

Alice Blue – FAQ on SEBI’s Validated UPI Framework

Enhanced Security for Your Investments with Verified UPI Handles

(Effective from October 1, 2025)

📌 Introduction

The Securities and Exchange Board of India (SEBI) has introduced the **Validated UPI Framework** to strengthen investor protection and prevent digital payment frauds. Alice Blue is fully aligned with this initiative — ensuring that all investment-related payments are made **only through verified and validated UPI handles**.

1. What is SEBI’s Validated UPI Framework?

SEBI now mandates that brokers, depositories, and other intermediaries must use **bank-verified UPI handles** ending with “@valid”.

These handles:

- Are officially validated by the issuing bank.
- Help prevent fraudsters from impersonating genuine intermediaries.

2. When will this framework take effect?

- **Effective Date:** October 1, 2025

3. What are Alice Blue’s official validated UPI handles?

Please use only the verified UPI IDs listed below for payments to Alice Blue:

For Trading & Investment Payments

- alice.brk@validhdfc
- (One-time Payment) alice.rzp1.brk@validhdfc

For Autopay Mandates (SIPs, MTF, etc.)

- alice.rzp2.brk@validhdfc

✓ The suffix “@validhdfc” confirms that the handle is officially verified and authorized for Alice Blue transactions.


4. How can I identify a genuine @valid UPI handle?


When making a payment:

- Look for the **green verification tick or thumbs-up symbol inside a triangle** in your UPI app.
- Ensure the UPI ID ends with “**@validhdfc**”.
- Cross-check the name and spelling carefully.
- Verify authenticity using SEBI’s official tool:

 <https://siportal.sebi.gov.in/intermediary/sebi-check>

alice.brk@validhdfc

 Check UPI ID

 **Verified UPI ID**


alice.brk@validhdfc

Name: ALICE BLUE FINANCIAL SERVICES PRIVATE LIMITED

Legal A/c Holder: ALICE BLUE FINANCIAL SERVICES PRIVATE LIMITED


Reg. No: INZ000156038


Stock Broker

 Copy UPI to Make Payment

txn-mh3alvd5-yv3w

alice.rzp1.brk@validhdfc

 Check UPI ID

 **Verified UPI ID**


alice.rzp1.brk@validhdfc

Name: ALICE BLUE FINANCIAL SERVICES PRIVATE LIMITED

Legal A/c Holder: ALICE BLUE FINANCIAL SERVICES PRIVATE LIMITED

Reg. No: INZ000156038

Stock Broker

 Copy UPI to Make Payment

txn-mh3b48e6-ij3k

alice.rzp2.brk@validhdfc

Check UPI ID

Verified UPI ID

alice.rzp2.brk@validhdfc

Name: ALICE BLUE FINANCIAL SERVICES PRIVATE LIMITED

Legal A/c Holder: ALICE BLUE FINANCIAL SERVICES PRIVATE LIMITED

Reg. No: INZ000156038

Stock Broker

Copy UPI to Make Payment

bn-mh3b51ro-jwn3

5. What if I pay to an old or fake UPI handle?

- **Old Alice Blue UPI IDs:** Will remain active only during the transition period (till December 2025).
- **Fake/Non-validated IDs:** Payments made to such handles may lead to **fraud or fund loss**.
⚠ **Alice Blue will not be responsible** for unauthorized or incorrect transactions.

6. Red Flags to Watch Out For

Be cautious if you notice:





- ✗ UPI IDs **not ending with "@valid"**
- ✗ Payment requests via **WhatsApp, social media, or unofficial emails**
- ✗ **Misspelled merchant names** or strange symbols in UPI IDs
- ✗ **Urgent or high-pressure messages** asking for immediate payments

7. Which UPI apps support validation?

The verified handle feature will be visible across all major UPI apps including:

Google Pay, PhonePe, Paytm, BHIM, and others, displaying the **green verification symbol** for validated handles.

8. Where can I verify or get help?

-  Visit our **official website or app**
-  Use SEBI's UPI verification tool
-  Email: support@aliceblueindia.com
-  Customer Care: **07676 444 362**

9. Key Takeaway

Your safety is our priority.

With SEBI's **Validated UPI Framework**, your investment transactions with Alice Blue are now more **secure, transparent, and fraud-resistant**.

✓ Always make payments **only to UPI handles ending with "@valid"**.

Stay alert. Stay secure. Trade with trust — Alice Blue.