



DECODING THE CONUNDRUM OF INTERNAL CONTROL TO PROTECT UPSI IN LISTED COMPANY

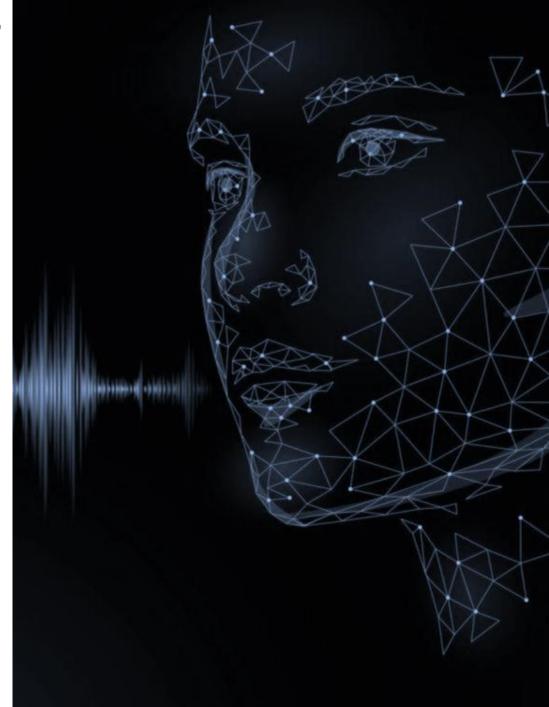
By Pavan Kumar Vijay

Founder, Corporate Professionals Group Past President of ICSI

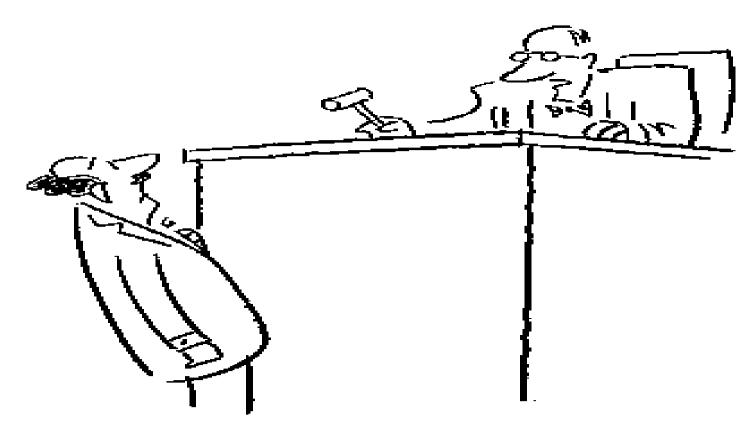
Insider Trading... 'The Unwinnable War'

 A.M. Louis, in his book 'The Unwinnable War on Insider Trading', asserts that:

> of all the issues that have confronted regulators of the securities markets, the regulation of insider dealing has proved among the most intractable'



ON THE LIGHTER SIDE!



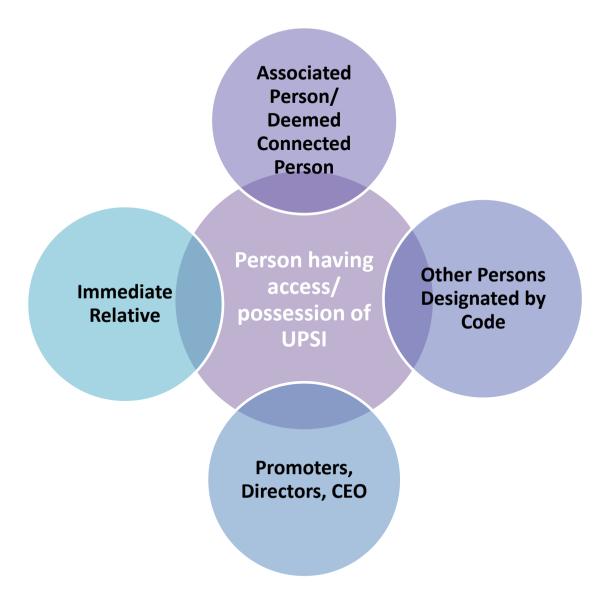
You have been tried and convicted of insider trading....

Do you have any last tips to offer before I pronounce the sentence?

Insider Trading... Who is Insider?

Insider means :

- Connected Person; or
- any person who is in Possession of or having Access to Unpublished Price Sensitive Information
- By virtue of role/ designation or reasonable access to Unpublished Price Sensitive Information (UPSI):
 - Promoters
 - Board of Directors
 - Key Management Personnel
 - Employees (having access to UPSI)
 - Outsiders (having access to UPSI)
 - Relatives & Friends (of above persons)



Insider Trading... How UPSI is used?

Legal Sharing of UPSI on need to know basis :

- Within the organization for performance of duties in ordinary course of business
- With Third Party for Legitimate Purpose
- Outside the organization for Discharge of Legal Obligation

Illegal and prohibited use of UPSI:

- Front Running
 - prohibited practice of entering into a Trade to capitalize on advance, nonpublic knowledge of a large pending transaction that will influence the price of the underlying security.
- Tipping and Inducement of Trading
- Market Manipulation with false reports
- Spreading of Rumours

Insider Trading... History & Development of Laws in India

- ☐ 1948 Thomas Committee
 - To punish the "Unfair use of Inside information"
 - Provisions in Companies
 Act, 1956 sections 307
 and 308 mandating
 disclosures of shares
 held by the
 management and
 directors of the company

