

SEBI (Securities and Exchange Board of India) through its Circular dated September 13, 2012 had directed AMFI (Association of Mutual Funds of India) to create an Employee Unique Identification Number (EUIN) in addition to the AMFI Registration Number (ARN) of the distributor and capture the same in the application form.

Purpose of EUIN:

The purpose of the EUIN is to identify the sales person/employee/relationship manager who is interacting with the investor irrespective of whether it is an advisory transaction or an "execution-only" transaction.

To whom is the EUIN card issued:

EUIN is allotted to Sales Persons of all ARN holders and to Individual/Sole Proprietorship ARN holders in their individual capacity as Sales Person. It is alpha-numeric, with one alphabet and six numerals-for example E123456:

Applicability of EUIN:

- The nature of transactions for which EUIN would be applicable are Purchases, Switches, Registrations of SIP / STP / Trigger STP / Dividend Sweep Plan
- The nature of transactions for which EUIN would not be applicable are Installments under SIP/ STP / SWP / STP Triggers, Dividend Reinvestments, Bonus Units, Redemption, SWP Registration, Zero Balance Folio creation and installments under Dividend Transfer Plans.

Is it mandatory to quote the EUIN while filling the application form?

As per AMFI's recommendations in its Circular dated 27th August 2013 :

With effect from October 1, 2013, it would be mandatory for investors to quote the EUIN for both advisory and non-advisory transactions.

- Quoting the EUIN would be mandatory even for those transactions routed through the stock exchange and for electronic or online transactions.
- However in exceptional cases, where there is no interaction by the employee/sales person/relationship manager of the distributor/sub broker with respect to the transaction, the investor would have to submit the signed EUIN declaration to the concerned Mutual Fund.

How is the investor impacted?

- Investors are requested to use only those application forms that have spaces for an ARN code, a Sub Broker ARN Code, EUIN and Sub Broker Code (as allotted by the ARN holder).
- Investors would need to fill up the EUIN in the application form after verifying the number from the concerned sales person/distributor.
- Electronic or online transactions would also contain provision for the EUIN, apart from the ARN code, the Sub-broker ARN code and the Sub-Broker code

