

ARN holders cannot be paid commission for the business canvassed by them till the employees, if any, engaged by them in selling and marketing of mutual fund products are registered with AMFI and obtained EUIN.

Similarly, Individual / Proprietary ARN holders should have obtained EUIN to entitle them for receipt of commission in respect of the business procured by them.

In case where the particulars of EUIN along with ARN code / Sub Broker ARN code, as applicable, have been obtained but not provided, the ARN holder shall remediate the same within 90 days either by providing the EUIN or the EUIN declaration (as mentioned above) signed by the investor.

In case EUIN or the above declaration is not provided within 90 days, brokerage on the concerned transaction shall be forfeited permanently.