| | | Shareholding Pattern | | |
|----|------------------------|---|---------------------|----------------|
| | | | | |
| 1. | Name o | f Listed Entity: Credo Brands Marketing Limited | | |
| 2. | Scrip Co | de/Name of Scrip/Class of Security: 544058 | | |
| 3. | Share H | olding Pattern Filed under: Reg. 31(1)(a)/Reg. 31(1)(b)/Reg.31(1)(c) | | |
| | a. | If under 31(1)(b) then indicate the report for Quarter ending - December 31, 2023 | | |
| | b. | If under 31(1)(c) then indicate date of allotment/extinguishment | | |
| 4. | Declarat | ion: The Listed entity is required to submit the following declaration to the extent of submission of inform | nation:- | |
| | | Particulars | Yes* | No* |
| | 1 | Whether the Listed Entity has issued any partly paid up shares? | | No |
| | 2 | Whether the Listed Entity has issued any Convertible Securities or Warrants? | | No |
| | 3 | Whether the Listed Entity has any shares against which depository receipts are issued? | | No |
| | 4 | Whether the Listed Entity has any shares in locked-in? | Yes | |
| | 5 | Whether any shares held by promoters are pledge or otherwise encumbered? | | No |
| | Securitie be displa | Isted Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Ous/Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by proyed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by ill be considered as 'Zero' by default on submission of the format of holding of specified securities. | moters, as applicab | ole, shall not |

Credo Brands Marketing Limited
Table I - Summary Statement holding of specified securities

| Category | Category of shareholder | Nos. of | No. of | No. of | No. of | Total nos. | Sharehold | Number of | Voting Rig | hts held in o | each class | No. of Shares | Shareholding, as | Number of | Locked in | Number of | Shares | Number of |
|----------|-------------------------------|-----------|------------|---------|------------|------------|-------------|--------------|-------------|---------------|------------|---------------|--------------------|-----------|-----------|------------|-----------|----------------|
| | | sharehold | fully paid | Partly | shares | shares | ing as a % | of securitie | es | | | Underlying | a % assuming full | shares | | pledged or | otherwise | equity shares |
| | | ers | up equity | paid-up | underlyin | held | of total | | | | | Outstanding | conversion of | | | encumbere | ed | held in |
| | | | shares | equity | g | | no. of | | | | | convertible | convertible | | | | | dematerialised |
| | | | held | shares | Depositor | | shares | No of Voti | ng Rights | | Total as a | securities | securities (as a | No. (a) | As a % of | No. (a) | As a % of | form |
| | | | | held | y Receipts | | (calculate | | | | % of | (including | percentage of | | total | | total | |
| | | | | | | | d as per | | | | (A+B+C) | Warrants) | diluted share | | Shares | | Shares | |
| | | | | | | | SCRR, | Class eg: | Class eg: y | Total | | | capital) | | held(b) | | held(b) | |
| | | | | | | | 1957) | х | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| (1) | (II) | (III) | (IV) | (V) | (VI) | (VII) = | (VIII) As a | | (1) | | | (X) | (XI)= (VII)+(X) As | | | (X | III) | (XIV) |
| (A) | Promoter & Promoter Group | | 35621800 | | 0 | 35621800 | | 35621800 | | 35621800 | 55.3978 | C | 55.3978 | 35621800 | | | 0 | 35621800 |
| (B) | Public | 88344 | 28680080 | 0 | 0 | 28680080 | 44.6022 | 28680080 | 0 | 28680080 | 44.6022 | C | 44.6022 | 14474468 | 50.4687 | NA | NA | 28680080 |
| (C) | Non Promoter - Non Public | | | | 0 | | | | 0 | | | C | | | 0 | NA | NA | |
| (C1) | Shares Underlying DRs | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | C | 0 | 0 | 0 | NA | NA | 0 |
| (C2) | Shares Held By Employee Trust | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | C | 0 | 0 | 0 | NA | NA | 0 |
| | Total | 88348 | 64301880 | 0 | 0 | 64301880 | 100 | 64301880 | 0 | 64301880 | 100 | C | 100 | 50096268 | 77.9079 | 0 | 0 | 64301880 |

