

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 :March 31,2025
	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 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) As a	(XII)		(XIII)		(XIV)	
(A)	Promoter & Promoter Group	4	35960700	0	0	35960700	55.0611	35960700	0	35960700	55.0611	0	55.0611	13277000	36.9208	0	0	35960700
(B)	Public	75673	29349803	0	0	29349803	44.9389	29349803	0	29349803	44.9389	0	44.9389	0	0	NA	NA	29349803
(C)	Non Promoter - Non Public				0				0			0				0	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	75677	65310503	0	0	65310503	100	65310503	0	65310503	100	0	100	13277000	20.329	0	0	65310503

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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)	(VII) = (IV)+(V)+(VI)	(VIII) As a %	(IX)			(X)	(XI) = (VII)+(X) As a %	(XII)		(XIII)		(XIV)		
1	Indian																		
(a)	Individuals / Hindu Undivided Family		4	35960700	0	0	35960700	55.0611	35960700	0	35960700	55.0611	0	55.0611	13277000	36.9209	0	0	35960700
	Kamal D Khushlani	Promoters	1	18309220	0	0	18309220	28.0341	18309220	0	18309220	28.0341	0	28.0341	6638500	36.2577	0	0	18309220
	Poonam Khushlani	Promoters	1	14039480	0	0	14039480	21.4965	14039480	0	14039480	21.4965	0	21.4965	6638500	47.2845	0	0	14039480
	Andrew Kamal Khushlani	Promoter Group	1	1806000	0	0	1806000	2.7653	1806000	0	1806000	2.7653	0	2.7653	0	0	0	0	1806000
	Sonakshi Kamal Khushlani	Promoter Group	1	1806000	0	0	1806000	2.7653	1806000	0	1806000	2.7653	0	2.7653	0	0	0	0	1806000
	Kennedy Ram Gajra	Promoter Group	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	G G Automotive Gears Limited	Promoter Group	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(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	35960700	0	0	35960700	55.0611	35960700	0	35960700	55.0611	0	55.0611	13277000	36.9209	0	0	35960700
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	35960700	0	0	35960700	55.0611	35960700	0	35960700	55.0611	0	55.0611	13277000	36.9209	0	0	35960700

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			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)	Sub-category(iii)
									Class eg: X	Class eg: y	Total												
1	Institutions (Domestic)																						
(a)	Mutual Fund		2	2219995	0	0	2219995	3.3991	2219995	0	2219995	3.3991	0	0	NA	NA		2219995	0	0	0		
	Nippon Life India Trustee Ltd-A/C Nippon India Small Cap Fund		1	1696231	0	0	1696231	2.5972	1696231	0	1696231	2.5972	0	0	NA	NA		1696231					
(b)	Venture Capital Funds		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					
(c)	Alternate Investment Funds		1	180000	0	0	180000	0.2756	180000	0	180000	0.2756	0	0	NA	NA		180000	0	0	0		
(d)	Banks		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					
(e)	Insurance Companies		1	483158	0	0	483158	0.7398	483158	0	483158	0.7398	0	0	NA	NA		483158	0	0	0		
(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	0	NA	NA		0					
(h)	Sovereign Wealth Funds		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					
(i)	NBFCs registered with RBI		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					
(j)	Other Financial Institutions		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					
(k)	Any Other (Specify)		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					
	Sub Total (B)[1]		4	2883153	0	0	2883153	4.4145	2883153	0	2883153	4.4145	0	0	NA	NA		2883153	0	0	0		
2	Institutions (Foreign)																						
(a)	Foreign Direct Investment		0	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		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					
(d)	Foreign Portfolio Investors Category I		5	170281	0	0	170281	0.2607	170281	0	170281	0.2607	0	0	NA	NA		170281	0	0	0		
(e)	Foreign Portfolio Investors Category II		2	218	0	0	218	0.0003	218	0	218	0.0003	0	0	NA	NA		218	0	0	0		
(f)	Overseas Depositories(holding DRs) (balancing figure)		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					
(g)	Any Other (Specify)		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					
	Sub Total (B)[2]		7	170499	0	0	170499	0.2611	170499	0	170499	0.2611	0	0	NA	NA		170499	0	0	0		
3	Central Government/ State Government(s)																						
(a)	Central Government / President of India		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					
(b)	State Government / Governor		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		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	NA	NA		0					
	Sub Total (B)[3]		0	0	0	0	0	0	0	0	0	0	0	0	NA	NA		0					

