

Credo Brands Marketing Limited

Shareholding Pattern under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

1.	Name of Listed Entity: Credo Brands Marketing Limited	
2.	Scrip Code/Name of Scrip/Class of Security: 544058	
3.	Share Holding 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 September 30, 2024
	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 % of (A+B+C2)	(IX)				(X)	(XI)= (VII)+(X) As a % of	(XII)		(XIII)		(XIV)	
(A)	Promoter & Promoter Group	4	35621800	0	0	35621800	54.8323	35621800	0	35621800	54.8323	0	54.8323	13277000	37.2721	0	0	0	35621800
(B)	Public	78239	29343203	0	0	29343203	45.1677	29343203	0	29343203	45.1677	0	45.1677	0	0	NA	NA	29343203	
(C)	Non Promoter - Non Public					0		0	0	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	78243	64965003	0	0	64965003	100	64965003	0	64965003	100	0	100	13277000	20.4371	0	0	64965003	

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								
	(I)		(II)	(III)	(IV)	(V)	(VI)	(IV)+(V)+(VI)	(VIII) As a % of (A+B+C2)	(IX)			(X)	As a % of (A+B+C2)	(XII)		(XIII)		(XIV)	
1	Indian																			
(a)	Individuals / Hindu Undivided Family			4	35621800	0	0	35621800	54.8323	35621800	0	35621800	54.8323	0	54.8323	13277000	37.2721	0	0	35621800
	Kamal D Khushlani	Promoters		1	18120420	0	0	18120420	27.8926	18120420	0	18120420	27.8926	0	27.8926	6638500	36.6355	0	0	18120420
	Poonam Khushlani	Promoters		1	13889380	0	0	13889380	21.3798	13889380	0	13889380	21.3798	0	21.3798	6638500	47.7955	0	0	13889380
	Andrew Kamal Khushlani	Promoter Group		1	1806000	0	0	1806000	2.78	1806000	0	1806000	2.78	0	2.78	0	0	0	0	1806000
	Sonakshi Kamal Khushlani	Promoter Group		1	1806000	0	0	1806000	2.78	1806000	0	1806000	2.78	0	2.78	0	0	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	54.8323	35621800	0	35621800	54.8323	0	54.8323	13277000	37.2721	0	0	35621800
2	Foreign																			
(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	54.8323	35621800	0	35621800	54.8323	0	54.8323	13277000	37.2721	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.

	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 under 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		
									Class eg: X	Class eg: y	Total									Sub-category(i)	Sub-category(ii)	Sub-category(iii)
(I)	(II)	(III)	(IV)	(V)	(VI)	(IV)+(V)+(VI)	% of (A+B+C2)	(IX)			(X)	As a % of (A+B+C2)	(XII)		(XIII)		(XIV)	(XV)				
(C)	Key Managerial Personnel		1	118547	0	0	118547	0.1825	118547	0	118547	0.1825	0	0	0	NA	NA	118547	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	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	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	NA	NA	0	0	0	0	
(g)	i. Resident individual holding nominal share capital up to Rs. 2 lakhs.		75754	12838521	0	0	12838521	19.7622	12838521	0	12838521	19.7622	0	0	0	NA	NA	12838521	0	0	0	
(h)	ii. Resident individual holding nominal share capital in excess of Rs. 2 lakhs.		7	1068128	0	0	1068128	1.6442	1068128	0	1068128	1.6442	0	0	0	NA	NA	1068128	0	0	0	
(i)	Non Resident Indians (NRIs)		347	201977	0	0	201977	0.3109	201977	0	201977	0.3109	0	0	0	NA	NA	201977	0	0	0	
(j)	Foreign Nationals		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	4.1231	2678571	0	2678571	4.1231	0	0	0	NA	NA	2678571	0	0	0	
	Acn Global Fund Vcc		1	2678571	0	0	2678571	4.1231	2678571	0	2678571	4.1231	0	0	0	NA	NA	2678571	0	0	0	
(l)	Bodies Corporate		142	6425870	0	0	6425870	9.8913	6425870	0	6425870	9.8913	0	0	0	NA	NA	6425870	0	0	0	
	Bennett, Coleman And Company Limited		1	5388555	0	0	5388555	8.2946	5388555	0	5388555	8.2946	0	0	0	NA	NA	5388555	0	0	0	
(m)	Any Other (Specify)		1974	709584	0	0	709584	1.0923	709584	0	709584	1.0923	0	0	0	NA	NA	709584	0	0	0	
	Body Corp-Ltd Liability Partnership		11	57873	0	0	57873	0.0891	57873	0	57873	0.0891	0	0	0	NA	NA	57873	0	0	0	
	Hindu Undivided Family		1963	651711	0	0	651711	1.0032	651711	0	651711	1.0032	0	0	0	NA	NA	651711	0	0	0	
	Sub Total (B)(4)		78226	24041198	0	0	24041198	37.0064	24041198	0	24041198	37.0064	0	0	0	NA	NA	24041198	0	0	0	
	Total Public Shareholding (B)= (B)(1)+(B)(2)+(B)(3)+b(4)		78239	29343203	0	0	29343203	45.1677	29343203	0	29343203	45.1677	0	0	0	NA	NA	29343203	0	0	0	

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

No. of shareholders	No. of Sh%
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
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

(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			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 % of	(ix)			(x)	(xi)= (vii)+(x)	(xii)		(xiii)		(xiv)	
1	Custodian/DR Holder		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0
	Total Non-Promoter- Non Public Shareholding (C)= (C)(1)+(C)(2)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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.

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

	Board approved limits	Limits utilized
As on shareholding date	100	5.76
As on the end of previous 1 st Quarter	100	6.18
As on the end of previous 2 nd Quarter	100	6.95
As on the end of previous 3 rd Quarter	100	7.78
As on the end of previous 4 th Quarter	100	0