



GoldStandard Wealth Private Limited

October 1, 2025

Mumbai

Dear Investor,

Subject: UPI ID and QR Code for Portfolio Management Service Business

Reference: SEBI Circular No. **SEBI/HO/DEPA-II/DEPA-II_SRG/P/CIR/2025/86** dated June 11, 2025

Thank you for choosing us as your investment partner. We truly value your continued trust in us.

In line with the SEBI circular dated June 11, 2025 (Circular No. SEBI/HO/DEPA-II/DEPA-II_SRG/P/CIR/2025/86), we are pleased to inform you that **GoldStandard Wealth Private Limited** has adopted the new standardised, validated, and exclusive UPI ID mechanism for receiving payments from investors.

This initiative aims to enhance the security, transparency, and trust in financial transactions within the securities market. Our **@valid UPI IDs** are exclusively designated for payment collection under merchant category code 6211, in accordance with SEBI and NPCI guidelines.

Please note: If you opt to use UPI for payment, please use ONLY the validated @valid UPI IDs listed below. Always verify the green thumbs-up icon (✅) on your payment app before confirming any transaction.

GoldStandard Wealth Private Limited

Registered Office: B-508, Naman Midtown, Senapati Bapat Marg, Delisle Road, Mumbai 400013
CIN U70200MH2024PTC430028 | SEBI PMS Registration INP000009171 | GST Number- 27AALCG4181G1ZF
Telephone No. 022 4336 7000, Website- www.thegoldstandard.in



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Our Validated @valid UPI IDs			
Sr.	Bank	UPI ID (@valid)	QR Code / Notes
1	Axis Bank	gsw.collection.pms@validaxis	 gsw.collection.pms@validaxis
2	Kotak Bank	gsw.collection.pms@validkpay	 gsw.collection.pms@validkpay
3	Nuvama	gsw.nuvamacollection.pms@validsbi	 gsw.nuvamacollection.pms@validsbi
4	HDFC Bank	gsw.collection.pms@validhdfc	 gsw.collection.pms@validhdfc
5	ICICI Bank	gsw.collection.pms@validicici	 gsw.collection.pms@validicici

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6	Orbis	gsw.orbiscollection.pms@validsbi	 gsw.orbiscollection.pms@validsbi
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☒ Each of the above UPI IDs is associated with our verified and registered bank accounts. When making a payment, you will see a **white thumbs-up icon inside a green triangle** on your UPI payment app — this confirms you are paying to a SEBI-verified intermediary.

You may also verify our UPI IDs using the **SEBI Check** tool available on the SEBI website (www.sebi.gov.in) by entering the UPI ID or scanning the QR code.

Investor FAQs on Validated UPI IDs

1. What is the new UPI mechanism introduced by SEBI?

SEBI has introduced a structured UPI address mechanism to ensure secure and verified payments to SEBI-registered intermediaries. These UPI IDs are validated and exclusive, helping investors confirm they are paying to verified registered market intermediaries. The absence of the @valid handle would caution investors that they may be making payments to unauthorised entities.

2. Is it mandatory for investors to use the new UPI IDs / QR?

The investors can choose their preferred mode of payment, such as UPI, IMPS, NEFT, RTGS, or Cheques. If an investor opts to use UPI for the payment to registered intermediaries, then they must do so only using the new UPI IDs allotted to registered intermediaries.

3. What should I check while making payment using the new UPI IDs / QR Code?

The investor should keep the following in consideration:

- The UPI ID should show the name of the intermediary, followed by "pms" for portfolio managers, to the left of the "@" character.
- On the right side of "@", the exclusive handle "@valid" should be present, followed by the bank name.
- On the confirmation screen, the app should show a white thumbs-up icon inside a green triangle (☑).
- The QR code generated using the utility will have a white thumbs-up icon inside a green triangle and will also display the UPI ID just below the QR code.
- You can cross-check using the "SEBI Check" tool available on the SEBI website.

4. Do I need to change my own UPI ID to transact?

No, the new UPI IDs are only for intermediaries to obtain. Investors can continue to use their existing UPI IDs.

5. What should I do if my payment fails using the new UPI ID?

The secure validated UPI ID of intermediaries uses the same banking channel as the earlier generic UPI handles. In case of any technical difficulty, investors are requested to approach their respective bank.

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6. What are the transaction limits for UPI payments in the securities market?

The current UPI transaction limit for capital market transactions is ₹10 lakhs per day, subject to periodic review.

7. Where can I find the validated UPI ID of GoldStandard Wealth?

Our validated @valid UPI IDs are displayed:

- Prominently on our website: www.thegoldstandard.in/regulatory
- In this communication
- Via SMS, email, and social media channels

8. When did the new system become effective?

The validated UPI IDs have been available for investor use starting October 01, 2025.

NOTE: The above details have been prepared in accordance with SEBI Circular No. SEBI/HO/DEPA-II/DEPA-II_SRG/P/CIR/2025/86 dated June 11, 2025. Please contact us at care@thegoldstandard.in or **022 4336 7000** for any queries.

For GoldStandard Wealth Private Limited

Authorised Signatory

Sd/-

Rajiv V. Shastri

Principal Officer

Date: October 1, 2025

Place: Mumbai

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