

NOTICE

Notice is hereby given that Twenty-sixth Annual General Meeting (AGM) of the Members of Credo Brands Marketing Limited ("Company") will be held on Monday, September 22, 2025 at 12:30 P.M. (IST) through Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM") to transact the following business:

ORDINARY BUSINESS:

1. To receive, consider and adopt the Audited Standalone Financial Statement of the Company for the financial year ended March 31, 2025, together with the Reports of the Board of Directors and the Auditors thereon.
2. To receive, consider and adopt the Audited Consolidated Financial Statement of the Company for the financial year ended March 31, 2025, together with the Report of the Auditors thereon.
3. To declare Dividend of ₹ 3.00 per share on Equity Shares for the financial year ended March 31, 2025.
4. To appoint Dr. Manoj Nakra (DIN 08566768), who retires by rotation in the terms of Section 152(6) of the Companies Act, 2013, and being eligible, offers himself for re-appointment.

SPECIAL BUSINESS

5. To re-appoint Mr. Amer Jaleel (DIN: 03194596) as an Independent Director of the Company

To consider and if thought fit, to pass the following resolution as a **Special Resolution**:

"RESOLVED THAT pursuant to the provisions of Sections 149 and 152 and other applicable provisions, if any, of the Companies Act, 2013 ("the Act") and Rules made thereunder read with Schedule IV to the Act and Regulation 16(1)(b) and other applicable Regulations, if any, of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, (including any statutory modification(s), amendment(s), clarification(s), re-enactment(s) or substitution(s) thereof for the time being in force) and recommendations of the Nomination and Remuneration Committee and the Board of Directors of the Company, Mr. Amer Jaleel (DIN: 03194596), who was appointed as an Independent Director and holds office of an Independent Director up to November 01, 2025 and being eligible for re-appointment and in respect of whom the Company has received a notice in writing under Section 160 of the Act from a Member proposing his candidature for the office of an Independent Director, be and is hereby re-appointed as an Independent Director, not liable to retire by rotation, for a second term of five consecutive

years commencing from November 02, 2025 up to November 01, 2030 on the Board of the Company.

RESOLVED FURTHER THAT the Board be and is hereby authorised to settle any question, difficulty or doubt, that may arise while giving effect to this resolution and to do all such acts, deeds and things as may be necessary, expedient and desirable for the purpose of giving effect to this resolution."

6. To approve related party transaction with SmartGlobal Solutions and Services

To consider and if thought fit, to pass the following resolution as an **Ordinary Resolution**:

"RESOLVED THAT pursuant to the provisions of Section 188 and all other applicable provisions of the Companies Act, 2013 ("the Act") and Rule 15 of the Companies (Meetings of Board and its Powers) Rules, 2014 and applicable provisions, if any, of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (including any statutory modification(s), amendment(s), clarification(s), re-enactment(s) or substitution(s) thereof for the time being in force) and recommendations and approvals of the Audit Committee and Board of Directors of the Company, approval of the Members be and is hereby accorded to enter into transaction with SmartGlobal Solutions and Services, a proprietary firm of Dr. Manoj Nakra, Non-Executive Director of the Company and who would be deemed to be considered as holding of office or place of profit in the Company, on the terms and conditions, as stipulated herein below:

- a. Availing of advisory services for strengthening the Company's eCommerce capability and associated activities.
- b. Tenure: Period of 36 months w.e.f. April 01, 2026
- c. During the tenure, the fee would be in the range of ₹ 3.00 Lakh to ₹ 4.00 Lakh per month, as may be mutually agreed with the consultant, plus out of pocket expenses at actual.

RESOLVED FURTHER THAT the Board of Directors of the Company (including Audit Committee thereof) be and is hereby authorised to vary, amend, modify and revise from time to time the terms of contract or arrangement and to do all such acts, deeds, matters and things, as may be required or deemed necessary or incidental thereto and to delegate all or any of its powers herein conferred to any Committee of Directors and to seek necessary approvals or settle any questions, difficulties or doubts that may arise in this regard without further referring to the Members of the Company."

Notice (Contd.)

7. To appoint Secretarial Auditors of the Company

To consider and if thought fit, to pass the following resolution as an **Ordinary Resolution**:

"RESOLVED THAT pursuant to the provisions of Section 204 and other applicable provisions, if any, of the Companies Act, 2013 ("the Act") and Rule 9 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 and Regulation 24A of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and other applicable laws, if any (including any statutory modification(s), amendment(s), clarification(s), re-enactment(s) or substitution(s) thereof for the time being in force) and based on the recommendations of the Audit Committee and Board of Directors of the Company, M/s. Siroya and BA Associates, Practising Company Secretaries (Firm Registration Number P2019MH074300) be and are hereby appointed as Secretarial Auditors of the Company for a term of five consecutive years commencing from financial year 2025-26 till financial year 2029-30, at such fees, plus applicable taxes and other out-of-pocket expenses as may be mutually agreed upon between the Board of Directors of the Company and the Secretarial Auditors.

RESOLVED FURTHER THAT the Board of Directors of the Company (including Audit Committee thereof) be and is hereby authorised on behalf of the Company, including but not limited to negotiate, finalise, amend, sign and execute the terms of appointment including any contract or other necessary documents and to determine, alter, revise and vary the scope of work and other terms and conditions of appointment including remuneration, without being required to seek any further consent or approval of the Members of the Company and to do all such acts, deeds, matters and things, as may be required or deemed necessary or incidental thereto and to settle any questions, difficulties or doubts that may arise in this regard without further referring to the Members of the Company."

Notes:

1. Holding of the Annual General Meeting through Video Conferencing/Other Audio-Visual Means

Pursuant to the provisions of General Circular No. 14/2020 dated April 08, 2020, General Circular No. 17/2020 dated April 13, 2020, General Circular No. 20/2020 dated May 05, 2020 and subsequent circulars issued in this regard, the latest being General Circular No. 09/2024 dated September 19, 2024 (collectively referred as "**MCA Circulars**") issued by the Ministry of Corporate Affairs ("**MCA**"), the Annual General Meeting

("AGM"/ "Meeting") of the Company is being held through Video conferencing or Other Audio Visual Means ("**VC/OAVM**"), without the physical presence of the Members at a common venue.

In compliance with the provisions of the Companies Act, 2013 ("**the Act**") and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("**SEBI LODR Regulations**"), physical attendance of the Members at the AGM is not required. Members can attend and participate at the ensuing AGM only through VC/ OAVM.

In accordance with the Secretarial Standard-2 on General Meetings issued by the Institute of Company Secretaries of India ("**ICSI**"), the proceedings of the AGM shall be deemed to be conducted at the Registered Office of the Company which shall be the deemed venue of the AGM. Since AGM will be held through VC/ OAVM, the Route Map for the venue of the AGM, is not annexed to the Notice.