Credo Brands Marketing Limited
Table II - Statement showing shareholding pattern of the Promoter and Promoter Group

| | Category & Name of the shareholders | Entity Type | PAN | Nos. of sharehold ers | fully paid up equity shares | Partly paid-up equity shares held | No. of shares underlyin g Depositor y Receipts | shares | ing % calculated as per | of securitie | es | | | Underlying Outstanding convertible securities | Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) | shares No. (a) | As a % of total Shares held(b) | | otherwise ed As a % of | Number of equity shares held in demateria lised form |
|-----|--|----------------|------|-----------------------------|-----------------------------------|---|---|----------|-------------------------------|--------------|----|----------|---------|---|--|-------------------|---|----|------------------------------|---|
| | | | | | | | | | | | | | | | | | | | | |
| | (1) | | (II) | (III) | (IV) | (V) | (VI) | (VII) = | (VIII) As a | | (D | x) | | (X) | (XI)= (VII)+(X) As a % | (X | (II) | (X | III) | (XIV) |
| 1 | Indian | | | | | | | | | | | | | | | | | | | |
| (a) | Individuals / Hindu Undivided Family | | | 4 | 35621800 | 0 | 0 | 35621800 | | 35621800 | | 35621800 | | 0 | 55.3978 | 35621800 | | | | 35621800 |
| | Kamal D Khushlani | Promoters | | 1 | 18120420 | 0 | 0 | 18120420 | 28.1802 | 18120420 | 0 | 18120420 | 28.1802 | 0 | 28.1802 | 18120420 | 100.0000 | 0 | 0.0000 | 18120420 |
| | Poonam Khushlani | Promoters | | 1 | 13889380 | 0 | 0 | 13889380 | 21.6003 | 13889380 | 0 | 13889380 | 21.6003 | 0 | 21.6003 | 13889380 | 100.0000 | 0 | 0.0000 | 13889380 |
| | Andrew Kamal Khushlani | Promoter Group | | 1 | 1806000 | 0 | 0 | 1806000 | 2.8086 | 1806000 | 0 | 1806000 | 2.8086 | 0 | 2.8086 | 1806000 | 100.0000 | 0 | 0.0000 | 1806000 |
| | Sonakshi Kamal Khushlani | Promoter Group | | 1 | 1806000 | 0 | 0 | 1806000 | 2.8086 | 1806000 | 0 | 1806000 | 2.8086 | 0 | 2.8086 | 1806000 | 100.0000 | 0 | 0.0000 | 1806000 |
| (b) | Central Government / State Government(s) | | | 0 | 0 | 0 | 0 | 0 | 0.0000 | 0 | 0 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | 0 |
| (c) | Financial Institutions / Banks | | | 0 | 0 | 0 | 0 | 0 | 0.0000 | 0 | 0 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | 0 |
| (d) | Any Other (Specify) | | | 0 | 0 | 0 | 0 | 0 | 0.0000 | 0 | 0 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | 0 |
| | Sub Total (A)(1) | | | 4 | 35621800 | 0 | 0 | 35621800 | 55.3978 | 35621800 | 0 | 35621800 | 55.3978 | 0 | 55.3978 | 35621800 | 100.0000 | 0 | 0.0000 | 35621800 |
| 2 | Foreign | | | | | | | | | | | | | | | | | | | |
| (a) | Individuals (Non-Resident Individuals / Foreign Individuals) | | | 0 | 0 | 0 | 0 | 0 | 0.0000 | 0 | 0 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | | 0.0000 | 0 |
| (b) | Government | | | 0 | 0 | 0 | 0 | 0 | 0.0000 | 0 | 0 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | | 0.0000 | 0 |
| (c) | Institutions | | | 0 | 0 | 0 | 0 | 0 | 0.0000 | 0 | 0 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | | 0.0000 | 0 |
| (d) | Foreign Portfolio Investor | | | 0 | 0 | 0 | 0 | 0 | 0.0000 | 0 | 0 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | | 0.0000 | 0 |
| (e) | Any Other (Specify) | | | 0 | 0 | 0 | 0 | 0 | 0.0000 | 0 | 0 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | | 0.0000 | 0 |
| | Sub Total (A)(2) | | | 0 | 0 | 0 | 0 | 0 | 0.0000 | 0 | 0 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | 0 | 0.0000 | 0 |
| | Total Shareholding Of Promoter And Promoter Group (A)= (A)(1)+(A)(2) | | | 4 | 35621800 | 0 | 0 | 35621800 | 55.3978 | 35621800 | 0 | 35621800 | 55.3978 | 0 | 55.3978 | 35621800 | 100.0000 | 0 | 0.0000 | 35621800 |