- ☐ 1979 Sachar Committee
- ☐ 1986 Patel Committee
- ☐ 1989 Abid Hussain Committee
- ☐ 1992- SEBI (Insider Trading) Regulations, 1992
- □ 2002- SEBI (PIT) Regulations, 1992
- ☐ 2013 Just. N.K. Sodhi
 - Committee
- □ 2015- SEBI (PIT) Regulations, 2015

- □ 2018 SEBI (PIT) (Amendment) Regulations, 2018
 - o introduced requirement of-
 - digital database
 - Mandatory inclusion of certain persons as Designated Persons
 - Institutional Mechanism to Monitor & Control Insider Trading
- □ 2019 SEBI (PIT) (Amendment) Regulations, 2019
 - Disclosures by Designated Persons
 - Mandatory Trading Window Closure
 - Certain Transactions exempted from Trading window closure
 - Informant Reward Mechanism

Insider Trading... Indian Cases

- 1 Hindustan Lever Limited (HLL) v. SEBI leading to amendment of UPSI definition
 - Purchase of 8 lakh shares of Brooke Bond Lipton India Limited (BBLIL) from the Unit Trust of India (UTI) on March 25, 1996, barely two weeks prior to a public announcement for a proposed merger of HLL with BBLIL.
 - *The matter is currently pending before the Supreme Court
- 2 Rakesh Agarwal v. SEBI, (2004) 49 SCL 351 (SAT) Mens Rea not essential to constitute the offence
 - SAT held that intention /motive of the insider has to be taken cognizance of even though the SEBI Regulations do not specifically bring in *mens rea* as an ingredient of insider trading.
- 3 Front Running case of Sterling Group Employee & Related entities
 - The case refers to 'front running' in at least 29 shares including Idea Celluar, Suzlon Energy, Jet Airways, DLF, Cairn India, ICICI Bank, RCOM, Indian Hotels, HDFC Ltd, L&T, Unitech, Yes Bank, Videocon, JSW Steel and Hindalco.
 - SEBI Impounded ₹ 14.70 Crores (ill-gotten gains including interest) against 16 entities Order dated
 July 31, 2015

Insider Trading... International Cases

- Enron Insider Trading Case
 - Jeffrey Skilling, the former Enron president, was convicted in 2006 on 19 counts, including insider trading in the Enron Group.
- Raj Rajaratnam in Galleon Group
 - Raj Rajaratnam was the founder of the once-mighty hedge fund firm Galleon Group.
 - The scheme could have brought in profits of some \$20 million, according to the government.
 - He was found guilty on 14 counts of conspiracy to trade using insider information and securities fraud charges on May 11, 2011.
- Rajat Gupta Goldman Sachs
 - Rajat Gupta, the former Goldman Sachs executive, was also convicted in June 2012 for supplying
 Rajaratnam with many of the tips in relation to the insider trading of the Galleon Group.

Insider Trading... A White Collar Crime

- The term Insider Trading is quite popular, which has
 - attracted significant attention of late
 - with the recent amendments in the SEBI Insider Trading Laws
- Insider Trading is a white collar crime that results from
 - trading in securities of a Listed Company
 - by any person who may or may not be managing the affairs of the company
 - while in possession of Price sensitive information of such company
- It is considered as a serious offence as it
 - breaches the underlying trust & confidence among stakeholders.



Insider Trading... Need to Regulate

- The Indian Stock Markets cater to approx. 2% 4% of 1.38 billion population of India only.
- Lack of Trust of Investors in Stock Market one of the critical reason for such low participation.
- Any abuse of position or power by the insiders for personal benefits, monetary or otherwise, is a fraud on the public shareholders.
- Market manipulation and such fraud by insiders lead to drying up of investments in the market.
- Making pecuniary gains from trading on the basis of material inside information, is also a violation of the proprietary rights of the person owning such information and needs to be checked.

Insider Trading... Indian Vs International Scenario

- The United States of America was the first country to formally enact a legislation to regulate insider trading, through the Securities Exchange Act of 1934
- The first concrete attempt to regulate insider trading in India was the constitution of the Thomas Committee in the year 1948.
 - At Present, there does not exist any vast deviation in Indian Statutes from the International Regulations.
- Around the world and also in India, significant jurisprudence has been established through Court Judgments and not just the written law.
- SEBI has wide powers to call for inspection & investigation and is now highly active in prosecution.
- In terms of tracing the illegal trades, India ranks far below US
 - SEBI recently empowered to intercept phone call
 - However, substantial dependence on Circumstantial Evidence

Insider Trading... Mechanisms to Prevent & Regulate

REGULATORY MECHANISM

Inquiries & inspection

- on suspected violation
- enquiry into the books and records of the suspected parties

Investigation

- investigating authority access the premises
- examine documents, records, accounts and information
- record and examine the statements of any member, director, proprietor or employee of the insider

Appointment of Auditor

- o In addition to the investigation
- auditor may also be appointed by SEBI to investigate the books of accounts or other affairs of the insider

• Directions under Sec 11B of SEBI Act, 1992

- Ban from accessing securities market
- o Ban from sale, purchase & trade in the scrip of the Co.
- Disgorgement of illegal profits/loss avoided

• Penalty under Sec 15G of SEBI Act, 1992

- Not be less than Rs 10 Lakh
- Extend to Rs 25 Crore: or
- 3 times amount of profits made out of insider trading, whichever is higher

• Imprisonment & Fine under Sec 24 of SEBI Act, 1992

- Imprisonment up to 10 years or
- o fine up to Rs 25 Crore, or
- o both

Insider Trading... Mechanisms to Prevent & Regulate

SELF CHECK & DISCLOSURE

- Initial & Periodic Disclosures
 - periodic disclosures of their shareholding in the company by Designated Persons (along with their Immediate Relatives)
- Pre-clearance of Trade & Disclosure thereof
 - By Designated Persons
 - As per limit under the Code of Conduct
 - From/to the company
- Submission of Trading Plan