2. Pursuant to the abovementioned MCA circulars, the attendance of the Members attending the AGM through VC/OAVM will be counted for the purpose of reckoning the quorum under Section 103 of the Act.
3. The Members can join the AGM in the VC/OAVM mode 30 minutes before and after the scheduled time of the commencement of the Meeting by following the procedure mentioned in the Notice. The facility of participation at the AGM through VC/ OAVM will be made available on first come first served basis. This will not include large Shareholders (Shareholders holding 2% or more shareholding), Promoters, Institutional Investors, Directors, Key Managerial Personnel, Auditors, etc. who are allowed to attend the AGM without restriction on account of first come first served basis.
4. Additional Information with respect to Item No. 4 and the Explanatory Statement pursuant to Section 102 of the Act setting out material facts concerning the business under Item Nos. 5 to 7 of the Notice, is annexed hereto. The relevant details as required pursuant to Regulation 36(3) of the SEBI LODR Regulations and Secretarial Standard on General Meeting (SS-2) of the ICSI, in respect of the Director(s) seeking appointment/ re-appointment at the AGM, are disclosed in the Explanatory statement.
5. Pursuant to the provisions of the Act, a Member entitled to attend and vote at the AGM is entitled to appoint a proxy to attend and vote on his / her behalf and the proxy need not be a Member of the Company. Since, this AGM is being held pursuant to the MCA Circulars through VC / OAVM, physical attendance of Members has been dispensed with.

Notice (Contd.)

Accordingly, the facility for appointment of proxies by the Members will not be available for the AGM and hence the Proxy Form and Attendance Slip are not annexed to this Notice. However, the Bodies Corporate are entitled to appoint authorised representatives to attend the AGM through VC/OAVM and participate thereat and cast their votes through remote e-voting.

6. Institutional shareholders/corporate shareholders (i.e. other than individuals, HUFs, NRIs, etc.) are required to send a scanned copy (PDF/JPG Format) of their respective Board or governing body Resolution/Authorisation etc., authorising their representative to attend the AGM through VC/OAVM on their behalf and to vote through remote e-voting. The said Resolution/Authorisation shall be sent to the Scrutiniser by e-mail on its registered e-mail address to siroyam@gmail.com with a copy marked to evoting@nsdl.com. Institutional shareholders (i.e. other than individuals, HUFs, NRIs etc.) can also upload their Board Resolution/Power of Attorney/Authority Letter, etc. by clicking on "Upload Board Resolution/Authority Letter" displayed under "e-Voting" tab in their login.
7. In accordance with the aforesaid MCA Circulars and Master Circular dated November 11, 2024 on compliance with the provisions of the SEBI LODR Regulations by listed entities and SEBI/HO/CFD/CFD-PoD-2/P/CIR/2024/133 dated October 03, 2024 issued by the Securities and Exchange Board of India ("SEBI") (collectively referred to as "SEBI Circulars"), electronic copy of the Annual Report for the financial year 2024-25 and the Notice convening this AGM inter-alia indicating the process and manner of remote e-voting, are being sent by electronic mode to those Members whose e-mail addresses are registered with the Company/ National Securities Depository Limited ("NSDL") and the Central Depository Services (India) Limited ("CDSL"), (collectively referred to as "Depositories").

Additionally, in accordance with Regulation 36(1)(b) of the SEBI LODR Regulations, the Company is also sending a letter to Members whose e-mail address is not registered with Company/ Depositories providing the exact web-link of Company's website from where the Annual Report for financial year 2024-25 can be accessed.

Registration for receiving Notice of the AGM and Annual Report:

Members whose e-mail IDs are not registered with the Company may register the same on or before 5.00 p.m. (IST) on Wednesday, September 10, 2025, to receive Notice of this AGM and Annual Report for the financial year 2024-25:

- a) Click on the URL: https://web.in.mpms.mufg.com/EmailReg/Email_Register.html and select 'Credo Brands Marketing Limited' from the drop down.
- b) Enter DP ID and Client ID (for shares held in electronic form), Shareholder name, PAN, Mobile No. and e-mail ID. Then click on 'Continue' button.
- c) Enter the system generated One Time Password ("OTP") received on Mobile No. and e-mail ID, then click on "Submit" button. The request ID will be generated.

E-mail ID registered is for limited purpose of sending this Notice and the Annual Report for the financial year 2024-25.

Members are requested to register/update their email addresses, in respect of electronic holdings with the Depository through the concerned Depository Participants by following due procedure.

Copies of the aforesaid Notice and Annual Report for the financial year 2024-25 are also available on the Company's website <https://www.credobrandsin.in>, websites of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively, and on the website of National Securities Depository Limited ("NSDL") (agency for providing the Remote e-Voting facility) i.e. www.evoting.nsdl.com.

8. Registrar and Transfer Agent ("RTA")

The name of the RTA has been changed from "Link Intime India Private Limited" to "MUFG Intime India Private Limited" (MUFG Intime/RTA) with effect from December 31, 2024 upon acquisition of Link group by Mitsubishi UFJ Trust & Banking Corporation.

9. Members are requested to intimate changes, if any, pertaining to their name, postal address, email address, telephone/ mobile numbers, Permanent Account Number (PAN), mandates, nominations, power of attorney, bank details such as, name of the bank and branch details, bank account number, MICR code, IFSC code, etc., to their Depository Participants for the shares held in electronic form.

Members are requested to send all communications to our RTA at the following address:

MUFG Intime India Private Limited
(Unit: Credo Brands Marketing Limited)
C-101, 1st Floor, 247 Park,
Lal Bahadur Shastri Marg,
Vikhroli (West), Mumbai 400 083
Phone: +91 810 811 8484
Fax: +91-22-6656 8494
Email: csg-unit@in.mpms.mufg.com

Notice (Contd.)

10. Final Dividend for financial year 2024-25

The Board of Directors of the Company has recommended a dividend of ₹ 3.00 (150%) per Equity Share of ₹ 2.00 each of the Company. The proposed dividend, if declared, at the forthcoming Annual General Meeting, will be paid/ credited, subject to deduction of tax at source, as may be applicable, within a period of 30 days from the date of declaration, to those Members whose names appear in the Company's Register of Members or in the list of beneficial owners as per the particulars to be furnished by the Depositories as on the record date i.e. Wednesday, September 10, 2025.

11. ELECTRONIC CREDIT OF DIVIDEND

SEBI has made it mandatory for all companies to use the bank account details furnished by the Depositories and the bank account details maintained by the Registrar and Transfer Agent for payment of dividend to Members electronically. The Company has extended the facility of electronic credit of dividend directly to the respective bank accounts of the Member(s) through the National Electronic Clearing Service (NECS)/ National Electronic Fund Transfer (NEFT)/Real Time Gross Settlement (RTGS)/Direct Credit, etc.

