

<b>Department: Investigation</b>	<b>Segment: All</b>
<b>Circular No: MSE/ID/9935/2020</b>	<b>Date: January 01, 2021</b>

**Subject: SEBI Order in the matter of Good Profit Advisory Company (Good Profit)**

To All Members,

SEBI vide order no. WTM/MPB/IMD/SRO/161/2020 dated December 29, 2020 has issued the following directions:

Good Profit Advisory Company and its Proprietor Ms. Jansirani, (PAN: AUBPJ4042N) are directed to:

- i. Cease and desist from acting as an investment advisor including the activity of acting and representing through any media (physical or digital) as an investment advisor, directly or indirectly, and cease to solicit or undertake such activity or any other activities in the securities market, directly or indirectly, in any matter whatsoever, until further orders.
- ii. Not to divert any funds raised from investors, kept in bank account(s) and/or in their custody until further orders.
- iii. Not to dispose of or alienate any assets, whether movable or immovable, or any interest or investment or charge on any of such assets held in their name, including money lying in bank accounts except with the prior permission of SEBI.
- iv. Immediately withdraw and remove all advertisements, representations, literatures, brochures, materials, publications, documents, communications etc., physical or digital in relation to their investment advisory activity or any other unregistered activity in the securities market until further orders.
- v. Not to access the securities market and buy, sell or otherwise deal in securities in any manner whatsoever, directly or indirectly, until further orders.
- vi. Provide a full inventory of all assets held in their name, whether movable or immovable, or any interest or investment or charge on any of such assets, including details of all bank accounts, demat accounts and mutual fund investments, immediately but not later than 5 working days from the date of receipt of this order.
- vii. Submit complete details of clients who have availed their investment advisory services and to submit details of fees collected from each such client, immediately but not later than 5 working days from the date of receipt of this order.

If Good Profit or its Proprietor Ms. Jansirani have any open positions in any exchange traded derivative contracts, as on the date of the order, they can close out/ square off such open positions within 3 months from the date of order or at the expiry of such contracts, whichever is earlier. Good Profit or its Proprietor Ms.

**Metropolitan Stock Exchange of India Limited**

Jansirani are permitted to settle the pay-in and pay-out obligations in respect of transactions, if any, which have taken place before the close of trading on the date of this order.

This order shall come into force with immediate effect and shall be in force until further orders.

Members of the Exchange are advised to take note of the full text of the order available on SEBI's website [[www.sebi.gov.in](http://www.sebi.gov.in)] and ensure compliance.

**For and on behalf of**  
**Metropolitan Stock Exchange of India Limited**

**Prachi Lendhe**  
**Assistant Vice President**