



Deputy General Manager
Investment Management Department
Supervision, Enforcement and Complaints (SEC) Division I
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SEBI/HO/IMD/IMD-SEC-1/P/OW/2024/837 /1
January 05, 2024

Money Mishra Financial Services
1807, Mahagun Maple, Sector-50,
Noida, Gautam Buddha Nagar, Uttar Pradesh – 201301
(PAN: AAZFM1357R)

Dear Sir,

Sub: Notice for hearing in the matter of unregistered portfolio management activities by Allied Group entities.

1. This has reference to the Show Cause Notice (SCN) No. SEBI/HO/IMD/IMD-SEC-1/P/OW/2023/26744/1 dated July 03, 2023, issued to you in the captioned matter.
2. In this regard, vide Hearing notice reference no. SEBI/HO/IMD/IMD-SEC-1/P/OW/2023/42086/1 dated October 12, 2023, you were requested to submit your reply on or before November 03, 2023 and have been granted an opportunity for personal hearing before the Quasi-Judicial Authority (QJA) & Chief General Manager (Shri K Saravanan), on November 03, 2023, Friday at 2:30 PM. However, you did not appear for hearing on the said date.
3. Further, in the interest of natural justice, you have been again granted an opportunity for personal hearing before the QJA (Dr. Anita Anoop), on **January 30, 2024, Tuesday at 11:30 AM**, at the venue stated below:

**Securities and Exchange Board of India
SEBI Bhavan – II, Plot C-7,
'G' Block, Bandra Kurla Complex,
Bandra (East), Mumbai – 400051.**

4. You may appear before QJA, at the venue mentioned above, on the said date, physically. In case you are unable to come in person, virtual hearing shall be allowed on the aforementioned date and time for which will be required to be present at the venue stated below:

**SEBI, Northern Regional Office (NRO),
NBCC Complex, Office Tower-1,**



8th Floor, Plate B, East Kidwai Nagar,
New Delhi - 110023.

5. You may file detailed reply/additional written submission before the said scheduled date of hearing.
6. In case you fail to appear before QJA on the date of hearing, it will be presumed that you have no further explanation to offer in this matter and SEBI shall proceed in the matter based on the materials available on record.
7. You are also advised to confirm your attendance by **January 20, 2024** in writing by an e-mail or a letter.

Yours faithfully,

Chetan Fumakiya