Members holding shares in demat form are requested to update their bank account details with their respective Depository Participants ("DPs").

The Company or our RTA cannot act on any request received directly from the Members holding shares in demat form for any change of bank particulars. Such changes are to be intimated only to the DPs of the Members.

Members are requested to ensure that their bank account details in their respective demat accounts are updated to enable the Company to provide timely credit of dividend in their bank accounts. In case, the Company is unable to pay dividend to any Member by the electronic mode due to non-availability of the details of the bank account, the Company shall dispatch the dividend warrant/demand draft to such Member by post/courier.

12. TDS ON DIVIDEND:

Pursuant to the Income-tax Act, 1961, as amended by the Finance Act, 2020, dividend income has become taxable in the hands of shareholders with effect from April 01, 2020 and therefore, the Company shall be required to deduct tax at source (TDS) from dividend paid to shareholders at the prescribed rates. For the prescribed rates for various categories, shareholders are requested to refer to the latest Finance Act and amendments thereof. Shareholders are requested to update their Permanent Account Number ("PAN") with

the Company or RTA (in case of shares held in physical mode) and Depositories (in case of shares held in demat mode) on or before Wednesday, September 10, 2025.

A Resident individual shareholder with PAN and whose income does not exceed maximum amount not chargeable to tax or who is not liable to pay income tax, as the case may be, can submit a yearly declaration in Form No. 15G/15H, to avail the benefit of non-deduction of tax at source by e-mail to csgexemptforms2526@in.mpms.mufg.com by Wednesday, September 10, 2025.

Members are requested to note that if the PAN is not correct/ invalid/ inoperative or have not filed their income tax returns, then tax will be deducted at higher rates prescribed under Sections 206AA or 206AB of the Income-tax Act, as applicable and in case of invalid PAN, they will not be able to get credit of TDS from the Income Tax Department.

Non-resident shareholders [including Foreign Institutional Investors ("FIIs")/Foreign Portfolio Investors ("FPIs")] can avail beneficial rates under tax treaty between India and their country of tax residence, subject to providing necessary documents i.e. No Permanent Establishment and Beneficial Ownership Declaration, Tax Residency Certificate, Form 10F, any other document which may be required to avail the tax treaty benefits. For this purpose, the shareholder may submit the above documents (PDF/JPG Format) by e-mail to csgexemptforms2526@in.mpms.mufg.com or at Tax Exemption Link : <https://web.in.mpms.mufg.com/formsreg/submission-of-form-15g-15h.html>. The aforesaid declarations and documents need to be submitted by the shareholders by Wednesday, September 10, 2025, in order to enable the Company to determine and deduct appropriate tax.

No communication on the tax determination/ deduction shall be entertained post Wednesday, September 10, 2025. It may be further noted that in case the tax on said dividend is deducted at a higher rate in absence of receipt of the aforementioned details/documents from the shareholders, there would still be an option available with the shareholders to file the return of income and claim an appropriate refund, if eligible.

In the event of any income tax demand (including interest, penalty, etc.) arising from any misrepresentation, inaccuracy or omission of information provided by the shareholder, such shareholder will be responsible to indemnify the Company and also provide the Company with all information/ documents and co-operation in any appellate proceedings.

Notice (Contd.)

13. INVESTORS EDUCATION AND PROTECTION FUND (IEPF)

Pursuant to Section 124 of the Act, Dividends, if not encashed for a period of 7 years from the date of transfer to Unpaid Dividend Account of the Company, are liable to be transferred to the Investor Education and Protection Fund ("IEPF").

The details of unpaid / unclaimed dividends lying with the Company are as under:

Particulars	Date of declaration	Last date for claiming due amount
Dividend 2023-24	August 30, 2024	October 05, 2031

Members are requested to claim their dividends from the Company, within the stipulated timeline.

14. NOMINATION:

Members can themselves avail of the facility of nomination pursuant to the provisions of Section 72 of the Act. Members holding shares in electronic form may contact their respective Depository Participants for availing this facility.

15. SEBI ONLINE DISPUTE RESOLUTION:

SEBI vide Circular Nos. SEBI/HO/OIAE/OIAE_IAD-1/P/ CIR/2023/131 dated July 31, 2023, and SEBI/HO/ OIAE/ OIAE_IAD-1/P/CIR/2023/135 dated August 04, 2023, read with Master Circular No. SEBI/HO/ OIAE/ OIAE_IAD-1/P/ CIR/2023/**145** dated July 31, 2023 (updated as on August 11, 2023), has established a common Online Dispute Resolution Portal ("ODR Portal") for resolution of disputes arising in the Indian Securities Market.

Pursuant to above-mentioned circulars, post exhausting the option to resolve Investors grievances with the RTA and/or the Company directly and through existing SEBI Complaints Redress System (SCORES) platform, the investors can initiate dispute resolution through the ODR Portal (<https://smartodr.in/login>).

16. In terms of Regulation 40 of the SEBI LODR Regulations, securities of listed companies can only be transferred in dematerialised form with effect from April 01, 2019, except in case of transmission or transposition of securities.
17. The Register of Directors and Key Managerial Personnel and their shareholding maintained under Section 170 of the Act and Register of Contracts or arrangements in which directors are interested maintained under Section 189 of the Act, certificate(s)

and relevant documents referred to in this Notice of AGM and explanatory statement, will be available electronically for inspection by the Members during the AGM. All documents referred to in the Notice will also be available for electronic inspection without any fee by the Members from the date of circulation of this Notice up to the date of AGM, i.e. Monday, September 22, 2025. Members seeking to inspect such documents can send an email to Investorrelations@mufti.in.

18. INSTRUCTIONS FOR E-VOTING AND JOINING THE AGM ARE AS FOLLOWS:

- I. Pursuant to the provisions of Section 108 of the Act read with Rule 20 of the Companies (Management and Administration) Rules, 2014 (as amended), Regulation 44 of the SEBI LODR Regulations (as amended), Secretarial Standard on General Meetings issued by the ICSI as amended and the MCA Circular(s), the Company is providing facility of remote e-voting to its Members in respect of the businesses to be transacted at the AGM. For this purpose, the Company has entered into an agreement with NSDL for facilitating voting through electronic means, as the authorised agency. The facility of casting votes by a Member using remote e-voting system as well as voting at the AGM will be provided by NSDL.
- II. Members will also be provided with the facility for voting through electronic voting system during the VC / OAVM proceedings at the AGM and Members participating at the AGM, who have not already cast their vote by remote e-voting, will be eligible to exercise their right to vote at the end of discussion on the resolution(s) on which voting is to be held, upon announcement by the Chairman. Members who have cast their vote on resolution(s) by remote e-voting prior to the AGM will also be eligible to participate at the AGM through VC/ OAVM but shall not be entitled to cast their vote again on such resolution(s).
- III. The remote e-voting period commences on Friday, September 19, 2025 (9:00 a.m. IST) and ends on Sunday, September 21, 2025, (5:00 p.m. IST). During this period, Members holding shares either in physical form or in dematerialised form, as on Monday, September 15, 2025, i.e. cut-off date, may cast their vote electronically through remote e-voting.