Details of Shares which remain unclaimed may be given hear along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

Note:

(1) PAN would not be displayed on website of Stock Exchange(s)
(2) The term 'Encumbrance' has the same meaning as assigned under regulation 28(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Credo Brands Marketing Limited
Table III - Statement showing shareholding pattern of the Public shareholder

| | Category & Name of the shareholders | PAN | Nos. of | No. of | Partly | No. of | Total nos. | Shareholding | Number o | Voting Rig | hts held in | each class | No. of Shares | Shareholding, as | Number of | f Locked in | Number o | f Shares | Number of | Sub-categor | ization of | shares |
|------------|--|--|-----------|------------|---------|-------------|------------|------------------|-------------|-------------|-------------|------------|--|--------------------|-----------|-------------|----------|--|---------------|--|-------------|---------------|
| | category a name or the shareholders | | sharehold | | paid-up | shares | shares | % calculated | of securiti | | nes nera m | cuem cruss | Underlying | a % assuming full | | LOUNCU III | | r otherwise | | our carego. | | ,a.cs |
| | | | | up equity | | | | as per SCRR, | | | | | Outstanding | conversion of | | | encumber | | held in | | | |
| | | | 1 | shares | shares | g | | 1957 As a % of | | | | | convertible | convertible | | | | | dematerialise | | | |
| | | | | held | held | Depositor . | | (A+B+C2) | No of Voti | ng Rights | | Total as a | securities | | No. (a) | As a % of | No. (a) | As a % of | 4 | Shareholdin | g(No. of st | hares) |
| | | | | | | y Receipts | | (, | | | | | (including | percentage of | (-, | total | | total | | under | 6 (| , |
| | | | | | | | | | | | | Voting | Warrants) | diluted share | | Shares | | Shares | | | | |
| | | | | | | | | | Class eg: X | Class eg: y | Total | Rights | | capital) | | held(b) | | held(b) | | | | Sub- |
| | | | | | | | | | | | | | | | | | | | | category(i | ategory(i | category(i |
| | | | | | | | | | | | | | | | | | | | | ין (|) | (") |
| | | | | | | | | | | | | | | | | | | | | | | 1 1 |
| | | | | | | | | | | | | | | | | | | | | | | 1 1 |
| | | | | | | | | | | | | | | | | | | | | | | 1 1 |
| | (1) | (11) | (III) | (IV) | (V) | (VI) | (VII) = | (VIII) As a % of | | (1 | X) | | (X) | (XI)= (VII)+(X) As | 0 | (II) | () | (III) | (XIV) | | (XV) | |
| 1 | Institutions (Domestic) | ` ' | ` ' | ` ' | ` ' | ` ' | ` ' | , , | | , | | | ` ' | .,,,,,, | , | ĺ | , | | ` ' | | ` ' | |
| (a) | Mutual Fund | | 4 | 3641667 | 0 | 0 | 3641667 | 5.6634 | 3641667 | 0 | 3641667 | 5.6634 | | 5.6634 | 2499167 | 68.627 | NA | NA | 3641667 | 0 | 0 | 0 |
| | Nippon Life India Trustee Ltd-A/C Nippon India Sn | nall Cap Fund | 1 | 1687456 | 0 | 0 | 1687456 | 2.6243 | 1687456 | 0 | 1687456 | 2.6243 | | 2.6243 | 1500006 | 88.8916 | NA | NA | 1687456 | | | |
| | Iti Small Cap Fund | | 1 | 920375 | 0 | 0 | 920375 | 1.4313 | 920375 | 0 | 920375 | 1.4313 | (| 1.4313 | 0 | 0 | NA | NA | 920375 | 0 | 0 | 0 |
| | Hsbc Consumption Fund | | 1 | 714334 | 0 | 0 | 714334 | 1.1109 | 714334 | 0 | 714334 | 1.1109 | (| 1.1109 | 714334 | 100 | NA | NA | 714334 | | | |
| (b) | Venture Capital Funds | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |) | 0 | 0 | 0 | NA | NA | 0 | | | |
| (c) | Alternate Investment Funds | | 1 | 363177 | 0 | 0 | 363177 | 0.5648 | 363177 | 0 | 363177 | 0.5648 | | 0.5648 | 360000 | 99.1252 | NA | NA | 363177 | 0 | 0 | 0 |
| (d) | Banks | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |) (| 0 | 0 | | NA | NA | 0 | | | |
| (e) | Insurance Companies | | 7 | 2694202 | 0 | 0 | 2694202 | 4.1899 | 2694202 | 0 | 2694202 | 4.1899 | (| 4.1899 | 2284941 | 84.8096 | NA | NA | 2694202 | 0 | 0 | 0 |
| | Aditya Birla Sun Life Insurance Company Limited | | 1 | 722275 | 0 | 0 | 722275 | 1.1233 | 722275 | 0 | 722275 | 1.1233 | (| 1.1233 | 714334 | 98.9006 | NA | NA | 722275 | | | |
