

Shareholding Pattern				
1.	Name of Listed Entity: <b>Credo Brands Marketing Limited</b>			
2.	Scrip Code/Name of Scrip/Class of Security: <b>544058</b>			
3.	Share Holding Pattern Filed under: Reg. <del>31(1)(a)</del> / <b>Reg. 31(1)(b)</b> / <del>Reg.31(1)(c)</del>			
	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.	Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-			
		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
<p>* If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding Convertible Securities/Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by promoters, as applicable, shall not be displayed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by Listed Entity in above table the values will be considered as 'Zero' by default on submission of the format of holding of specified securities.</p>				

**Credo Brands Marketing Limited**

**Table I - Summary Statement holding of specified securities**

Category	Category of shareholder	Nos. of shareholders	No. of fully paid up equity shares held	No. of Partly paid-up equity shares held	No. of shares underlying Depository Receipts	Total nos. shares held	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957)	Number of Voting Rights held in each class of securities			No. of Shares Underlying Outstanding convertible securities (including Warrants)	Shareholding, as a % assuming full conversion of convertible securities ( as a percentage of diluted share capital)	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialised form	
								No of Voting Rights					Total as a % of (A+B+C)	No. (a)	As a % of total Shares held(b)	No. (a)		As a % of total Shares held(b)
								Class eg: X	Class eg: y	Total								
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII) =	(VIII) As a	(IX)			(X)	(XI)= (VII)+(X) As	(XII)		(XIII)		(XIV)	
(A)	Promoter & Promoter Group	4	35621800	0	0	35621800	55.3978	35621800	0	35621800	55.3978	0	35621800	100	0	0	0	35621800
(B)	Public	88344	28680080	0	0	28680080	44.6022	28680080	0	28680080	44.6022	0	14474468	50.4687	NA	NA	0	28680080
(C)	Non Promoter - Non Public					0		0	0	0	0	0	0	0	NA	NA	0	
(C1)	Shares Underlying DRs	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0
(C2)	Shares Held By Employee Trust	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0
	Total	88348	64301880	0	0	64301880	100	64301880	0	64301880	100	0	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 shareholders	No. of fully paid up equity shares held	Partly paid-up equity shares held	No. of shares underlying Depository Receipts	Total nos. shares held	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities			No. of Shares Underlying Outstanding convertible securities (including Warrants)	Shareholding , as a % assuming full conversion of convertible securities ( as a percentage of diluted share capital)	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialised form	
										No of Voting Rights					Total as a % of Total Voting Rights	No. (a)	As a % of total Shares held(b)	No. (a)		As a % of total Shares held(b)
										Class eg: X	Class eg: Y	Total								
<b>1</b>	<b>Indian</b>																			
(a)	Individuals / Hindu Undivided Family			4	35621800	0	0	35621800	55.3978	35621800	0	35621800	55.3978	0	35621800	100.0000	0	0.0000	35621800	
	Kamal D Khushlani	Promoters		1	18120420	0	0	18120420	28.1802	18120420	0	18120420	28.1802	0	18120420	100.0000	0	0.0000	18120420	
	Poonam Khushlani	Promoters		1	13889380	0	0	13889380	21.6003	13889380	0	13889380	21.6003	0	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	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	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	0.0000	0	0.0000	0	
(c)	Financial Institutions / Banks			0	0	0	0	0	0.0000	0	0	0	0.0000	0	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	0.0000	0	0.0000	0	
	Sub Total (A)(1)			4	35621800	0	0	35621800	55.3978	35621800	0	35621800	55.3978	0	35621800	100.0000	0	0.0000	35621800	
<b>2</b>	<b>Foreign</b>																			
(a)	Individuals (Non-Resident Individuals / Foreign Individuals)			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	
(b)	Government			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	
(c)	Institutions			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	
(d)	Foreign Portfolio Investor			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	
(e)	Any Other (Specify)			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	
	Sub Total (A)(2)			0	0	0	0	0	0.0000	0	0	0	0.0000	0	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	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.