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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		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)	Number of equity shares held in dematerialised form	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)	(VII) = (IV)+(V)+(VI)	(VIII) As a % of	(IX)	(X)	(XI) = (VII)+(X) As a % of	(XII)	(XIII)	(XIV)	(XV)							
4	Non-institutions		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
(a)	Associate companies / Subsidiaries		0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	
(c)	Key Managerial Personnel		2	233547	0	233547	0.3576	233547	0	233547	0.3576	0	0.3576	0	0	0	0	233547	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	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	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	0	0	0	0	
(g)	i. Resident individual holding nominal share capital up to Rs. 2 lakhs.		73138	13608432	0	13608432	20.8365	13608432	0	13608432	20.8365	0	20.8365	0	0	0	0	13608432	0	0	0
(h)	ii. Resident individual holding nominal share capital in excess of Rs. 2 lakhs.		7	1808968	0	1808968	2.7698	1808968	0	1808968	2.7698	0	2.7698	0	0	0	0	1808968	0	0	0
(i)	Non Resident Indians (NRIs)		378	342544	0	342544	0.5245	342544	0	342544	0.5245	0	0.5245	0	0	0	0	342544	0	0	0
(j)	Foreign Nationals		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
(k)	Foreign Companies		1	2678571	0	2678571	4.1013	2678571	0	2678571	4.1013	0	4.1013	0	0	0	0	2678571	0	0	0
	Acm Global Fund Vcc		1	2678571	0	2678571	4.1013	2678571	0	2678571	4.1013	0	4.1013	0	0	0	0	2678571	0	0	0
(l)	Bodies Corporate		146	6485717	0	6485717	9.9306	6485717	0	6485717	9.9306	0	9.9306	0	0	0	0	6485717	0	0	0
	Bennett, Coleman And Company Limited		1	5388555	0	5388555	8.2507	5388555	0	5388555	8.2507	0	8.2507	0	0	0	0	5388555	0	0	0
(m)	Any Other (Specify)		1990	1138372	0	1138372	1.743	1138372	0	1138372	1.743	0	1.743	0	0	0	0	1138372	0	0	0
	Body Corp-Ltd Liability Partnership		16	228044	0	228044	0.3492	228044	0	228044	0.3492	0	0.3492	0	0	0	0	228044	0	0	0
	Hindu Undivided Family		1973	910238	0	910238	1.3937	910238	0	910238	1.3937	0	1.3937	0	0	0	0	910238	0	0	0
	Clearing Member		1	90	0	90	0.0001	90	0	90	0.0001	0	0.0001	0	0	0	0	90	0	0	0
	Sub Total (B)(4)		75662	26296151	0	26296151	40.2633	26296151	0	26296151	40.2633	0	40.2633	0	0	0	0	26296151	0	0	0
	Total Public Shareholding (B)= (B)(1)+(B)(2)+(B)(3)+b(4)		75673	29349803	0	29349803	44.9389	29349803	0	29349803	44.9389	0	44.9389	0	0	0	0	29349803	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 in the above format.
- (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	(IX)			(X)	(XI)= (VII)+(X) As	(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

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

	Board approved limits	Limits utilized
As on shareholding date	100	4.74
As on the end of previous 1 st Quarter	100	4.88
As on the end of previous 2 nd Quarter	100	5.76
As on the end of previous 3 rd Quarter	100	6.18
As on the end of previous 4 th Quarter	100	6.95