The e-voting module shall be disabled by NSDL for voting thereafter. Members have the option to cast their vote on any of the resolutions using the remote e-voting facility, either during the period

Notice (Contd.)

commencing from Friday, September 19, 2025 to Sunday, September 21, 2025, or e-voting during the AGM.

- IV. The voting right of shareholders shall be in proportion to their share in the paid-up equity share capital of the Company as on the cut-off date, being September 15, 2025.
- V. A person, whose name is recorded in the Register of Members or in the Register of Beneficial Owners maintained by the Depositories as on the cut-off date shall only be entitled to avail the facility of remote e-voting as well as voting at the AGM through e-voting. In case of joint holders, the Member whose name appears as the first

holder in the order of names as per the Register of Members of the Company as on the cut-off date will be entitled to vote during the AGM.

- VI. The Members who have cast their vote by remote e-voting prior to the AGM may also attend/participate in the AGM through VC/OAVM but shall not be entitled to cast their vote on such resolution again.
- VII. THE DETAILS OF THE PROCESS AND MANNER FOR REMOTE E-VOTING ARE EXPLAINED HEREIN BELOW:

The way to vote electronically on NSDL e-voting system consists of "Two Steps" which are mentioned below:





Step 1: Access to NSDL e-Voting system

A. Login method for e-Voting and joining virtual meeting for Individual shareholders holding securities in demat mode

In terms of SEBI circular dated December 09, 2020 on e-Voting facility provided by Listed Companies, Individual shareholders holding securities in demat mode are allowed to vote through their demat account maintained with Depositories and Depository Participants. Shareholders are advised to update their mobile number and email Id in their demat accounts in order to access e-Voting facility.

Login method for Individual shareholders holding securities in demat mode is given below:

Type of shareholders	Login Method
Individual Shareholders holding securities in demat mode with NSDL.	<ol style="list-style-type: none"> For OTP based login you can click on https://eservices.nsdl.com/SecureWeb/evoting/evotinglogin.jsp. You will have to enter your 8-digit DP ID, 8-digit Client Id, PAN No., Verification code and generate OTP. Enter the OTP received on registered email id/mobile number and click on login. After successful authentication, you will be redirected to NSDL Depository site wherein you can see e-Voting page. Click on company name or e-Voting service provider i.e. NSDL and you will be redirected to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting. Existing IDeAS user can visit the e-Services website of NSDL Viz. https:// eservices.nsdl.com either on a Personal Computer or on a mobile. On the e-Services home page click on the "Beneficial Owner" icon under "Login" which is available under 'IDeAS' section , this will prompt you to enter your existing User ID and Password. After successful authentication, you will be able to see e-Voting services under Value added services. Click on "Access to e-Voting" under e-Voting services and you will be able to see e-Voting page. Click on company name or e-Voting service provider i.e. NSDL and you will be re-directed to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting. If you are not registered for IDeAS e-Services, option to register is available at https:// eservices.nsdl.com. Select "Register Online for IDeAS Portal" or click at https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp Visit the e-Voting website of NSDL. Open web browser by typing the following URL: https://www.evoting.nsdl.com/ either on a Personal Computer or on a mobile. Once the home page of e-Voting system is launched, click on the icon "Login" which is available under 'Shareholder/Member' section. A new screen will open. You will have to enter your

Type of shareholders	Login Method
	<p>User ID (i.e. your sixteen digit demat account number hold with NSDL), Password/OTP and a Verification Code as shown on the screen. After successful authentication, you will be redirected to NSDL Depository site wherein you can see e-Voting page. Click on company name or e-Voting service provider i.e. NSDL and you will be redirected to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting.</p> <p>5. Shareholders/Members can also download NSDL Mobile App "NSDL Speede" facility by scanning the QR code mentioned below for seamless voting experience.</p> <p>NSDL Mobile App is available on</p> <p> App Store  Google Play</p> <div style="display: flex; justify-content: space-around;">   </div>
Individual Shareholders holding securities in demat mode with CDSL	<ol style="list-style-type: none"> Users who have opted for CDSL Easi / Easiest facility, can login through their existing user id and password. Option will be made available to reach e-Voting page without any further authentication. The users to login Easi /Easiest are requested to visit CDSL website www.cdslindia.com and click on login icon & New System Myeasi Tab and then user your existing my easi username & password. After successful login the Easi / Easiest user will be able to see the e-Voting option for eligible companies where the evoting is in progress as per the information provided by company. On clicking the evoting option, the user will be able to see e-Voting page of the e-Voting service provider for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting. Additionally, there is also links provided to access the system of all e-Voting Service Providers, so that the user can visit the e-Voting service providers' website directly. If the user is not registered for Easi/Easiest, option to register is available at CDSL website www.cdslindia.com and click on login & New System Myeasi Tab and then click on registration option. Alternatively, the user can directly access e-Voting page by providing Demat Account Number and PAN No. from a e-Voting link available on www.cdslindia.com home page. The system will authenticate the user by sending OTP on registered Mobile & Email as recorded in the Demat Account. After successful authentication, user will be able to see the e-Voting option where the evoting is in progress and also able to directly access the system of all e-Voting Service Providers.
Individual Shareholders (holding securities in demat mode) login through their depository participants	<p>You can also login using the login credentials of your demat account through your Depository Participant registered with NSDL/CDSL for e-Voting facility. upon logging in, you will be able to see e-Voting option. Click on e-Voting option, you will be redirected to NSDL/CDSL Depository site after successful authentication, wherein you can see e-Voting feature. Click on company name or e-Voting service provider i.e. NSDL and you will be redirected to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting.</p>

Important note: Members who are unable to retrieve User ID/ Password are advised to use Forget User ID and Forget Password option available at abovementioned website.

Helpdesk for Individual Shareholders holding securities in demat mode for any technical issues related to login through Depository i.e. NSDL and CDSL.

Login type	Helpdesk details
Individual Shareholders holding securities in demat mode with NSDL	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.com or call at 022 - 4886 7000
Individual Shareholders holding securities in demat mode with CDSL	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact at toll free no. 1800-21-09911

B. Login Method for e-Voting and joining virtual meeting for shareholders other than Individual shareholders holding securities in demat mode and shareholders holding securities in physical mode.

How to Log-in to NSDL e-Voting website?

1. Visit the e-Voting website of NSDL. Open web browser by typing the following URL: <https://www.evoting.nsdl.com/> either on a Personal Computer or on a mobile.
2. Once the home page of e-Voting system is launched, click on the icon "Login" which is available under 'Shareholder/Member' section.
3. A new screen will open. You will have to enter your User ID, your Password/OTP and a Verification Code as shown on the screen.