None

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 shareholders	No. of fully paid up equity shares held	Partly paid-up equity shares held	No. of shares underlying Depository Receipts	Total nos. shares held	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities			No. of Shares Underlying Outstanding convertible securities (including Warrants)	Shareholding, as a % assuming full conversion of convertible securities ( as a percentage of diluted share capital)	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialised form	Sub-categorization of shares				
									No of Voting Rights					Total as a % of Total Voting Rights	No. (a)	As a % of total Shares held(b)	No. (a)		As a % of total Shares held(b)	Shareholding(No. of shares) under	Sub-category(i)	Sub-category(ii)	
									Class eg: X	Class eg: Y	Total												
	(I)	(II)	(III)	(IV)	(V)	(VI)	(VII) =	(VIII) As a % of	(IX)			(X)	(XI)= (VII)+(X) As	(XII)		(XIII)		(XIV)	(XV)				
1	<b>Institutions (Domestic)</b>																						
(a)	Mutual Fund		4	3641667	0	0	3641667	5.6634	3641667	0	3641667	5.6634	0	5.6634	2499167	68.627	NA	NA	3641667	0	0	0	
	Nippon Life India Trustee Ltd-A/C Nippon India Small Cap Fund		1	1687456	0	0	1687456	2.6243	1687456	0	1687456	2.6243	0	2.6243	1500006	88.8916	NA	NA	1687456	0	0	0	
	Iti Small Cap Fund		1	920375	0	0	920375	1.4313	920375	0	920375	1.4313	0	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	0	1.1109	714334	100	NA	NA	714334	0	0	0	
(b)	Venture Capital Funds		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(c)	Alternate Investment Funds		1	363177	0	0	363177	0.5648	363177	0	363177	0.5648	0	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	0	0	NA	NA	0	0	0	0	
(e)	Insurance Companies		7	2694202	0	0	2694202	4.1899	2694202	0	2694202	4.1899	0	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	0	1.1233	714334	98.9006	NA	NA	722275	0	0	0	
	Sbi General Insurance Company Limited		1	671084	0	0	671084	1.0436	671084	0	671084	1.0436	0	1.0436	320549	47.7659	NA	NA	671084	0	0	0	
(f)	Provident Funds/ Pension Funds		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(g)	Asset Reconstruction Companies		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(h)	Sovereign Wealth Funds		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(i)	NBFCs registered with RBI		1	742	0	0	742	0.0012	742	0	742	0.0012	0	0.0012	0	0	NA	NA	742	0	0	0	
(j)	Other Financial Institutions		1	9403	0	0	9403	0.0146	9403	0	9403	0.0146	0	0.0146	0	0	NA	NA	9403	0	0	0	
(k)	Any Other (Specify)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
	Sub Total (B)(1)		14	6709191	0	0	6709191	10.4339	6709191	0	6709191	10.4339	0	10.4339	5144108	76.6726	NA	NA	6709191	0	0	0	
2	<b>Institutions (Foreign)</b>																						
(a)	Foreign Direct Investment		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(b)	Foreign Venture Capital Investors		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(c)	Sovereign Wealth Funds		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(d)	Foreign Portfolio Investors Category I		12	2290222	0	0	2290222	3.5617	2290222	0	2290222	3.5617	0	3.5617	892944	38.9894	NA	NA	2290222	0	0	0	
	Societe Generale - Odi		1	817285	0	0	817285	1.271	817285	0	817285	1.271	0	1.271	0	0	NA	NA	817285	0	0	0	
(e)	Foreign Portfolio Investors Category II		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(f)	Overseas Depositories(holding DRs) (balancing figure)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(g)	Any Other (Specify)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
	Sub Total (B)(2)		12	2290222	0	0	2290222	3.5617	2290222	0	2290222	3.5617	0	3.5617	892944	38.9894	NA	NA	2290222	0	0	0	
3	<b>Central Government/ State Government(s)</b>																						
(a)	Central Government / President of India		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(b)	State Government / Governor		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(c)	Shareholding by Companies or Bodies Corporate where Central / State Government is a promoter		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
	Sub Total (B)(3)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
4	<b>Non-Institutions</b>																						
(a)	Associate companies / Subsidiaries		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(b)	Directors and their relatives (excluding Independent Directors and nominee Directors)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0	
(c)	Key Managerial Personnel		1	150220	0	0	150220	0.2336	150220	0	150220	0.2336	0	0.2336	0	0	NA	NA	150220	0	0	0	



**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 shareholders	No. of fully paid up equity shares held	Partly paid-up equity shares held	No. of shares underlying Depository Receipts	Total nos. shares held	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+CZ)	Number of Voting Rights held in each class of securities			No. of Shares Underlying Outstanding convertible securities (including Warrants)	Shareholding , as a % assuming full conversion of convertible securities ( as a percentage of diluted share capital)	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialised form	
									No of Voting Rights					Total as a % of (A+B+C)	No. (a)	As a % of total Shares held(b)	No. (a)		As a % of total Shares held(b)
									Class eg: X	Class eg: y	Total								
	(I)	(II)	(III)	(IV)	(V)	(VI)	(VII) =	(VIII) As a %	(IX)			(X)	(XI)= (VII)+(X) As a %	(XII)	(XIII)		(XIV)		
1	Custodian/DR Holder		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0
2	Employee Benefit Trust / Employee Welfare Trust under SEBI (Share based Employee Benefits and Sweat Equity) Regulations, 2021		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0
	<b>Total Non-Promoter- Non Public Shareholding (C)= (C)(1)+(C)(2)</b>		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0

**Note :**

(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

SR NO	Details of the significant beneficial owner (I)			Details of the registered owner (II)			Particulars of the shares in which significant beneficial interest is held by the beneficial owner (III)		Date of creation / acquisition of significant beneficial interest (IV)
	Name	PAN	Nationality	Name	PAN	Nationality	Number of Shares	Shareholding as a % of total no. of shares (calculated as per 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 <sup>st</sup> Quarter	100	0
As on the end of previous 2 <sup>nd</sup> Quarter	100	0
As on the end of previous 3 <sup>rd</sup> Quarter	100	0
As on the end of previous 4 <sup>th</sup> Quarter	100	0