

## 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> /Reg. 31(1)(b)/Reg. <del>31(1)(c)</del> -
	a. If under 31(1)(b) then indicate the report for Quarter ending - <b>March 31, 2024</b>
	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

\* 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.

**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) = (IV)+(V)+	(VIII) As a	(IX)			(X)	(XI)= (VII)+(X)	(XII)		(XIII)		(XIV)	
(A)	Promoter & Promoter Group	4	35621800	0	0	35621800	55.2437	35621800	0	35621800	55.2437	0	55.24	35621800	100	0	0	35621800
(B)	Public	81575	28859420	0	0	28859420	44.7563	28859420	0	28859420	44.7563	0	44.76	8583980	29.7441	NA	NA	28859420
(C)	Non Promoter - Non Public				0				0			0			0	NA	NA	
(C1)	Shares Underlying DRs	0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0
(C2)	Shares Held By Employee Trust	0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0
	Total	81579	64481220	0	0	64481220	100	64481220	0	64481220	100	0	100	44205780	68.556	0	0	64481220

**Credo Brands Marketing Limited**

**Table II - Statement showing shareholding pattern of the Promoter and Promoter Group**

Category & Name of the shareholders (I)	Entity Type	PAN (II)	Nos. of shareholders (III)	No. of fully paid up equity shares held (IV)	Partly paid-up equity shares held (V)	No. of shares underlying Depository Receipts (VI)	Total nos. shares held (VII) =	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2) (VIII) As a % of	Number of Voting Rights held in each class of securities				No. of Shares Underlying Outstanding convertible securities (including Warrants) (X)	Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI) = (VII)+(X) As a %	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialised form (XIV)	
									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 (IX)									(XII)
<b>1</b>	<b>Indian</b>																			
(a)	Individuals / Hindu Undivided Family			4	35621800	0	0	35621800	55.2437	35621800	0	35621800	55.2437	0	55.2437	35621800	100	0	0	35621800
	Kamal D Khushlani	Promoters	1	18120420	0	0	18120420	28.1019	18120420	0	18120420	28.1019	0	28.1019	18120420	100	0	0	18120420	
	Poonam Khushlani	Promoters	1	13889380	0	0	13889380	21.5402	13889380	0	13889380	21.5402	0	21.5402	13889380	100	0	0	13889380	
	Andrew Kamal Khushlani	Promoter Group	1	1806000	0	0	1806000	2.8008	1806000	0	1806000	2.8008	0	2.8008	1806000	100	0	0	1806000	
	Sonakshi Kamal Khushlani	Promoter Group	1	1806000	0	0	1806000	2.8008	1806000	0	1806000	2.8008	0	2.8008	1806000	100	0	0	1806000	
(b)	Central Government / State Government(s)			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(c)	Financial Institutions / Banks			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(d)	Any Other (Specify)			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Sub Total (A)(1)			4	35621800	0	0	35621800	55.2437	35621800	0	35621800	55.2437	0	55.2437	35621800	100	0	0	35621800
<b>2</b>	<b>Foreign</b>																			
(a)	Individuals (Non-Resident Individuals / Foreign Individuals)			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(b)	Government			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(c)	Institutions			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(d)	Foreign Portfolio Investor			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(e)	Any Other (Specify)			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Sub Total (A)(2)			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Total Shareholding Of Promoter And Promoter Group (A)= (A)(1)+(A)(2)			4	35621800	0	0	35621800	55.2437	35621800	0	35621800	55.2437	0	55.2437	35621800	100	0	0	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 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			Shares Underlying Outstanding convertible securities (including	ding, as a % assuming full conversion of convertible securities	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(i)	Sub-category(ii)	
								Class eg: X	Class eg: y												Total
<b>1 Institutions (Domestic)</b>																					
(a) Mutual Fund		4	2691966	0	0	2691966	4.1748	2691966	0	2691966	4.1748	0	4.1748	0	0	NA	NA	2691966	0	0	0
Nippon Life India Trustee Ltd-A/C Nippon India Small Cap Fund		1	1687456	0	0	1687456	2.617	1687456	0	1687456	2.617	0	2.617	0	0	NA	NA	1687456	0	0	0
Hsbc Consumption Fund		1	714334	0	0	714334	1.1078	714334	0	714334	1.1078	0	1.1078	0	0	NA	NA	714334	0	0	0
<b>(b) Venture Capital Funds</b>		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0
(c) Alternate Investment Funds		2	413577	0	0	413577	0.6414	413577	0	413577	0.6414	0	0.6414	360000	87.0455	NA	NA	413577	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		5	2344592	0	0	2344592	3.6361	2344592	0	2344592	3.6361	0	3.6361	0	0	NA	NA	2344592	0	0	0
Sbi General Insurance Company Limited		1	771084	0	0	771084	1.1958	771084	0	771084	1.1958	0	1.1958	0	0	NA	NA	771084	0	0	0
Aditya Birla Sun Life Insurance Company Limited		1	722275	0	0	722275	1.1201	722275	0	722275	1.1201	0	1.1201	0	0	NA	NA	722275	0	0	0
<b>(f) Provident Funds/ Pension Funds</b>		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0
<b>(g) Asset Reconstruction Companies</b>		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0
<b>(h) Sovereign Wealth Funds</b>		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		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0
(j) Other Financial Institutions		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	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)		11	5450135	0	0	5450135	8.4523	5450135	0	5450135	8.4523	0	8.4523	360000	6.6053	NA	NA	5450135	0	0	0
<b>2 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		9	1752020	0	0	1752020	2.7171	1752020	0	1752020	2.7171	0	2.7171	0	0	NA	NA	1752020	0	0	0
Societe Generale - Odi		1	999670	0	0	999670	1.5503	999670	0	999670	1.5503	0	1.5503	0	0	NA	NA	999670	0	0	0
<b>(e) Foreign Portfolio Investors Category II</b>		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)		9	1752020	0	0	1752020	2.7171	1752020	0	1752020	2.7171	0	2.7171	0	0	NA	NA	1752020	0	0	0
<b>3 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
<b>4 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	148220	0	0	148220	0.2299	148220	0	148220	0.2299	0	0.2299	0	0	NA	NA	148220	0	0	0
(d) 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	0	0	0	0	NA	NA	0	0	0	0
(e) 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	0	0	0	0	NA	NA	0	0	0	0
(f) Investor Education and Protection Fund (IEPF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0
(g) i. Resident Individual holding nominal share capital up to Rs. 2 lakhs.		79074	10515474	0	0	10515474	16.3078	10515474	0	10515474	16.3078	0	16.3078	0	0	NA	NA	10515474	0	0	0
ii. Resident individual holding nominal share capital in excess of Rs. 2 lakhs.		6	1289778	0	0	1289778	2.0002	1289778	0	1289778	2.0002	0	2.0002	0	0	NA	NA	1289778	0	0	0
(i) Non Resident Indians (NRIs)		284	137201	0	0	137201	0.2128	137201	0	137201	0.2128	0	0.2128	0	0	NA	NA	137201	0	0	0
(j) Foreign Nationals		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0	0	0	0
(k) Foreign Companies		1	2678571	0	0	2678571	4.154	2678571	0	2678571	4.154	0	4.154	2678571	100	NA	NA	2678571	0	0	0
Acm Global Fund Vcc		1	2678571	0	0	2678571	4.154	2678571	0	2678571	4.154	0	4.154	2678571	100	NA	NA	2678571	0	0	0
<b>(l) Bodies Corporate</b>		94	6287920	0	0	6287920	9.7516	6287920	0	6287920	9.7516	0	9.7516	5545409	88.1915	NA	NA	6287920	0	0	0
Bennett, Coleman And Company Limited		1	5231701	0	0	5231701	8.1135	5231701	0	5231701	8.1135	0	8.1135	5231701	100	NA	NA	5231701	0	0	0