| | Sbi General Insurance Company Limited | | 1 | 671084 | 0 | 0 | 671084 | 1.0436 | 671084 | 0 | 671084 | 1.0436 | | 1.0 150 | 320549 | 47.7659 | NA | NA | 671084 | | | |
| (f) | Provident Funds/ Pension Funds | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |) (| 0 | 0 | | NA | NA | 0 | | | |
| (G) | Asset Reconstruction Companies | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |) (| | 0 | | NA | NA | 0 | | | |
| (h) | Sovereign Wealth Funds | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |) (| | 0 | | NA | NA | 0 | | | |
| (i) | NBFCs registered with RBI | | 1 | 742 | 0 | 0 | 742 | 0.0012 | 742 | 0 | 742 | | | | 0 | | NA | NA | 742 | 0 | 0 | 0 |
| (j) | Other Financial Institutions | | 1 | 9403 | 0 | 0 | 9403 | 0.0146 | 9403 | 0 | 9403 | 0.0146 | | | 0 | | NA | NA | 9403 | 0 | 0 | 0 |
| (k) | Any Other (Specify) | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | 0 | | NA | NA | 0 | | | |
| | Sub Total (B)(1) | | 14 | 6709191 | 0 | 0 | 6709191 | 10.4339 | 6709191 | 0 | 6709191 | 10.4339 | (| 10.4339 | 5144108 | 76.6726 | NA | NA | 6709191 | 0 | 0 | 0 |
| 2 | Institutions (Foreign) | | | | | | | | | | | | | | | | | | | | | |
| (a) | Foreign Direct Investment | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | 0 | | NA | NA | 0 | | | - |
| (b) | Foreign Venture Capital Investors | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 | | NA | NA | 0 | | | |
| (c) | Sovereign Wealth Funds | | 12 | 2290222 | 0 | 0 | 2290222 | 0 | 2290222 | 0 | 2290222 | 0.5545 | | - | 892944 | | NA | NA | 2290222 | | | |
| (d) | Foreign Portfolio Investors Category I | - | 12 | | 0 | 0 | | 3.5617 | | 0 | | 3.5617 | | | 892944 | | | NA | | 0 | U | - 0 |
| (e) | Societe Generale - Odi Foreign Portfolio Investors Category II | - | 1 | 817285 | 0 | 0 | 817285 | 1.271 | 817285 | 0 | 817285 | 1.271 | | 1.271 | 0 | | NA NA | NA NA | 817285 | - | | \vdash |
| (e) | Overseas Depositories(holding DRs) (balancing | | U | _ <u>'</u> | - | | - 0 | - · | <u> </u> | - 0 | | - | ' | <u> </u> | U | U | IVA | IVA | - " | | | \vdash |
| (f) | figure) | 1 | | _ | _ | _ | _ | | ۱ ، | _ | _ | | | | | _ | NA | NA | _ | | | 1 |
| (r) (g) | Any Other (Specify) | | 0 | 0 | 0 | - 0 | - 0 | 0 | - 0 | - 0 | - 0 | - 0 | 1 | 0 | 0 | | NA NA | NA NA | 0 | | | \vdash |
| 18/ | Sub Total (B)(2) | | 12 | 2290222 | n | n | 2290222 | 3.5617 | v | n | 2290222 | | | | 892944 | | | NA NA | 2290222 | n | 0 | n |
| - | (-)(-) | | | | H | ⊢ | | 5.5017 | | ⊢ | | 5.5517 | | 3.3017 | 032344 | 50.5054 | | | | | | \vdash |
| 3 | Central Government/ State Government(s) | 1 | | | | | | | l | | | | | | | | | | | | | 1 1 |
| (a) | Central Government / President of India | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 | 0 | NA | NA | 0 | | | $\overline{}$ |
| (b) | State Government / Governor | t | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 | | NA | NA | 0 | | | \Box |
| | Shareholding by Companies or Bodies Corporate | | | | | | | | | | | | | | | | | | | | | |
| | where Central / State Government is a | 1 | | | | | | | l | | | | | | | | | | 1 | | | 1 |
| (C) | promoter | I | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 | 0 | NA | NA | 0 | | | 1 1 |
| | Sub Total (B)(3) | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 | 0 | NA | NA | 0 | | | |
| 4 | Non-Institutions | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 | 0 | NA | NA | 0 | | | |
| (a) | Associate companies / Subsidiaries | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 | 0 | NA | NA | 0 | | | |
| | | | | | | | | | | | | | | | | | | | | | | |
| | Directors and their relatives (excluding | 1 | | | | | | | l | | | | | | | | | | 1 | | | 1 |
| (b) | Independent Directors and nominee Directors) | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 | | NA | NA | 0 | | | لــــــا |
| (C) | Key Managerial Personnel | | 1 | 150220 | 0 | 0 | 150220 | 0.2336 | 150220 | 0 | 150220 | 0.2336 | i (| 0.2336 | 0 | 0 | NA | NA | 150220 | 0 | 0 | 0 |

