

CREDO BRANDS MARKETING LIMITED (fka Credo Brands Marketing Private Limited)
Plot No. B-8, MIDC Central Road, Marol MIDC,

Andheri (E), Mumbai - 400093. INDIA Tel. No.: +91 22 6141 7200 Email: helpdesk@mufti.in

Website: Corporate: www.credobrands.in Ecommerce: www.muftijeans.in CIN: L18101MH1999PLC119669

August 29, 2025

**To BSE Limited**Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001

National Stock Exchange of India Limited Exchange Plaza, C-1, Block G

Bandra Kurla Complex Bandra (E), Mumbai – 400 051

Scrip Code: 544058 Scrip Symbol: MUFTI

Dear Sir/Madam,

Sub: Intimation letter - Notice of 26th Annual General Meeting and Annual Report of the Company for the Financial Year 2024-25

In compliance with the Regulation 36(1)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, a letter is being sent to those Members whose e-mail id are not registered with the Company/its Registrar and Transfer Agent/Depository Participants, providing the web-link and QR code where the Notice convening the 26th Annual General Meeting and Annual Report for the Financial Year 2024-25 can be accessed on the Company's website.

The copy of letter is enclosed herewith as Annexure I.

This intimation is also being uploaded on the Company's website at: www.credobrands.in

This is for your information and records.

Yours faithfully, For Credo Brands Marketing Limited

Sanjay Kumar Mutha Company Secretary and Compliance Officer

Encl.: As above









## CREDO BRANDS MARKETING LIMITED

CIN: L18101MH1 999PLC119669

Registered Office: Plot No. B. 8, MIDC Central Road, Marol MIDC, Andheri (E), Mumbai - 400093. Tel. No.: +91 22 6141 7200 Email: investorrelations@mufti.in Website: www.credobrands.in

Date : 29-08-2025 Ref No.: xxxx

Address

Dear Shareholder(s),

Sub: Notice of 26th Annual General Meeting of the Members of Credo Brands Marketing Limited and Annual Report for Financial Year 2024-25

We are pleased to inform you that the 26<sup>th</sup> Annual General Meeting ('AGM') of Credo Brands Marketing Limited ('the Company') is scheduled to be held on Monday, September 22, 2025 at 12:30 p.m. (IST) through Video Conference facility/ Other Audio-Visual Means ('VC'/ 'OAVM').

In compliance with Regulation 36(1)(a) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, electronic copies of the Notice convening the AGM along with Annual Report for Financial Year 2024-25 are being sent through email to all those shareholder(s) whose e-mail address are registered with the Company and/or Depository Participant(s). It came to our notice that no e-mail address is registered against your demat account / Folio number. Hence, in compliance with said Regulation, this letter is sent by the Company to inform you that the Notice of the AGM and the Annual Report can be accessed on the Company's website or QR code:

https://www.credobrands.in/investors/financials/#acc\_46



The Notice of the AGM and the Annual Report are also available on the websites of NSDL at <a href="www.evoting.nsdl.com">www.evoting.nsdl.com</a> and the stock exchanges on which the securities of the Company are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> and <a href="www.bseindia.com">www.bseindia.com</a> and <a href="www.bseindia.com">www.bseindia.com</a> and <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> and <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> and <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., BSE Limited and National Stock Exchange of India Limited at <a href="www.bseindia.com">www.bseindia.com</a> are listed, i.e., are listed at <a href="www.bseindia.com">www.bseindia.com</a> are listed at <a href="www.bseindia.com">www.bseindia.com</a> are listed at <a href="www.bseindia.com">www.bsei

## Key details for the AGM are as under:

Sr. No.	Particulars	Dates
1.	Submission of TDS exemption forms	Wednesday, September 10, 2025
2.	Record date for Final Dividend	Wednesday, September 10, 2025
3.	Cut-off date for e-Voting	Monday, September 15, 2025
4.	e-Voting start date and time	Friday, September 19, 2025 from 9:00 a.m. (IST)
5.	e-Voting end date and time	Sunday, September 21, 2025 at 5:00 p.m. (IST)
6.	Dividend payment date on or from	Thursday, September 25, 2025

Members are requested to update their KYC details with the Depository Participant(s). Members may also register the email ID, to receive Notice of this AGM and Annual Report for FY 2024-25 at <a href="https://web.in.mpms.mufg.com/EmailReg/Email\_Register.html">https://web.in.mpms.mufg.com/EmailReg/Email\_Register.html</a>.

In case members desire that his/her tax should be deducted at lower rates or no tax should be deducted on proposed dividend, if approved, then he/she is required to submit scanned copy of PAN, form 15G/ I5H & other requisite documents for the financial year 2025-26, on or before Wednesday, September 10, 2025, unless already submitted, through e-mail at <a href="mailto:csgexemptforms2526@in.mpms.mufg.com">csgexemptforms2526@in.mpms.mufg.com</a> or at Tax Exemption Link: <a href="https://web.in.mpms.mufg.com/formsreg/submission-of-form-15g-15h.html">https://web.in.mpms.mufg.com/formsreg/submission-of-form-15g-15h.html</a>.

Members are requested to send all communications to our RTA at MUFG Intime India Private Limited, C-101, 1st Floor, 247 Park, Lal Bahadur Shastri Marg, Vikhroli (West), Mumbai 400 083, Email: <a href="mailto:csg-unit@in.mpms.mufg.com">csg-unit@in.mpms.mufg.com</a>

Thanking You,
For Credo Brands Marketing Limited
Sd/Sanjay Kumar Mutha
Company Secretary