Alternatively, if you are registered for NSDL eservices i.e. IDEAS, you can log-in at <https://eservices.nsdl.com/> with your existing IDEAS login. Once you log-in to NSDL eservices after using your log-in credentials, click on e-Voting and you can proceed to Step 2 i.e. Cast your vote electronically.

4. Your User ID details are given below:

Manner of holding shares i.e. Demat (NSDL or CDSL) or Physical	Your User ID is:
a) For Members who hold shares in demat account with NSDL.	8 Character DP ID followed by 8 Digit Client ID For example if your DP ID is IN300*** and Client ID is 12***** then your user ID is IN300***12*****.
b) For Members who hold shares in demat account with CDSL.	16 Digit Beneficiary ID For example if your Beneficiary ID is 12***** then your user ID is 12*****.
c) For Members holding shares in Physical Form.	EVEN Number followed by Folio Number registered with the Company For example if folio number is 001*** and EVEN is 101456 then user ID is 101456001***

5. Password details for shareholders other than Individual shareholders are given below:
 - a) If you are already registered for e-Voting, then you can use your existing password to login and cast your vote.
 - b) If you are using NSDL e-Voting system for the first time, you will need to retrieve the 'initial password' which was communicated to you. Once you retrieve your 'initial password', you need to enter the 'initial password' and the system will force you to change your password.
 - c) How to retrieve your 'initial password'?
 - (i) If your email ID is registered in your demat account or with the Company, your 'initial password' is communicated to you on your email ID. Trace the email sent to you from NSDL from your mailbox. Open the email and open the attachment i.e. a .pdf file. Open the .pdf file. The password to open the .pdf file is your 8 digit client ID for NSDL account, last 8 digits of client ID for CDSL account or folio number for shares held in physical form. The .pdf file contains your 'User ID' and your 'initial password'.
 - (ii) If your email ID is not registered, please follow steps mentioned below in process for those shareholders whose email ids are not registered.

Notice (Contd.)

6. If you are unable to retrieve or have not received the "Initial password" or have forgotten your password:
 - a) Click on **"Forgot User Details/ Password?"** (If you are holding shares in your demat account with NSDL or CDSL) option available on www.evoting.nsdl.com.
 - b) **"Physical User Reset Password?"** (If you are holding shares in physical mode) option available on www.evoting.nsdl.com.
 - c) If you are still unable to get the password by aforesaid two options, you can send a request at evoting@nsdl.com mentioning your demat account number/folio number, your PAN, your name and your registered address etc.
 - d) Members can also use the OTP (One Time Password) based login for casting the votes on the e-Voting system of NSDL.
7. After entering your password, tick on Agree to "Terms and Conditions" by selecting on the check box.
8. Now, you will have to click on "Login" button.
9. After you click on the "Login" button, Home page of e-Voting will open.

Step 2: Cast your vote electronically and join General Meeting on NSDL e-Voting system.

How to cast your vote electronically and join General Meeting on NSDL e-Voting system?

1. After successful login at Step 1, you will be able to see all the companies "EVEN" in which you are holding shares and whose voting cycle and General Meeting is in active status.
2. Select "EVEN" of company for which you wish to cast your vote during the remote e-Voting period and casting your vote during the General Meeting. For joining virtual meeting, you need to click on "VC/OAVM" link placed under "Join Meeting".
3. Now you are ready for e-Voting as the Voting page opens.
4. Cast your vote by selecting appropriate options i.e. assent or dissent, verify/modify

the number of shares for which you wish to cast your vote and click on "Submit" and also "Confirm" when prompted.

5. Upon confirmation, the message "Vote cast successfully" will be displayed.
6. You can also take the printout of the votes cast by you by clicking on the print option on the confirmation page.
7. Once you confirm your vote on the resolution, you will not be allowed to modify your vote.

General Guidelines for shareholders

1. Institutional shareholders (i.e. other than individuals, HUF, NRI etc.) are required to send scanned copy (PDF/JPG Format) of the relevant Board Resolution/ Authority letter etc. with attested specimen signature of the duly authorised signatory(ies) who are authorised to vote, to the Scrutiniser by e-mail to siroyam@gmail.com with a copy marked to evoting@nsdl.com. Institutional shareholders (i.e. other than individuals, HUF, NRI etc.) can also upload their Board Resolution / Power of Attorney / Authority Letter etc. by clicking on "Upload Board Resolution / Authority Letter" displayed under "e-Voting" tab in their login.
2. It is strongly recommended not to share your password with any other person and take utmost care to keep your password confidential. Login to the e-voting website will be disabled upon five unsuccessful attempts to key in the correct password. In such an event, you will need to go through the "Forgot User Details/Password?" or "Physical User Reset Password?" option available on www.evoting.nsdl.com to reset the password.
3. In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of www.evoting.nsdl.com or call on.: 022 - 4886 7000 or send a request to Ms. Prajakta Pawle at evoting@nsdl.com
19. **Process for those shareholders whose email ids are not registered with the depositories for procuring user id and password and registration of e mail ids for e-voting for the resolutions set out in this notice:**
 1. In case shares are held in physical mode please provide Folio No., Name of shareholder, scanned copy of the share certificate (front and back),

Notice (Contd.)

PAN (self-attested scanned copy of PAN card), AADHAR (self-attested scanned copy of Aadhar Card) by email to investorrelations@mufti.in.

2. In case shares are held in demat mode, please provide DPID-CLID (16 digit DPID + CLID or 16 digit beneficiary ID), Name, client master or copy of Consolidated Account statement, PAN (self-attested scanned copy of PAN card), AADHAR (self-attested scanned copy of Aadhar Card) to investorrelations@mufti.in. If you are an Individual shareholders holding securities in demat mode, you are requested to refer to the login method explained at step 1 (A) i.e. [Login method for e-Voting and joining virtual meeting for Individual shareholders holding securities in demat mode](#).
3. Alternatively shareholder/members may send a request to evoting@nsdl.com for procuring user id and password for e-voting by providing above mentioned documents.
4. In terms of SEBI circular dated December 09, 2020 on e-Voting facility provided by Listed Companies, Individual shareholders holding securities in demat mode are allowed to vote through their demat account maintained with Depositories and Depository Participants. Shareholders are required to update their mobile number and email ID correctly in their demat account in order to access e-Voting facility.