| | | | | 1 | | 1 | | 1 | | | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | т— |
|---------|--|-------|----------|---|---|----------|---------|----------|---|----------|---------|---|---------|----------|---------|----|----|----------|---|---|------------|
| | Relatives of promoters (other than 'immediate | | | | | | | | | | | | | | | | | | | | |
| | relatives' of promoters disclosed under | | | | | | | | | | | | | | | | | | | | |
| | 'Promoter and Promoter Group' category) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | NA | NA | (| J | | |
| <u></u> | Transcention and transcent | | | | | | | | _ | | | _ | _ | | | 1 | | | | | |
| | Trusts where any person belonging to 'Promoter | | | | | | | | | | | | | | | | | | | | |
| | and Promoter Group' category is | | | | | | | | | | | | | | | | | | | | |
| | 'trustee','beneficiary', or 'author of the trust'' | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | NA | NA | (| J | | |
| \-, | ,, ,, , , | | | | | | | | | | | | _ | | | 1 | | | | | |
| (f) | Investor Education and Protection Fund (IEPF) | О | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 | 0 | NA | NA | | | | |
| | i. Resident Individual holding nominal share | | | | | | | | | | | | | | | | | | | | |
| (g) | capital up to Rs. 2 lakhs. | 85616 | 8224735 | 0 | 0 | 8224735 | 12.7908 | 8224735 | 0 | 8224735 | 12.7908 | C | 12.7908 | C | | NA | NA | 8224735 | | | o (|
| | ii. Resident individual holding nominal share | | | | | | | | | | | | | | | | | | | | |
| (h) | capital in excess of Rs. 2 lakhs. | 4 | 614879 | 0 | 0 | 614879 | 0.9562 | 614879 | 0 | 614879 | 0.9562 | C | 0.9562 | 0 | 0 | NA | NA | 614879 | | | o (|
| (i) | Non Resident Indians (NRIs) | 211 | 58560 | 0 | 0 | 58560 | 0.0911 | 58560 | 0 | 58560 | 0.0911 | C | 0.0911 | C | C | NA | NA | 58560 | (| | 3 (|
| (j) | Foreign Nationals | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | C | 0 | C | 0 | NA | NA | C | | | 1 |
| (k) | Foreign Companies | 1 | 2678571 | 0 | 0 | 2678571 | 4.1656 | 2678571 | 0 | 2678571 | 4.1656 | C | 4.1656 | 2678571 | 100 | NA | NA | 2678571 | | |) (|
| | Acm Global Fund Vcc | 1 | 2678571 | 0 | 0 | 2678571 | 4.1656 | 2678571 | 0 | 2678571 | 4.1656 | C | 4.1656 | 2678571 | 100 | NA | NA | 2678571 | | | |
| (I) | Bodies Corporate | 118 | 7226496 | 0 | 0 | 7226496 | 11.2384 | 7226496 | 0 | 7226496 | 11.2384 | C | 11.2384 | 5758845 | 79.6907 | NA | NA | 7226496 | C | |) (|
| | Bennett, Coleman And Company Limited | 1 | 5231701 | 0 | 0 | 5231701 | 8.1362 | 5231701 | 0 | 5231701 | 8.1362 | C | 8.1362 | 5231701 | 100 | NA | NA | 5231701 | C | (|) (|
| | Si Investments And Broking Private Limited | 1 | 750000 | 0 | 0 | 750000 | 1.1664 | 750000 | 0 | 750000 | 1.1664 | | 1.1664 | | | NA | NA | 750000 | | | |
| • • | Any Other (Specify) | 2367 | 727206 | 0 | 0 | 727206 | 1.1309 | 727206 | 0 | 727206 | 1.1309 | | 1.1309 | | _ | NA | NA | 727206 | | |) (|
| | Body Corp-Ltd Liability Partnership | 12 | 51282 | 0 | 0 | 51282 | 0.0798 | 51282 | 0 | 51282 | 0.0798 | C | 0.0798 | C | C | NA | NA | 51282 | | |) (|
| | Hindu Undivided Family | 2352 | 673980 | 0 | 0 | 673980 | 1.0481 | | 0 | 673980 | 1.0481 | | 1.0481 | | | NA | NA | 673980 | | |) (|
| | Clearing Member | 3 | 1944 | 0 | 0 | 1944 | 0.003 | 1944 | 0 | 1944 | | | 0.003 | | | NA | NA | 1944 | | | <u>) (</u> |
| | Sub Total (B)(4) | 88318 | 19680667 | 0 | 0 | 19680667 | 30.6067 | 19680667 | 0 | 19680667 | 30.6067 | C | 30.6067 | 8437416 | 42.8716 | NA | NA | 19680667 | (| |) (|
| | Total Public Shareholding (B)= | | | | | | | | | | | | | | | | | | | | |
| | (B)(1)+(B)(2)+(B)(3)+b(4) | 88344 | 28680080 | 0 | 0 | 28680080 | 44.6022 | 28680080 | 0 | 28680080 | 44.6022 | C | 44.6022 | 14474468 | 50.4687 | NA | NA | 28680080 | | | ט כ |

