

**BEFORE THE SECURITIES AND EXCHANGE BOARD OF INDIA**

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**SETTLEMENT ORDER**

On the Application No. **3151 of 2016**

Submitted by **Fortune Financial Services (India) Limited** (PAN: **AAACF0610J**)

In the matter of Fortune Financial Services (India) Limited

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1. Fortune Financial Services (India) Limited (hereinafter referred to as ‘applicant’) having its registered office at 2103, 21<sup>st</sup> Floor, Naman Midtown, A-Wing, Senapati Bapat Marg, Elphinstone Road (West), Mumbai – 400013, vide letter dated September 12, 2016, filed an application in terms of the SEBI (Settlement of Administrative and Civil Proceedings) Regulations, 2014 (‘Settlement Regulations’) proposing to settle, without admitting or denying the findings of fact and conclusions of law, through a settlement order, the proposed adjudication proceedings intimated vide Notice of Approved Enforcement Action dated July 13, 2016 for the delayed disclosures made under regulations 8(3) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 (‘SAST Regulations’).
2. The representatives of the applicant had a meeting with the Internal Committee of SEBI on November 24, 2016, wherein the settlement terms were deliberated. Thereafter, the applicant vide letter dated November 25, 2016, proposed the revised settlement terms to settle the defaults mentioned in para 1 above.
3. The High Powered Advisory Committee (‘HPAC’), considered the settlement terms proposed by the applicant in its meeting dated December 14, 2016 and recommended the case for settlement upon payment of ₹2,76,250/- (Rupees Two Lakh Seventy Six thousand Two Hundred Fifty only) by the applicant towards settlement terms for the aforementioned defaults. The Panel of Whole Time Members of SEBI had accepted the said recommendations of the HPAC and the same was communicated to the applicant vide e-mail dated January 20, 2017.
4. The applicant vide Demand Draft no. 002350 dated January 24, 2017, drawn on Axis Bank,

payable at Mumbai has remitted a sum of ₹2,76,250/- (Rupees Two Lakh Seventy Six thousand Two Hundred Fifty only) towards the settlement charges.

5. Accordingly, the adjudication proceedings proposed to be initiated against the applicant for the alleged violation as discussed in paragraph 1 above, are settled *qua* the applicant as per the above terms, by way of this order and SEBI shall not initiate any enforcement action against the applicant for the said defaults.
6. In view of the above, in terms of Regulation 15 and 19 of the Settlement Regulations, it is hereby ordered that:
  - i. this order disposes of the said proposed adjudication proceedings in respect of the applicant as mentioned above and;
  - ii. passing of this order is without prejudice to the right of SEBI to take enforcement actions including commencing proceedings against the applicant, if SEBI finds that:
    - a. any representations made by the applicant in the present settlement proceedings are subsequently discovered to be untrue;
    - b. the applicant has breached any of the clauses/ conditions of undertakings/ waivers filed during the present settlement proceedings.
7. This settlement order passed on this 8<sup>th</sup> day of February, 2017 shall come into force with immediate effect.
8. In terms of Regulation 17 of the Settlement Regulations, a copy of this order shall be sent to the applicant and shall also be published on the website of SEBI.

-Sd-

**S. RAMAN**  
**WHOLE TIME MEMBER**

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**G. MAHALINGAM**  
**WHOLE TIME MEMBER**