- Contra Trade Precaution
 - Not to take opposite trade position within
 6 months of trade
- Disclosure of Immediate Relatives
 - Initial Disclosure & upon Change of status
- Annual Disclosure of Material Financial Relationships
- Disclosure of Past Employer & Alma Mater

Insider Trading... Mechanisms to Prevent & Regulate

INSTITUTIONAL MECHANISM

- Code of Fair Disclosure (of Unpublished Price Sensitive Information)
- Code of Conduct (of Designated Persons)
 - Appointment of a Compliance Officer
 - Restrictions on the Promoters, Directors,
 Officers and other Designated Person
 - Specific Trading Window
 - o Prior Approval for Trading
 - Reporting of Trade

- Penalty for Breach of Code & Violation of Law
- Implementation of adequate and effective system of internal controls to ensure compliance of law
 - Responsibility of MD/CEO
 - Audit Committee to verify adequacy and consistency of internal controls

Insider Trading... Punishment for Violation

Disclosure defaults

Monetary Penalty

Code of Conduct violations

Monetary Penalty

Trading during the window closure

- Monetary Penalty
- May give direction under Section 11B (including disgorgement)

Trading while in Possession of UPSI

- Monetary Penalty
- Direction(s) under Section- 11B including ban from securities market/ trading in the scrip of the Co.
- Impounding of illegal gains/loss avoided plus disgorgement

Insider Trading... Set of Defenses available

- Insiders can demonstrate their innocence in respect to trading while having possession of UPSI:
- i. Off-market inter-se transfers between Insiders (earlier it was only promoters):
 - Who were validly in possession of same UPSI, and
 - Made a conscious and informed trade decision
- ii. Transfer through **Block Deal Mechanism** between insiders who were in possession of the same UPSI
- iii. Trading pursuant to fulfillment of a **Statutory or Regulatory obligations**.
- iv. in the case of non-individual insiders:
 - o Individuals in possession of UPSI different from individuals taking trading decisions and such decision makers not to be in possession of UPSI
- v. Exercise of **Stock Options**
- vi. Trading Pursuant to **Trading Plan**

Note: Transaction (i) to (iv) and (v) are exempted from trading window restriction also.

Insider Trading Law... Practical Issues

Challenge of executing Trading Plan

- pre-decided & announced in advance for a period not less than 12 months
- Mandatory execution even in unfavorable market conditions
- Restriction on sale of ESOP shares by Employees & Designated Persons
 - while in possession of UPSI
 - a constraint in monetizing the benefit earned over a long vesting period
- Mandatory Trading Window Closure for long duration
 - Normal Circumstances: for more than 200 days in aggregate during a financial year
 - Covid Situation: continues for even longer period due to
 deferment of public announcement of Financial Results



Insider Trading Law... Practical Issues

Digital Database

- Not implemented by many Companies
- Few using Excel to record but Time Stamping Ignored

FAQ vs Informal Guidance

More clarity required on FAQs

Portfolio Management & Trading by Brokers

- Trading in stocks of Employer Companies Shares
- Discretionary Portfolio Manager do not seek permission before Trade, which is also considered trading by the Insider, liable to penalty.



Key Points

UPSI

- Identification
- Restriction on Communication
- Preservation
- Fair Disclosure to Public

DISCLOSURES

- PAN of Self,
 Relatives &
 Material Financial
 Relationships
- Past Employer & Education Institute

TRADING

- Trading Window Closure
- Pre-Clearance of Trade
- Contra Trade

CODES & POLICIES

- Code of Conduct
- Code of Fair Disclosure
- Whistleblower Policy

CONTROLS

- Control System& Procedures
- Periodic Review by Audit Committee

DIGITAL DATABASE

- Structured Database
- Time Stamping
- Audit Trail

HOLDING OF SECURITIES

- Initial Disclosure
- Event Based Disclosure
- Disclosure of Immediate
 Relatives

EXEMPTIONS

- Off Market Inter-seTransfer
- Block Deal Window Mechanism
- Statutory or Regulatory Obligt'n
- Stock options
- Trading Plan



Institutional Mechanism introduced by SEBI to monitor & control Insider

Trading



Insilysis

By Mohini Varshneya

Partner, Corporate Professionals

Internal Controls... Legal Requirement

- Introduced in SEBI PIT (Amendment) Regulations 2018 Regulation 9A
- Responsibility of CEO/ MD/ such other analogous person of a <u>listed company</u>, intermediary or <u>fiduciary</u> to put in place:
 - adequate and effective system of internal controls
 - to ensure compliance with law to prevent insider trading
- Minimum requirement of Internal Control
 - Identification of all the information in nature of Unpublished Price Sensitive Information (UPSI)
 - Classification of Employees, who have access to UPSI, as Designated Persons
 - Preservation of Confidentiality of UPSI
 - Restriction on communication or procurement of UPSI
 - Periodic review to evaluate effectiveness of such internal controls

Internal Controls... Need beyond Regulations

- Widespread use of technology
 - Easy access of information
 - Employee sharing of information
- Violation under PIT- Intentional or Unintentional- attracts massive pubic attention
 - Reputation Loss to Company
 - Distrust Among Stakeholder
- Limit or eliminate potential legal liability
 - due to leakage of information or
 - By Third Party action
- Restrictions on Access of Capital Market in case of default
- No defence available in case of Inadvertent default by employees or due to lack of awareness



The objective of Internal Controls is to:

- Ensure compliance of Law
- Protect the confidentiality of information
- Preserve the undisclosed price sensitive information
- Minimize the liability of Company due to:
 - an act of insider trading, or
 - non compliance on its part

Designing of Internal Controls requires identification of vulnerabilities as follows:

- Nature of information generated & which information is sensitive
- People handling the sensitive information
- Modes of Information exchange- its
 Reliability & Security
- Security of Information System
- Effectiveness of existing Policies & Procedures

Internal Controls... Threats to Healthy Environment

Team

Employees, Outsourced vendors, including printers, IT service providers etc.