Details of the shareholders acting as persons in Concert including their Shareholding (No. and %): NIL

| No. of shareholders | No. of Shares | % | 1 |
|---------------------|---------------|-----|---|
| None | NIL | NIL | 1 |

Details of Shares which remain unclaimed may be given hear along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

| No. o | f shareholders | No. of Shares |
|-------|----------------|---------------|
| None | | NIL |

- (1) PAN would not be displayed on website of Stock Exchange(s).
- (2) The above format needs to be disclosed along with the names of the shareholders holding 1% or more than 1% of shares of the listed entity. Column no. (XIII) is not applicable in the above format.
- (3) W.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available and the balance to be disclosed as held by custodian.
- (4) Categorization and disclosure of each shareholder category should be carried out in the order prescribed in the above format. If a shareholder is falling under more than one category, then the same shall be classified in the category falling first in the order
- (5) Sub-categorization of shares under column no.(XV) will be based on shareholding(no. of shares)under the following sub-categories:
- (i) Shareholder who are represented by a nominee Director on the board of the listed entity or have the right to nominate a representative(i.e. Director)on the board of the listed entity.
- (ii) Shareholder who have entered into shareholder agreement with the listed entity.
- (iii) Shareholders acting as persons in concert with promoters.

Credo Brands Marketing Limited

Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder

| | Category & Name of the shareholders | PAN | Nos. of | No. of | Partly | No. of | Total nos. | Shareholding | Number o | Voting Rig | hts held in | each class | No. of Shares | Shareholding, as a % | Number o | f Locked in | Number o | f Shares | Number |
|---|---|------|-----------|------------|---------|------------|------------|----------------|-------------|---------------------------------------|-------------|------------|---------------|-------------------------|----------|--------------|-----------|-------------|------------|
| | | | sharehold | fully paid | paid-up | shares | shares | % calculated | of securiti | es | | | Underlying | assuming full | shares | | pledged o | r otherwise | of equity |
| | | | ers | up equity | equity | underlyin | held | as per SCRR, | | | | | Outstanding | conversion of | | | encumber | ed | shares |
| | | | | | shares | g | | 1957 As a % | | | | | convertible | convertible securities | | | | | held in |
| | | | | held | held | Depositor | | of (A+B+C2) | No of Voti | ng Rights | | Total as a | securities | as a percentage of | No. (a) | As a % of | No. (a) | As a % of | demateria |
| | | | | | | y Receipts | | | | | | % of | (including | diluted share capital) | | total | | total | lised form |