20. THE INSTRUCTIONS FOR MEMBERS FOR e-VOTING ON THE DAY OF THE AGM ARE AS UNDER:-

1. The procedure for e-Voting on the day of the AGM is same as the instructions mentioned above for remote e-voting.
 2. Only those Members/ shareholders, who will be present in the AGM through VC/OAVM facility and have not casted their vote on the Resolutions through remote e-Voting and are otherwise not barred from doing so, shall be eligible to vote through e-Voting system in the AGM.
 3. Members who have voted through Remote e-Voting will be eligible to attend the AGM. However, they will not be eligible to vote at the AGM.
 4. The details of the person who may be contacted for any grievances connected with the facility for e-Voting on the day of the AGM shall be the same person mentioned for Remote e-voting.
21. Any person who acquires shares of the Company and becomes a Member of the Company after sending of the Notice and holding shares as of the cut-off date may follow steps mentioned below under **"Login**

method for remote e-voting and joining virtual meeting for individual shareholders holding securities in dematerialised mode."

22. INSTRUCTIONS FOR MEMBERS FOR ATTENDING THE AGM THROUGH VC/OAVM ARE AS UNDER:

1. Member will be provided with a facility to attend the AGM through VC/OAVM through the NSDL e-Voting system. Members may access by following the steps mentioned above for **Access to NSDL e-Voting system**. After successful login, you can see link of "VC/OAVM" placed under **"Join meeting"** menu against the Company name. You are requested to click on VC/OAVM link placed under Join Meeting menu. The link for VC/OAVM will be available in Shareholder/Member login where the EVEN of Company will be displayed. Please note that the Members who do not have the User ID and Password for e-Voting or have forgotten the User ID and Password may retrieve the same by following the remote e-Voting instructions mentioned in the notice to avoid last minute rush.
2. Members are encouraged to join the Meeting through Laptops for better experience.
3. Further Members will be required to allow Camera and use Internet with a good speed to avoid any disturbance during the AGM.
4. Please note that Participants Connecting from Mobile Devices or Tablets or through Laptop connecting via Mobile Hotspot may experience Audio/Video loss due to Fluctuation in their respective network. It is therefore recommended to use Stable Wi-Fi or LAN Connection to mitigate any kind of aforesaid glitches.
5. Shareholders who would like to express their views/have questions may send their questions in advance mentioning their name demat account number/folio number, email id, mobile number at investorrelations@mufti.in. The same will be replied by the Company suitably.

23. SPEAKER REGISTRATION AND SUBMISSION OF QUESTIONS / QUERIES PRIOR TO AGM

- Members who would like to express their views/ ask questions during the AGM may register themselves as a speaker by sending their request at least 7 (Seven) days prior to AGM mentioning their name, demat account number/ folio number, PAN, e-mail address, mobile number at investorrelations@mufti.in.

Notice (Contd.)

- Only those Members who have registered themselves as a speaker will be allowed to express their views/ask questions during the meeting
- Members will get confirmation on first cum first served basis
- Members who are registered as speakers for the event are requested to download and install necessary software as required for attending AGM
- Members are requested to speak only when moderator of the meeting/management will announce the name and serial number for speaking
- Please note that the Company reserves the right to restrict the number of questions and number of speakers, depending upon availability of time as appropriate for smooth conduct of the AGM
- The Members who do not wish to speak during the AGM but have queries may send their queries in advance 7 (seven) days prior to the AGM mentioning their name, demat account number/

folio number, e-mail address, mobile number at investorrelations@mufti.in. These queries will be replied to by the Company suitably by e-mail.

24. The Board of Directors has appointed Mr. Mukesh Siroya (Membership No. FCS - 5682) of M/s. M Siroya and Company, Company Secretaries as the Scrutiniser to scrutinise the remote e-voting process and voting conducted during the AGM through e-voting in a fair and transparent manner
25. The results shall be declared within the time stipulated under the applicable laws, i.e., within two working days of conclusion of the Meeting. The results declared along with the Scrutiniser's Report will be placed on the website of the Company at <https://www.credobrand.in> and on the website of NSDL at www.evoting.nsdl.com immediately after the results are declared and will simultaneously be forwarded to BSE Limited and National Stock Exchange of India Limited, where Equity Shares of the Company are listed and shall be displayed at the Registered Office of the Company.

By Order of the Board of Directors

Sanjay Kumar Mutha
Company Secretary
ACS No. 15884

Registered Office:

Credo Brands Marketing Limited
CIN: L18101MH1999PLC119669
Regd. Off.: B 8, MIDC Central Road, Marol,
Andheri (E), Mumbai - 400093
Tel. No.: +91 22 6141 7200
Website: www.credobrand.in
Email: Investorrelations@mufti.in
Mumbai, July 31, 2025

Notice (Contd.)

ADDITIONAL INFORMATION WITH RESPECT TO ITEM NO. 4 AND EXPLANATORY STATEMENT IN RESPECT OF THE SPECIAL BUSINESS IN ITEM NOS. 5 TO 7 PURSUANT TO SECTION 102 OF THE COMPANIES ACT, 2013**Item No. 4****To appoint Dr. Manoj Nakra (DIN 08566768), who retires by rotation and being eligible, offers himself for re-appointment**

In terms of Section 152(6) of the Companies Act, 2013, ("the Act"), Dr. Manoj Nakra – Non-Executive Director of the Company shall retire by rotation and being eligible, offers himself for re-appointment.

Dr. Manoj Nakra (Aged 69 years) has an undergraduate degree in mechanical engineering from the Indian Institute of Technology, Delhi followed by a post graduate diploma in management from the Indian Institute of Management, Bangalore. He has also obtained his degree of Executive Doctor of Management from Case Western Reserve University. He is a co-founder of SCIP Services and Solutions Private Limited (now known as Zyeal Veloce Private Limited), a SaaS platform company. He led the creation and implementation of many global luxury and lifestyle brands in the Middle East and India. He engages with retailers for their digitalisation. He has held CEO positions at The Waterbase Limited (BSE listed company) and Jashanmal (Retailer in UAE), COO position at DubaiSME (Entrepreneur Development Organisation of Government of Dubai) and Director, Strategy at Apparel Group (Retailer in UAE). His expertise and experience are in the area of retail and distribution, entrepreneurship and technology application. He is also a visiting faculty at IIM Bangalore.

He is also an independent director of Arvind Fashions Limited and director of Zyeal Veloce Private Limited.

Dr. Manoj Nakra was first appointed as an Additional Director of the Company w.e.f. May 09, 2023. He is a member of Audit Committee and Nomination and Remuneration Committee and Chairman of Stakeholders Relationship Committee of the Board of Directors of the Company.

He does not hold any membership of committees of other public companies and did not resign from any listed entity in the past three years.

He would be entitled to sitting fees for attending the Meetings of the Board of Directors and Committees thereof. He has been paid ₹ 5.00 Lakh as sitting fees during the financial year 2024-25. He attended all six Board meetings of the Company held during the financial year 2024-25.

He does not hold by himself or for any other person on a beneficial basis, any shares of the Company. He is not related to any other Directors and Key Managerial Personnel of the Company.