Eavesdropping

Team member overhearing conversations and privy to UPSI information.

Authority and Responsibility

Delegation of emails to junior staff and the possibility of information leakage through this channel

Use of Non Tracking IT Tool

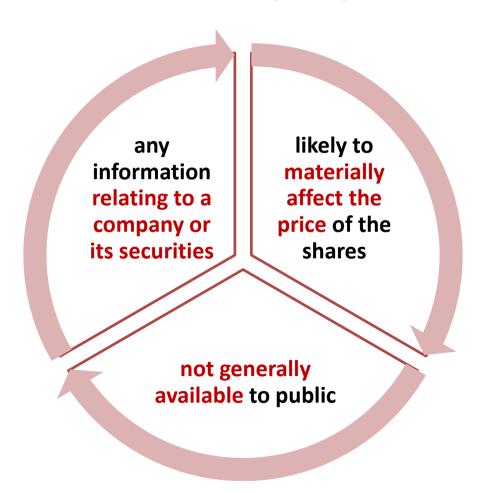
Use of messaging applications which are encrypted & cannot be monitored

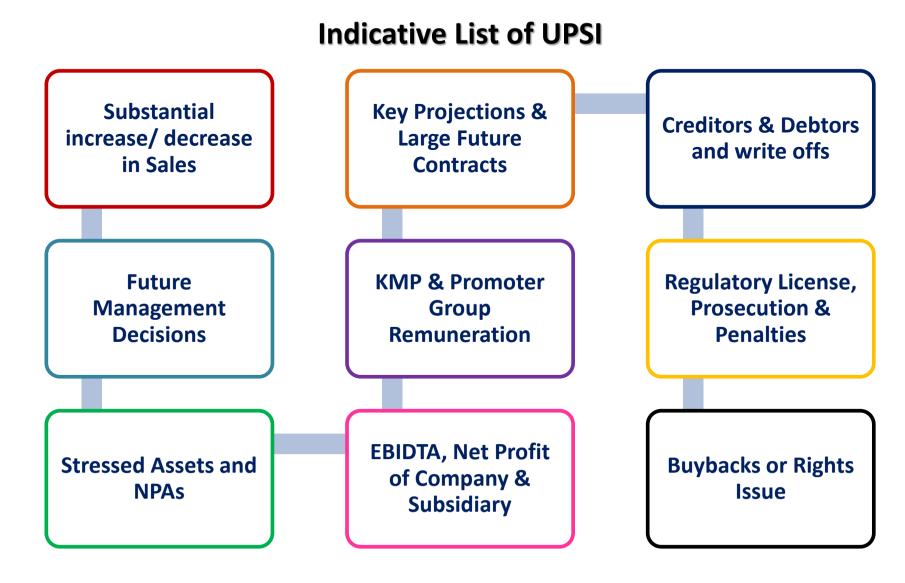
Sabotage

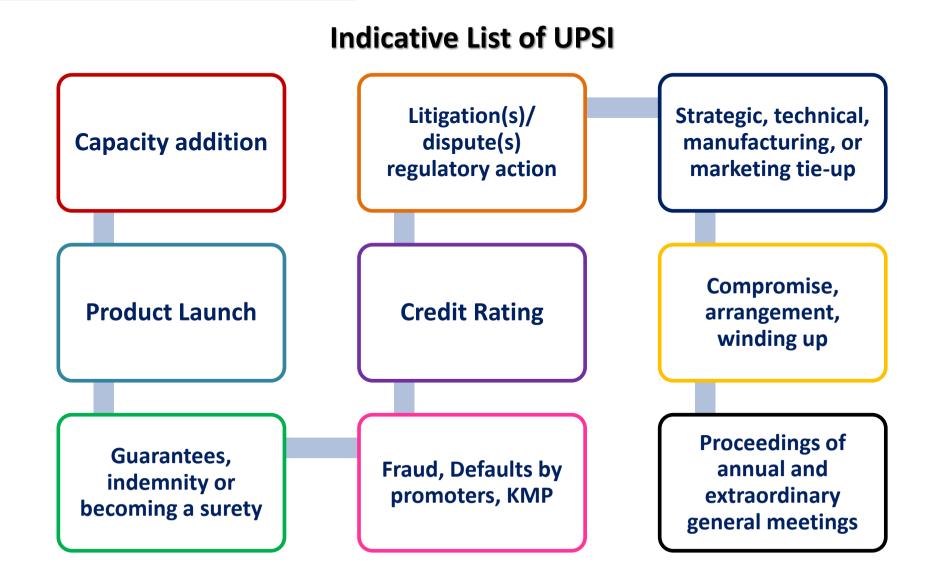
Inadequate background checks of outsourced staff or company staff make this a possibility

A. Identifying Unpublished Price Sensitive Information (UPSI)

- Management must prepare a List of UPSI based on:
 - Nature of Transaction
 - > Type of Business
 - > Type of Industry
 - Various Eventualities
- UPSI Includes but is not restricted to:
 - financial results;
 - dividends;
 - change in capital structure;
 - mergers, de-mergers, acquisitions, delisting, disposals and expansion of business and such other transactions;
 - changes in key managerial personnel

