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

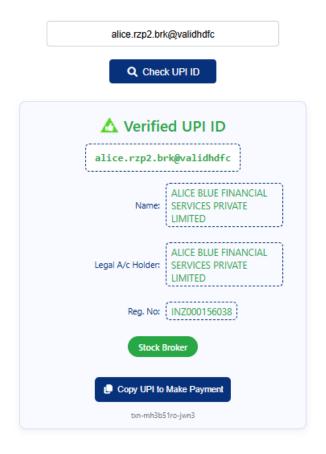
The suffix "@validhdfc" confirms that the handle is officially verified and authorized for Alice Blue transactions.

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





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:

- X UPI IDs not ending with "@valid
- X Payment requests via WhatsApp, social media, or unofficial emails
- X Misspelled merchant names or strange symbols in UPI IDs.
- X 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?

- Wisit 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.