**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			Shares Underlying Outstanding convertible securities (including	ding, as a % assuming full conversion of convertible securities	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)	Sub-category(iii)
								Class eg: X	Class eg: y	Total												
(m) Any Other (Specify)		2095	600101	0	0	600101	0.9307	600101	0	600101	0.9307	0	0.9307	0	0	NA	NA	600101	0	0	0	
Body Corp-Ltd Liability Partnership		12	57556	0	0	57556	0.0893	57556	0	57556	0.0893	0	0.0893	0	0	NA	NA	57556	0	0	0	
Hindu Undivided Family		2081	542352	0	0	542352	0.8411	542352	0	542352	0.8411	0	0.8411	0	0	NA	NA	542352	0	0	0	
Clearing Member		2	193	0	0	193	0.0003	193	0	193	0.0003	0	0.0003	0	0	NA	NA	193	0	0	0	
Sub Total (B)(4)		81555	21657265	0	0	21657265	33.5869	21657265	0	21657265	33.5869	8223980	37.9733	NA	NA	NA	NA	21657265	0	0	0	
Total Public Shareholding (B)= (B)(1)+(B)(2)+(B)(3)+b(4)		81575	28859420	0	0	28859420	44.7563	28859420	0	28859420	44.7563	8583980	29.7441	NA	NA	NA	NA	28859420	0	0	0	

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

No. of shareholders	No. of Shares	%
0		

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. of shareholders	No. of Shares
0	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 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 prescribed
- (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 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			Shares Underlying Outstanding convertible securities (including securities	ing, as a % assuming full conversion of convertible securities	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)=	(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

Table VI - Statement showing Foreign ownership limits

	Approved limits (%)	Limits utilized (%)
As on shareholding date	100	6.95
As on the end of previous 1 <sup>st</sup> Quarter	100	7.78
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