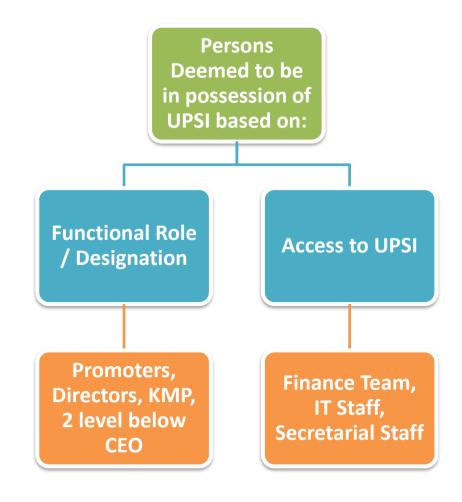






B. Classification of Employees as Designated Person (DP)

- Management must prepare a List of Designated Person based on:
 - Criticality of Role
 - Involvement in Decision Making
 - Size of the organization
- Regulation of conduct of Designated Person
 - Monitoring of trade through Code of Conduct
 - Controlling sharing of information through Internal Control
 - Scope of coverage widened with inclusion of Immediate Relative of DP



C. Identifying Insider as per possession of UPSI

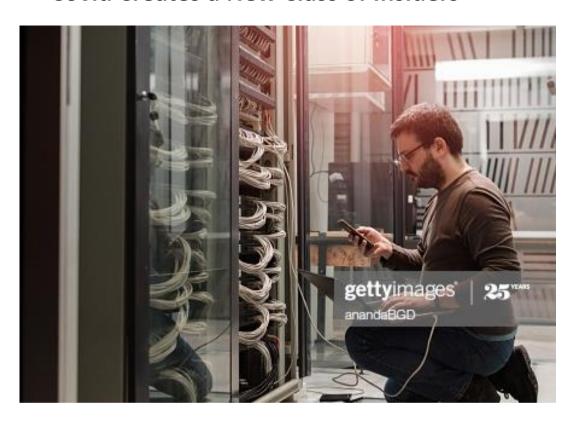
- Insider means:
 - Connected Person; or
 - o any person who is in Possession of or having Access to Unpublished Price Sensitive Information
- In ordinary course of business information is shared for legitimate purpose with:
 - Lenders
 - Customers
 - Suppliers
 - Merchant Bankers

- Legal Advisors
- Auditors
- Analysts
- Insolvency Professionals

- Accounting Firm
- Collaborators
- Partners
- Other Advisors or Consultants

C. Identifying Insider as per possession of UPSI

Covid Creates a New Class of Insiders



- Board Meetings have gone digital since the Covid Outbreak
- IT Staff has now greater access to UPSI
- Need to continuously update list persons having access
- put controls on access to avoid leakage & misuse of UPSI
- Issue Precautionary warnings to IT Staff to not divulge information that even ordinarily comes to their knowledge

D. Authority to Access & Share Information

Specification of Authority & Responsibility

- Who can access What
 - Physical Access Control
 - ✓ Lock & Bolts
 - ✓ Segregation Area
 - Virtual Access Control
 - ✓ Restriction in IT Tool (ITSM/SAP)
 - ✓ Password & PINs
 - ✓ Data Encryption

- Who can modify What
 - Classification of information
 - Role based rights for data creation
 - Role based rights for data modification
- Who can share What
 - Within the organization
 - Outside the organization

E. Modes of Information Exchange

- Allowed Means:
- Official mail ID
- Authorised Cloud Sharing
- Password Protected hard drives
- Dedicated Official Contact Number
- Disallowed Means:
- Personal Mail ID
- Hard Copy of Document (to the extent possible)
- Non Traceable Electronic Applications (whatsapp etc)



Automated System Controls

- Creation of **Database on Secured System** to prevent tampering
- Logical Access Control in Information System to restrict unauthorised access & modification
- Digital Means of Communication through secured & traceable channels
- Recording of Transaction Logs & Red Flagging
 Exceptional Transactions
- Complete Logs of Resource Owners having discretionary access privilege
- Installation of Data Loss Prevention Programs (DLPs)



Strong Documentation

- Extensive Policies
 - Clearly state management's objective& commitment
 - Address all Threat and Vulnerabilities
 - Elaborate all procedures, principles & standards
 - Timely revisions and updating on discussion with management and legal experts
 - Disclaimers in emails & other communications of specifying need to maintain confidentiality of information shared

Employee Agreements

- Background check of new recruits
- Details of Past Employer
- Undertakings to set out negative confirmations
- Enter NDAs to ensure confidentiality of information
- Exit Letter to set out liability of abuse of position as connected person

Employee Awareness

- Employee Orientation:
 - Communicate the entity policies on integrity and ethical values
 - Communicate the behavioral standards to personnel through policy statements
 - Clear understanding of Code of conduct be ensured
- Continued Learning & Awareness Programs
 - Employee awareness programs, Education Sessions, Familiarization programs etc. regularly in defined periodic intervals
 - Distribution of FAQs and Guidance Notes for knowledge & ready reference
 - Involvement of employees in policy making process to make them familiar with intricacies of law and the need of compliance of policies

- Periodic Evaluation & Audit
- Regular Assessment of Internal Controls to assure
 - Validity, reliability and security of the systems implemented
 - Adequacy, efficiency and effectiveness as per the business environment
- Regular internal audit by Appointment of skilled person with good professional standards
 - Conduct monitoring of trades
 - Surprise check of compliance of policies & procedures
- Submit Internal Audit Report to Audit Committee for its periodic evaluation
- Facilitate continuous audit & reporting Embedded controls in Digital Database tool
- Forensic Audit by an Independent Auditor in case of suspected fraud

