

Portfolio Management Services

UPI Payment

Below is the valid UPI ID for Purnartha Investment Advisers Private Limited as per the SEBI Circular on 'Adoption of Standardised, Validated and Exclusive UPI IDs for Payment Collection by SEBI Registered Intermediaries from Investors'.

QR Code	UPI ID
 purnartha.pms@validhdfc	purnartha.pms@validhdfc

FAQs for Investors

Do I have to use the new UPI handle for payments?

No, it's not mandatory. You can pay using any method you prefer—UPI, IMPS, NEFT, RTGS, or cheque. However, if you choose to pay via UPI to registered intermediaries, you must use only their new validated UPI IDs.

How do I verify the new UPI ID or QR code before making a payment?

Before confirming your payment, check for these elements:

- **Left side of "@"**: The UPI ID should display the intermediary's name followed by their category abbreviation—"pms" for Portfolio Management Services, "brk" for Brokers, or "mf" for Mutual Funds.
- **Right side of "@"**: Look for the exclusive handle "@valid" followed by the bank name.
- **Confirmation screen**: Your UPI app should display a white thumbs-up icon inside a green triangle.
- **QR code**: If you're scanning a QR code generated through the official utility, it will show the same white thumbs-up icon in a green triangle, with the UPI ID displayed below the code.

Do I need to get a new UPI handle as an investor?

No. The new validated UPI handles are only for intermediaries. You can continue using your existing UPI ID without any changes.

What should I do if my payment fails with the new UPI ID?

The validated UPI IDs use the same banking infrastructure as before. If you experience any technical issues or payment failures, please contact your bank's customer support for assistance.

Purnartha Investment Advisers Pvt. Ltd.

32/33 Rachna, Dr Ketkar Road, Off Karve Road, Erandwane, Pune - 411 004
Portfolio Manager | PMS SEBI Regn. No: INP000007021 | Validity: Perpetual
Non-Individual Investment Advisor | IA SEBI Regn. No: INA000000672 | Validity: Perpetual
Email: principalofficer-IA@purnartha.com | Telephone: Principal officer - 020 69017100
1 800 102 6975 (Toll Free) | servicedesk@purnartha.com | www.purnartha.com