| | | | | | | | | | Class eg: | Class eg: y | Tatal | (A+B+C) | Warrants) | | | Shares | | Shares | ı l |
| | | | | | | | | | ciass eg: | Class eg: y | iotai | | | | | held(b) | | held(b) | 1 |
| | | | | | | | | | ^ | | | | | | | | | | ı l |
| | | | | | | | | | | | | | | | | | | | 1 |
| | | | | | | | | | | | | | | | | | | | 1 |
| | m | (11) | (III) | (IV) | (V) | (VI) | (VII) = | (VIII) As a % | | // | X) | | (X) | (XI)= (VII)+(X) As a % | / | KII) | /\ | (III) | (XIV) |
| 1 | Custodian/DR Holder | (11) | (, | (10) | (*) | (41) | (۷11) - | (VIII) As a 70 | - | , , , , , , , , , , , , , , , , , , , | ^, I n | | (^) | (XI)= (VII)+(X) A3 a 70 | 1 (2 | | NA (2 | NA | (۸۱۷) |
| - | Employee Benefit Trust / Employee Welfare Trust under | | | | | | | | - · | | · | | ` | <u> </u> | <u> </u> | | 140 | 14/3 | |
| | SEBI (Share based Employee Benefits and Sweat Equity) | | | | | | | | | | | | | | | | | | 1 |
| 2 | Regulations, 2021 | | 0 | 0 | 0 | 0 | 0 | О | 0 | 0 | 0 | 0 | (| 0 | 0 | 0 | NA | NA | 0 |
| | Total Non-Promoter- Non Public Shareholding (C)= | | | | | | | | | | | | | | | | | | |
| | (C)(1)+(C)(2) | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | C | 0 | 0 | 0 | NA | NA | 0 |

- (1) PAN would not be displayed on website of Stock Exchange(s).
 (2) The above format needs to be disclosed along with the names of the shareholders holding 1% or more than 1% of shares of the listed entity. Column no.(XIII) is not applicable in the above format.
 (3) W.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available.

CREDO BRANDS MARKETING LIMITED

Table V- Statement showing details of significant beneficial owners

| | | | | | | | | res in which significant beneficial | Date of creation / acquisition of |
|-------|-----------|---------------|-----------------------------|------|------|----------------------------------|------------------|-------------------------------------|-----------------------------------|
| SR NO | Details o | of the signif | ficant beneficial owner (I) | | Deta | ils of the registered owner (II) | į i | nterest is held | significant |
| | | | | | | | by the l | peneficial owner (III) | beneficial interest (IV) |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | Shareholding as a % of total no. | |
| | | | | | | | | of shares (calculated as per | |
| | Name | PAN | Nationality | Name | PAN | Nationality | Number of Shares | SCRR, 1957) As a % of (A+B+C2) | |
| | | | | | | Not Applicable | • | • | |

CREDO BRANDS MARKETING LIMITED

Foreign investment limit approved by the Board of Directors and limit utilised

| | Board approved limits | Limits utilized |
|---|-----------------------|--------------------|
| As on shareholding date | 100 | 7.78 |
| As on the end of previous 1 st Quarter | 100 | 0 |
| As on the end of previous 2 nd Quarter | 100 | 0 |
| As on the end of previous 3 rd Quarter | 100 | 0 |
| As on the end of previous 4 th Quarter | 100 | 0 |