Structured Digital Database ... Legal Requirement

- Introduced in SEBI PIT (Amendment) Regulations 2018
- Board of Directors responsible to ensure implementation of Structured Digital Database
- To maintain a database in digital form which shall contain the following information:
 - Name of persons / entities with whom UPSI has been shared
 - Permanent Account Number or any other identifier authorized by law of such persons
- Secured Database to be maintained with
 - adequate internal controls and checks such as Time stamping
 - audit trails to ensure non-tampering
 - Searchable electronic format (Structured query)



Insilysis as a Digital Database & Tool to ensure compliance



Challenges toOrganisation

- Enormous Responsibility
- Maintenance of Records
- Structured Digital Database
- Implementation of Code
- Audit Trail & Audit Evidence
- Legal Compliance Reporting

Key Competencies

- Complete reporting compliance with SEBI (PIT) Regulations
- Analytical reports to meet both managerial and user needs
- Separate User and Admin interface
- Sub-Admin facility for delegation and Internal Check
- Trade Window Management with Auto mails
- Automated Disclosure and Pre-clearance approval
- Cross-referencing with BEN-POS to build a reliable databank
- → 24*7 Availability to users with remote access
- Audit Trail for reconstructing the events
- → Strong System Controls & Data Encryption





360 Services offered by us

- 01 Formulation of Code of Conduct
- 02 Designing Internal Control System
- 03 Insider Law Audit
- 04 Training & Workshop
- 05 Transaction Advisory
- 06 Tool for Insider Law Management-INSILYSIS
- 07 Compliance Management
- 08 Representation before SEBI & SAT

Insilysis – Facilities Available

ADMINISTRATOR





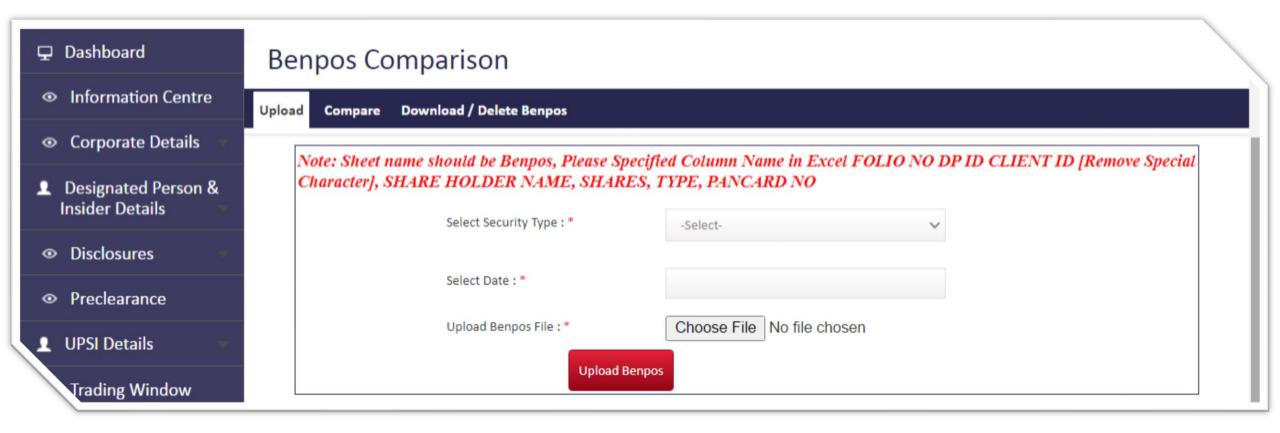


DESIGNATED PERSON



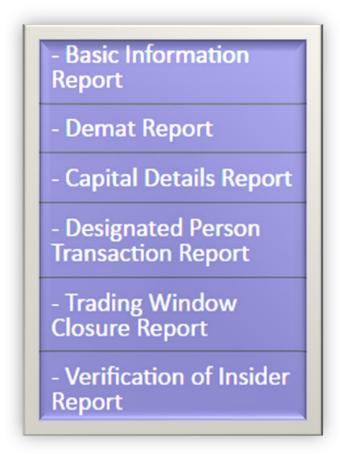
Administrator – BENPOS Comparison

Compliance officer can carve out of trade details out of Two shareholding patterns.



Administrator – MIS Reports

All Reports can be generated in PDF with Date and Time Stamp.