He has given a declaration that he is not disqualified from being appointed as a Director in terms of Section 164 of the Act.

The Board of Directors recommend the Ordinary Resolution set out at Item No. 4 of the Notice for approval of the Members.

Save and except Dr. Manoj Nakra, none of the Directors, Key Managerial Personnel of the Company and their relatives are, in any way, concerned or interested, financially or otherwise, in the Resolution set out at Item No. 4 of the Notice.

Item No. 5**Re-appointment of Mr. Amer Jaleel (DIN: 03194596) as an Independent Director**

Mr. Amer Jaleel was appointed as an Independent Director on the Board of the Company and holds office of an Independent Director up to November 01, 2025, in terms of the provisions of Sections 149, 152 and other applicable provisions of the Companies Act, 2013 ("the Act") and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI LODR Regulations").

Mr. Amer Jaleel (aged 59 years) has a Bachelor of Commerce degree from University of Mumbai. After an award-winning career as a young Creative Director on some of the Country's most reputed brands, he joined Lowe Lintas in 2002. From then onwards he has held multiple creative leadership positions including Chief Creative Officer and Chairman of the Lintas Group. During his stint, he has handled assignments for scores of prestigious brands. He is a prominent voice in the Indian corporate world, appearing and speaking at various media and association forums. He has an active interest in content development, music, technology, fashion and many creative arts. In 2023, he quit Lintas after 21 years of distinguished service, to co-found a visionary passion project - Curativity, a new-age digital platform for creative marketing.

He is also a director of Pitchverse Platforms Private Limited. He does not hold any directorship / membership of committees of other public companies and did not resign from any listed entity in the past three years.

Mr. Amer Jaleel was first appointed as an Additional Director of the Company w.e.f. November 05, 2020. Mr. Amer Jaleel is a member of Audit Committee and Risk Management Committee and Chairman of Nomination and Remuneration Committee of the Board of Directors of the Company.

He would be entitled to sitting fees for attending the Meetings of the Board of Directors and Committees thereof. He has been paid ₹ 5.25 Lakh as sitting fees during the financial year 2024-25. He attended all six Board meetings of the Company held during the financial year 2024-25.

Notice (Contd.)

He does not hold by himself or for any other person on a beneficial basis, any shares of the Company and he shall not be entitled to any stock option. He is not related to any other Directors and Key Managerial Personnel of the Company.

Mr. Amer Jaleel has confirmed: (a) his eligibility and criteria of independence as provided under Section 149(6) of the Act and Regulations 16(1)(b) and 25 of the SEBI LODR Regulations; (b) he is not disqualified or debarred from holding the office of director by virtue of any SEBI order or any other such authority; (c) he has undertaken registration in the Independent Director's data bank; and (d) he is not aware of any circumstance or situation, which exist or may be reasonably anticipated, that could impair or impact his ability to discharge his duties with an objective independent judgment and without any external influence. Further, he has also given his consent to be re-appointed as an Independent Director of the Company.

Mr. Amer Jaleel as an Independent Director shall not be liable to retire by rotation.

The Nomination and Remuneration Committee at its Meeting held on May 22, 2025 has considered and recommended for re-appointment of Mr. Amer Jaleel as an Independent Director on the Board for the second term of five consecutive years with effective from November 02, 2025 up to November 01, 2030.

Based on the recommendation of the Nomination and Remuneration Committee, the Board at its meeting held on May 22, 2025, reviewed the performance evaluation of Mr. Amer Jaleel and acknowledged his skills, vast knowledge and experience specifically in the area of branding and marketing, which are aligned to the role and capabilities and his continued valuable contribution to the Board during his first term as an Independent Director. In the opinion of the Board, Mr. Amer Jaleel is a person of integrity and fulfils the conditions specified under the Act read with Rules thereunder and the SEBI LODR Regulations for his re-appointment as an Independent Director of the Company and his re-appointment as an Independent Director is in the best interest of the Company.

In terms of Section 149 read with Schedule IV to the Act and relevant provisions of the SEBI LODR Regulations, an Independent Directors shall be eligible to be re-appointed for second term of five consecutive years, on the basis of report of performance evaluation done by the Board and approval of Members by way of Special Resolution to be passed at a General Meeting.

The Board unanimously recommended for re-appointment of Mr. Amer Jaleel as an Independent Director of the

Company for the second term of five consecutive years with effect from November 02, 2025 at Item No. 5 as a Special Resolution for approval of the Members.

Save and except Mr. Amer Jaleel (being an appointee), none of the Directors, Key Managerial Personnel of the Company and their relatives are, in any way, concerned or interested, financially or otherwise, in the Resolution set out at Item No. 5 of the Notice.

Item no. 6

To approve related party transaction with SmartGlobal Solutions and Services

SmartGlobal Solutions and Services, a proprietary firm of Dr. Manoj Nakra, Non-Executive Director of the Company, is providing advisory services for strengthening the Company's eCommerce capability and associated activities.

The Board of Directors at its meeting held on May 09, 2023 and the Shareholders at their Extraordinary Meeting held on July 04, 2023 have approved the related party transaction with SmartGlobal Solutions and Services for a tenure of 36 months.

Since, Dr. Manoj Nakra is proprietor of SmartGlobal Solutions and Services and a Non-Executive Director of the Company, any fees paid and/or payable to SmartGlobal Solutions and Services, would be deemed to be considered as holding of office or place of profit in the Company.

Section 188 of the Companies Act, 2013 ("**the Act**") inter-alia provides that except with the prior approval of the shareholders by way of a resolution, a company shall not enter into a transaction or transactions for appointment to any office or place of profit in the Company at a monthly remuneration exceeding two and a half lakh rupees.

The proposed fees payable to SmartGlobal Solutions and Services would exceed the limit, which requires prior approval of the shareholders of the Company.

The Board considered the vast experience, expertise and in-depth knowledge of Dr. Manoj Nakra in the field of retail and distribution, entrepreneurship and technology application, including creation and implementation of many global luxury and lifestyle brands in the Middle East and India. It is proposed to continue to avail the advisory services from SmartGlobal Solutions and Services, for strengthening the Company's eCommerce capability and associated activities.

The aforesaid transaction was reviewed and unanimously approved by the Independent Directors on the Audit Committee and the Board of Directors at their separate meetings held on May 22, 2025.

Notice (Contd.)

The additional information required to be disclosed pursuant to Rule 15 of the Companies (Meetings of Board and its Powers) Rules, 2014 are as under:

a. Name of the related party	SmartGlobal Solutions and Services
b. Name of the Director or Key Managerial Personnel who is related, if any	Dr. Manoj Nakra – Non-Executive Director
c. Nature of relationship	Proprietor of SmartGlobal Solutions and Services
d. Nature, material terms, monetary value and particulars of the contract or arrangement	<ul style="list-style-type: none"> - Availing of advisory services for strengthening the Company's eCommerce capability and associated activities - Tenure: 36 months w.e.f. April 01, 2026 - During the tenure, the fee would be in the range of ₹ 3.00 Lakh to ₹ 4.00 Lakh per month, as may be mutually agreed with the consultant, plus out of pocket expenses at actual

Your Directors recommend Resolution at Item No. 6 as an Ordinary Resolution for approval of the Members.

