

June, 2011

Dear Business Partner,

Thank you for warmly welcoming American Express Cards at your establishment.

At American Express, it is our constant endeavor to help you grow your business while ensuring compliance to regulatory requirements and adherence to changes with time.

As you may be aware, Reserve Bank of India guidelines require banks to follow certain customer identification procedures in line with prescriptions of the Prevention of Money Laundering Act, 2002. We therefore request you to kindly send us a self certified copy of your “**Know Your Customer (KYC)**” documents as listed on the next page by August 31, 2011 at the following mailing address or email scanned documents at:

Email: se.response@aexp.com

**American Express Banking Corp.,
Merchant Processing Team – World Service,
Cyber City, Tower – C, DLF Building No. 8,
Sector – 25, DLF City Phase – II,
Gurgaon – 122 022, Haryana, India**

May we take this opportunity to reassure you that, in line with our Privacy Policy, we only collect the information that is required, and the information you do provide is protected using information security safeguards.

In case you have any further queries, please do not hesitate to call us at our Merchant Services Helpline at 18004191414 or 01242801414 (Mon – Sat: 09:00 am till 09:00 pm / Sunday & National Holidays: 10:00 am till 07:00 pm / Fax: 0124 336 3911)

With warm regards

A handwritten signature in blue ink that reads "Pranav". The signature is written on a white rectangular background with a light blue border. There are two small blue dots below the signature.

Pranav Barthwal
Vice President - Global Merchant Services
India and Area Countries

LEGAL ENTITY TYPE	DOCUMENTS TO BE SENT IN RESPECT OF BUSINESS ENTITY	INFORMATION TO BE SUBMITTED FOR AUTHORISED SIGNER	INFORMATION TO BE SUBMITTED FOR EACH BENEFICIAL OWNER
<p>PLCs, Listed Companies, Government or Regulated Entities</p>	<p>Please submit a photocopy of each of the following documents for Corporate:</p> <ol style="list-style-type: none"> 1. Certificate of Incorporation; 2. Articles and Memorandum of Association; 3. Board resolution authorizing the signatory of the Merchant Acceptance Form 4. Any Government issued license or correspondence, or utility bill having business address, only if the COI does not contain address <p>Note: <i>The authorised signatory needs to self certify the documents</i></p>	<p>Submit a photo copy of One Photo ID and One Address Proof from the list below:</p> <ul style="list-style-type: none"> • Driving licence • Passport • PAN card • Voters ID card • Any other Govt issued document <p>Apart from the above the following documents can be taken as Address proof (only):</p> <ul style="list-style-type: none"> • Utility bill (less than 3 months old) • Bank statement (less than 3 months old) <p>Note :</p>	<p>Please complete the Beneficial Owner information form (attached in the next page)</p> <p>IMPORTANT NOTE:</p> <ol style="list-style-type: none"> 1. Percentage of ownership for each Beneficial owner(s) (if more than one) needs to be stated: 2. <i>Beneficial Owner(s) is a person who Owns 25% or more shares in the company</i>
<p>Private Limited Companies</p>		<p>1. The authorised signatory needs to self certify these documents</p>	
<p>Partnerships (Including Limited Liability)</p>	<p>Please submit a photocopy of each of the following documents for Partnership:</p> <ol style="list-style-type: none"> 1. Registration certificate (in case of Limited Liability Partnerships only) 2. Partnership Agreement /deed 3. Power Of Attorney, or letter of authorisation from all other partners, if the signer is not authorised as per Partnership deed 	<p>2. <i>Please ensure to send separate documents towards Photo ID and Residence Address. This means at least two documents (one for identity and another for Address) is required</i></p>	<p>Submit a photo copy of One Photo ID and One Address Proof from the list below for each Beneficial Owner:</p> <ul style="list-style-type: none"> • Driving licence • Passport • PAN card • Voters ID card • Any other Govt issued document <p>Apart from the above the following documents can be taken as Address proof (only):</p> <ul style="list-style-type: none"> • Utility bill (less than 3 months old) • Bank statement (less than 3 months old)
<p>Sole Traders</p>	<p>Submit a photo copy of Any two from the list below:</p> <ol style="list-style-type: none"> 1. Certificate/license issued by the Municipal authorities under Shop & Establishment Act or 2. Sales Tax Return or 3. Income tax return or 4. CST/VAT certificate or 5. Certificate/registration document issued by Sales Tax/Service Tax/Professional Tax authorities or 6. License issued by the Registering authority like Certificate of Practice issued by Institute of Chartered Accountants of India, Institute of Cost Accountants of India, Institute of Company Secretaries of India, Indian Medical Council, Food and Drug Control Authorities or 7. Registration/licensing document issued in the name of the proprietary concern by the Central Government or State Government Authority/Department or 8. IEC (Importer Exporter Code) issued to the proprietary concern by the office of DGFT or any other government issued license or registration 9. Business PAN card 10. Any other Government-issued business license. 		<p>Note :</p> <ol style="list-style-type: none"> 1. The authorised signatory needs to self certify these documents 2. <i>Please ensure to send separate documents towards Photo ID and Residence Address. This means at least two documents (one for identity and another for Address) is required</i>
<p>Others e.g. Association, Cooperative, Charities, Trusts</p>	<p>Please submit a photocopy of each of the following documents for the Legal Entity</p> <ol style="list-style-type: none"> 1. Registration certificate, if any and 2. Articles and Memorandum of Association 3. Charity Registration Certificate or Constitution of Charity 4. Trust deed or an Extract thereof 		

Beneficial Owner Information Sheet

Please complete all the required fields for each individual identified as being a beneficial owner (i.e. any individual with 25% or more interest/ownership of the merchant legal entity). This form should accompany a photo copy of ID and address proof for each Beneficial Owner.

Merchant Name:

Merchant Number:

1st Beneficial Owner:

First & Middle Name:		Last Name:	
Date Of Birth (dd/mm/yy):		Gender:	
ID Type:		ID Details (for e.g. Pan #, Passport # etc):	
Percentage of Ownership:			
Address:	Street (No PO Box Nos):		
	City:		
	Region:		
	Postal Code:		
	Country:		

2nd Beneficial Owner:

First & Middle Name:		Last Name:	
Date Of Birth (dd/mm/yy):		Gender:	
ID Type:		ID Details (for e.g. Pan #, Passport # etc):	
Percentage of Ownership:			
Address:	Street (No PO Box Nos):		
	City:		
	Region:		
	Postal Code:		
	Country:		

3rd Beneficial Owner:

First & Middle Name:		Last Name:	
Date Of Birth (dd/mm/yy):		Gender:	
ID Type:		ID Details (for e.g. Pan #, Passport # etc):	
Percentage of Ownership:			
Address:	Street (No PO Box Nos):		
	City:		
	Region:		
	Postal Code:		
	Country:		

4th Beneficial Owner:

First & Middle Name:		Last Name:	
Date Of Birth (dd/mm/yy):		Gender:	
ID Type:		ID Details (for e.g. Pan #, Passport # etc):	
Percentage of Ownership:			
Address:	Street (No PO Box Nos):		
	City:		
	Region:		
	Postal Code:		
	Country:		