Administrator – Report of Sharing of UPSI

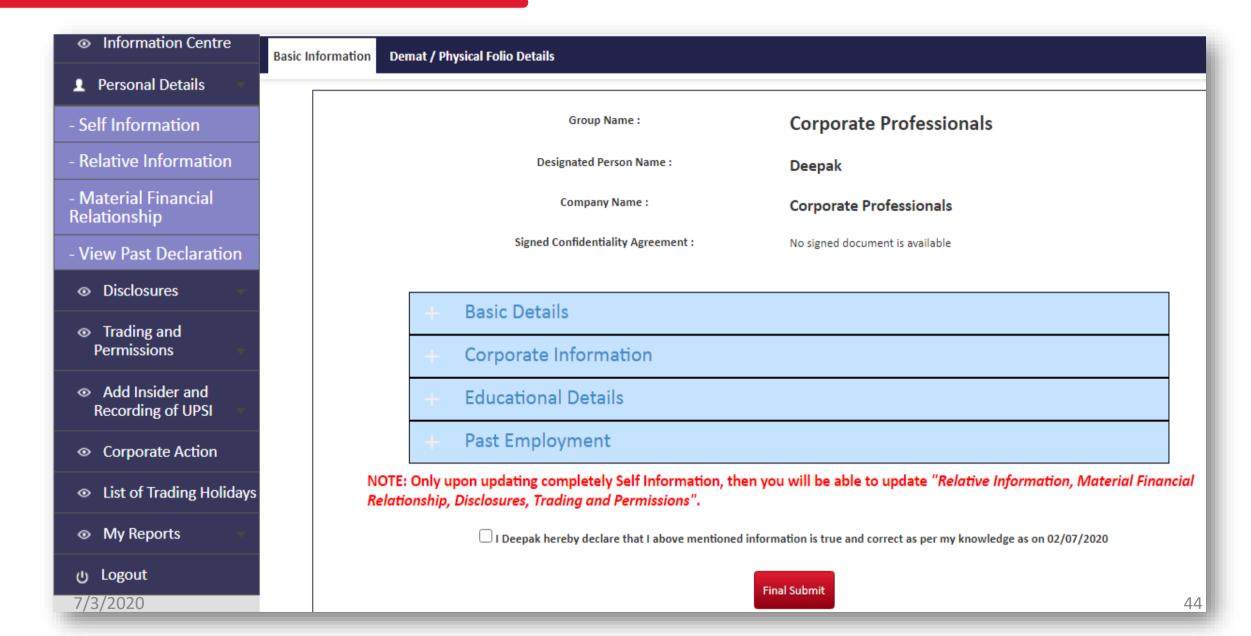
Name of the UPSI Project	Sender Information	Recipient Information	Name of the Insider Organization	UPSI Shared On	Time of UPSI Sharing	UPSI Shared	Purpose of Sharing	Mode of Sharing	Project Start Date	Project End Date	Project Status
QTR 1	Deepak	Deepak(004598)		30 Jun 2020	3:56PM	Financial results	For preparing monthly/ quarterly / annual financial results	E-mail	30 Jun 2020		running
Team A	Deepak	Deepak(007161)		04 May 2020	5:20PM	New Product Launch	Information with legal advisors or auditors for seeking expert opinion/ advise.	E-mail	01 Mar 2020		running

Designated Person – Confirmation on Abidance of Law

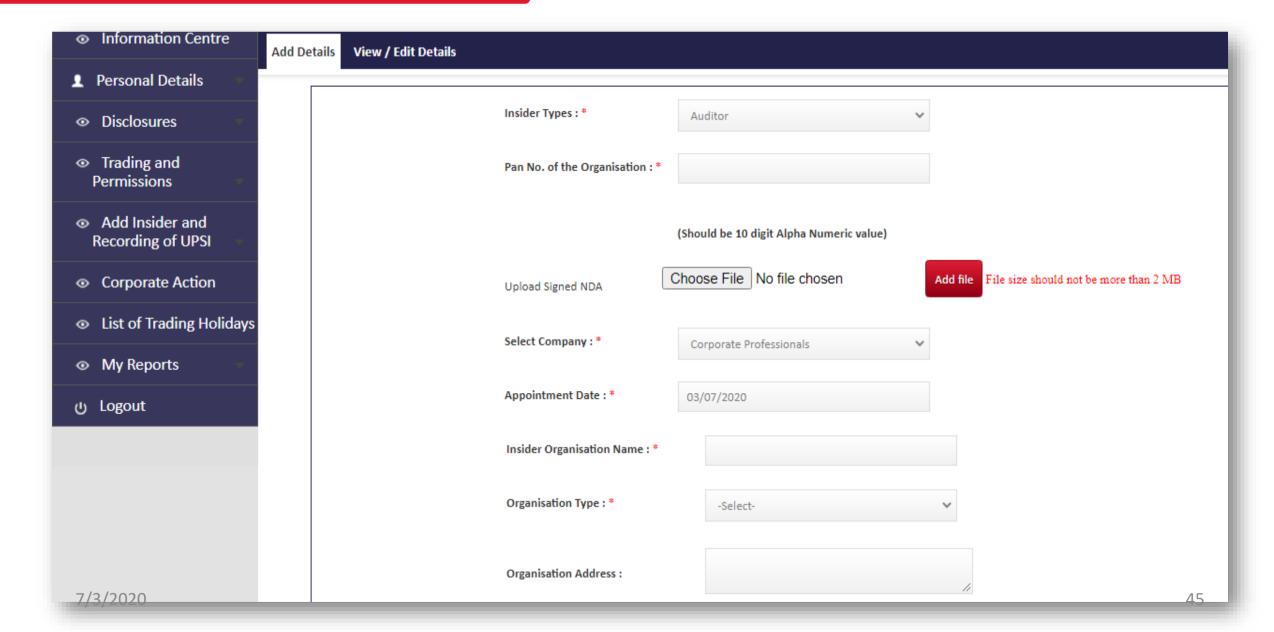
CONFIRMATION: I hereby declare that I have read, understood and agreed to abide by the Securities and Exchange Board of India. (Prohibition of Insider Trading) regulations, 2015 ("PIT Regulations"). I hereby declare that I have read, understood and agreed to abide by the Company Code of Conduct to Regulate, Monitor and Report Trading by designated persons in listed or proposed to be listed securities of the Company ("Code"). I have not contravened the provisions of the PIT Regulations as amended as on date or the Code of the Company as approved time to time. I have made full and true disclosure in the matter. In case any of the details provided by me is found to be false, untrue, misleading or misrepresentating. I am aware that I may be held liable for the same. I will share all information shall be handled within the organisation on a need-to-know basis and no unpublished price sensitive information shall be communicated to any person except in furtherance of legitimate purposes, performance of duties or discharge of legal obligations. ☐ I shall not procure from or cause the communication by any insider of unpublished price sensitive information, relating to a company or securities listed or proposed to be listed, except in furtherance of legitimate purposes, performance of duties or discharge of legal obligations. I undertake not to trade in securities that are listed or proposed to be listed on a stock exchange when in possession of unpublished price sensitive information. I hereby declare that I will submit my details which are true and correct to the best of my knowledge and belief, and I undertake to inform any changes therein immediately. I am aware that I or my immediate relative or any person with whom I share a material financial relationship with are found to be in contravention of the PIT Regulations or the Code of the Company, I will personally be held liable for the same.