The Members may note that in terms of the provisions of Section 188 of the Act, no member of the Company shall vote to approve the resolution at item no 6, if such member is a related party.

Except Dr. Manoj Nakra, none of the directors, key managerial personnel and relatives of directors and/or key managerial personnel (as defined in the Companies Act, 2013) are concerned or interested in the proposed resolution mentioned at item no. 6.

Item no. 7

To appoint Secretarial Auditors of the Company

The Board of Directors at its Meeting held on May 22, 2025, based on the recommendation of the Audit Committee has recommended the appointment of M/s. Siroya and BA Associates, Company Secretaries (Firm Registration Number: P2019MH074300 and Peer Reviewed vide certificate no. 3907/2023, which is valid till July 31, 2028) as the Secretarial Auditors of the Company for a consecutive period of five years from the financial year 2025-26 to financial year 2029-30, subject to the approval of the Members of the Company.

The appointment of Secretarial Auditors shall be in terms of the amended Regulation 24A of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI LODR Regulations") and provisions of Section 204 of the Companies Act, 2013 ("the Act") and Rule 9 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014.

Brief profile of Secretarial Auditors

M/s. Siroya and BA Associates, Practicing Company Secretaries (the "Firm"), is a partnership firm led by Mr. Mukesh Siroya, a Fellow Member of the Institute of Company Secretaries of India. With over 26 years of professional experience, including 24 years in active practice, Mr. Siroya

has been providing expert services to a distinguished clientele, encompassing both domestic and international corporates across diverse sectors.

The Firm is supported by a team of skilled and qualified company secretaries. Along with its network firm, it serves a diverse clientele across multiple industries, including finance, insurance, mutual funds, hospitality, technology, electronics, textiles, agriculture, employee leasing, aerospace, business solutions, and manufacturing.

M/s. Siroya and BA Associates has confirmed that the firm is not disqualified and is eligible to be appointed as Secretarial Auditors in terms of Regulation 24A of the SEBI LODR Regulations.

The Board and the Audit Committee while recommending the appointment of new Secretarial Auditors have considered the relevant parameters including but not limited to their expertise and experience, industry experience, competency of the audit team, independence, clientele and technical knowledge, etc.

The fees proposed to be paid to Secretarial Auditors for the secretarial audit shall be ₹ 2,80,000/- (Rupees Two Lakh Eighty Thousand only) plus applicable taxes and other out-of-pocket expenses for financial year 2025-26. The remuneration proposed to the new Secretarial Auditors is reasonable and commensurate with their expertise, size of the firm, scope and coverage of audit.

The remuneration to the Statutory Auditors for the subsequent years of the term will be determined by the Board of Directors from time to time based on the recommendations of the Audit Committee and in consultation with the Secretarial Auditors, which will be commensurate with the services rendered by them during the said term.

The Company would also avail various professional services, certifications, reports or opinions (other than prohibited services under the SEBI LODR Regulations) from the Secretarial Auditor and/or M/s. M Siroya and Company,

Notice (Contd.)

Practicing Company Secretary, a network firm of the Secretarial Auditor, from time to time, as may be permitted under the Act, SEBI LODR Regulations and ICSI guidelines, in addition to the Secretarial Audit, for which the Auditors will be remunerated separately on mutually agreed terms.

The Board in consultation with the Audit Committee may alter and vary the terms and conditions of appointment,

including remuneration, in such manner and to such extent as may be mutually agreed with the Secretarial Auditors.

The Board recommends the Ordinary Resolution as set out in Item No. 7 of this Notice for approval of the Members.

None of the Directors and/or Key Managerial Personnel of the Company and/or their relatives are concerned or interested, in the Resolution set out in Item No. 7 of this Notice.

By Order of the Board of Directors

Sanjay Kumar Mutha

Company Secretary

ACS No. 15884

Registered Office:

Credo Brands Marketing Limited

CIN: L18101MH1999PLC119669

Regd. Off.: B 8, MIDC Central Road, Marol,

Andheri (E), Mumbai - 400093

Tel. No.: +91 22 6141 7200

Website: www.credobrands.in

Email: Investorrelations@mufti.in

Mumbai, July 31, 2025

Notice (Contd.)

INFORMATION AT A GLANCE:

S/N	Particulars	Details
1	Date and Time of AGM	Monday, September 22, 2025 at 12:30 p.m. (IST)
2	Mode of conduct	Video Conferencing ("VC")/Other Audio Visual Means ("OAVM")
3	Link to participate in the AGM through VC/OAVM	https://www.evoting.nsdl.com [For details please refer Note No. 18 of the Notice]
4	Contact details of NSDL for assistance before or during the AGM	E-mail: evoting@nsdl.com Contact No.: +91 22 48867000 Members may connect with: Ms. Prajakta Pawle at evoting@nsdl.com
5	Record date for Final Dividend	Wednesday, September 10, 2025
6	Payment date for Final Dividend	Within 30 days from the date of AGM
7	Cut-off date to determine entitlement for e-voting	Monday, September 15, 2025
8	E-voting start date and time	Friday, September 19, 2025 from 9:00 a.m. (IST)
9	E-voting end date and time	Sunday, September 21, 2025 till 5:00 p.m. (IST)
10	E-voting event number (EVEN)	135197
11	Registration of e-mail ID for receiving Notice of the AGM and Annual Report	Last date to register: Wednesday, September 10, 2025 on or before 5:00 p.m. (IST) Link: https://web.in.mpms.mufig.com/EmailReg/Email_Register.html
12	Email ID and link to submit the form for TDS exemption	Last date to submit: Wednesday, September 10, 2025 Email id: csgexemptforms2526@in.mpms.mufig.com Link: https://web.in.mpms.mufig.com/formsreg/submission-of-form-15g-15h.html
13	Registration as speaker shareholder	Please send email to investorrelations@mufti.in on or before Monday, September 15, 2025. (Please send the request from your registered e-mail ID and mention name, demat account number, PAN, mobile number in the e-mail sent for registration)
14	Name, address and contact details of Registrar and Transfer Agent	MUFG Intime India Private Limited C-101, Embassy 247, L. B. S. Marg, Vikhroli (West), Mumbai - 400083. Tel No: +91 810 811 8484 Link to register queries: https://web.in.mpms.mufig.com/helpdesk/Service_Request.html Website: https://in.mpms.mufig.com/
15	Live webcast of AGM	https://www.evoting.nsdl.com