Confirm

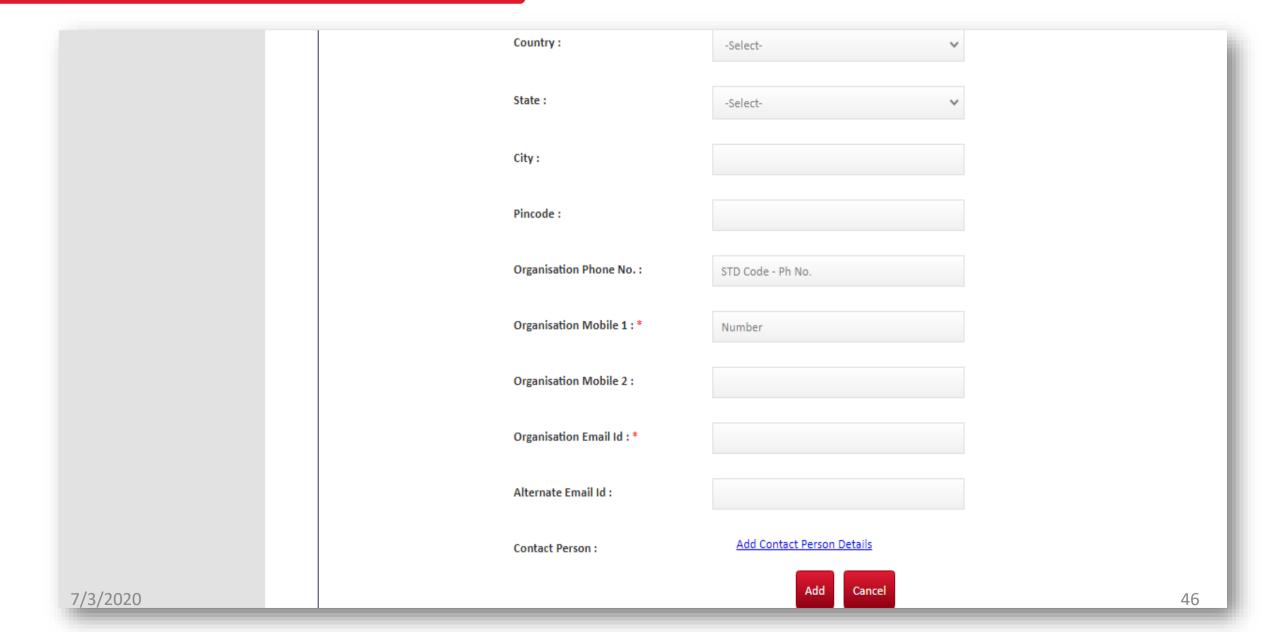
Designated Person – Capturing of Requisite Details



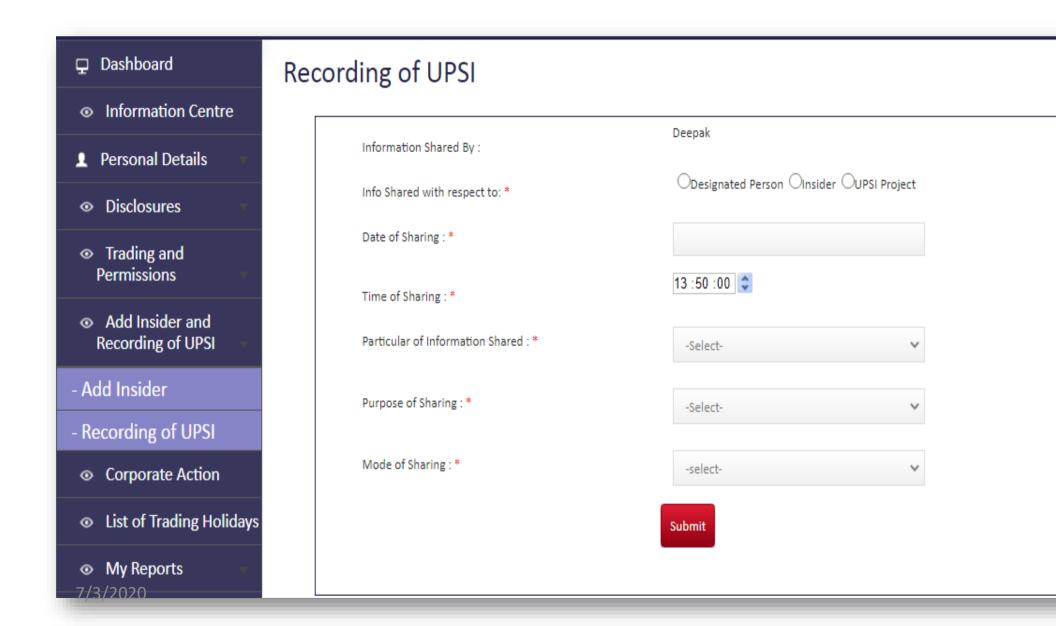
Designated Person – Adding Insider



Designated Person – Adding Insider



Designated Person – Recording UPSI Transaction







Thank You

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