

## Credo Brands Marketing Limited

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

1.	<b>Name of Listed Entity: Credo Brands Marketing Limited</b>	
2.	<b>Scrip Code/Name of Scrip/Class of Security: 544058</b>	
3.	<b>Share Holding Pattern Filed under: Reg. 31(1)(a)/Reg. 31(1)(b)/Reg.31(1)(c)-</b>	
	a.	If under 31(1)(b) then indicate the report for Quarter ending : 31st December, 2025
	b.	If under 31(1)(c) then indicate date of allotment/extinguishment
4.	<b>Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-</b>	

	<b>Particulars</b>	<b>Yes*</b>	<b>No*</b>
1	<b>Whether the Listed Entity has issued any partly paid up shares?</b>		No
2	<b>Whether the Listed Entity has issued any Convertible Securities ?</b>		No
3	<b>Whether the Listed Entity has issued any Warrants ?</b>		No
4	<b>Whether Listed Entity has granted any ESOPs, which are outstanding?</b>	Yes	
5	<b>Whether the Listed Entity has any shares against which depository receipts are issued?</b>		No
6	<b>Whether the Listed Entity has any shares in locked-in?</b>		No
7	<b>Whether any shares held by promoters are encumbered under "Pledged"?</b>		No
8	<b>Whether any shares held by promoters are encumbered under "Non-Disposal Undertaking"?</b>		No
9	<b>Whether any shares held by promoters are encumbered, other than by way of Pledge or NDU, if any?</b>		No
10	<b>Whether company has equity shares with differential voting rights?</b>		No
11	<b>Whether the listed entity has any significant beneficial owner?</b>		No

**\* If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding**

**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 Party Depositor Receipts	No. of shares underlying	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, ESOP, Convertible Securities etc.)	Total No of shares on fully diluted basis (including conversion of convertible securities ( as a percentage of diluted share capital)	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	Non-Disposal Undertaking		Other encumbrances, if any		Total Number of Shares encumbered	Number of equity shares held in dematerialised form						
							No of Voting Rights						As a % of total Shares held(b)			As a % of total Shares held(b)		As a % of total Shares held(b)									
							Class eg: X	Class eg: y	Total				No. (a)	No. (a)		No. (a)	No. (a)	No. (a)	No. (a)								
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII) = (IV)+ (V)+ (VI)	(VIII) As a % of (A+B+C2)	(IX)	(X)	(XI) = (VIII)+(X) As a % of (A+B+C2)	(XII)	(XIII)	(XIV)	(XV)	(XVI)	(XVII)	(XVIII)	(XVII) = (XIV+XV+XVI)	(XVIII)								
(A)	Promoter & Promoter Group	4	35960700	0	0	35960700	55.0109	35960700	0	35960700	55.0109	0	35960700	53.5188	0	0	0	0	0	35960700							
(B)	Public	74835	29409403	0	0	29409403	44.9891	29409403	0	29409403	44.9891	1822497	31231900	46.4812	0	0 NA	NA	NA	NA	NA	29409403						
(C)	Non Promoter - Non Public														0 NA	NA	NA	NA	NA	NA							
(C1)	Shares Underlying DRs	0	0	0	0	0	0	0	0	0	0	0	0	-	0	0 NA	NA	NA	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	NA	NA	NA	0						
	Total	74839	65370103	0	0	65370103	100.0000	65370103	0	65370103	100	1822497	67192600	100.0000	0	0	0	0 NA	NA	NA	NA	65370103					

**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	1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities			No. of Shares Outstanding convertible securities (including Warrants, ESOPs, Convertible Securities etc.)	Total No. of shares on fully diluted basis (including warrants, ESOPs, Convertible Securities etc.)	Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital)	No. (a)	Number of Locked in shares	Number of Shares pledged	Non-Disposal Undertaking	Other encumbrances, if any	Total Number of Shares encumbered	Number of equity shares held in dematerialised form										
									No of Voting Rights																						
									Class eg: X	Class eg: Y	Total																				
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII) = (IX) As a	(X)	(XI)	(XII) = (VII)	(XIII) = (X)	(XIV)	(XV)	(XVI)	(XVII)	(XVIII) = (XIV+XV+XVI)	(XIX)														
1 Indian																															
(a) Individuals / Hindu Undivided Family			4	35960700	0	0	35960700	55.0109	35960700	55.0109	0	35960700	53.5188	0	0	0	0	0				35960700									
Kamal D Khushlani	Promoters	1	18309220	0	0	0	18309220	28.0086	18309220	0	18309220	28.0086	0	18309220	27.2489	0	0	0	0			18309220									
Poonam Khushlani	Promoters	1	14039480	0	0	0	14039480	21.4769	14039480	0	14039480	21.4769	0	14039480	20.8944	0	0	0	0			14039480									
Andrew Kamal Khushlani	Promoter Group	1	18060000	0	0	0	18060000	2.7627	18060000	0	18060000	2.7627	0	18060000	2.6878	0	0	0	0			18060000									
Sonakshi Kamal Khushlani	Promoter Group	1	18060000	0	0	0	18060000	2.7627	18060000	0	18060000	2.7627	0	18060000	2.6878	0	0	0	0			18060000									
Kennedy Ranj Gajra	Promoter Group	0	0	0	0	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	0	0	0									
(c) Financial Institutions / Banks			0	0	0	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	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	0	0	0	0									
Sub Total (A)(1)		4	35960700	0	0	35960700	55.0109	35960700	0	35960700	55.0109	0	35960700	53.5188	0	0	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	0	0	0									
(b) Government			0	0	0	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	0	0	0									
(d) Foreign Portfolio Investor			0	0	0	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	0	0	0									
Sub Total (A)(2)		0	0	0	0	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	55.0109	35960700	0	35960700	55.0109	0	35960700	53.5188	0	0	0	0				35960700									

Details of Shares which remain unclaimed may be given here 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, as amended from time to time.

3) Details of promoter and promoter group with shareholding "Nil" can be accessed from here.

Credo Brands Marketing Limited

**Table III - Statement showing shareholding pattern of the Public shareholders**

**Credo Brands Marketing Limited**

**Table III - Statement showing shareholding pattern of the Public shareholders**

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	Number of Voting Rights held in each class of securities		No. of Shares Underlying Outstanding convertible securities (including warrants, ESOP, Convertible Securities etc.)	Total No of shares held fully diluted by conversion of convertible securities (including warrants, ESOP, Convertible Securities etc.)	Number of Locked in shares		Number of Shares pledged	Non-Disposal Undertaking	Other encumbrances, if any	Total Number of Shares encumbered		Sub-categorization of shares					
							No. of Voting Rights	Total as a % of Total Voting Rights			No. (a)	No. (b)	No. (a) % of total Shares held(b)	Number of equity shares held under dematerialized form	Sub-category(l)	Sub-category(j)							
							Class eg: X	Class eg: y	Total										No. (a) % of total Shares held(b)	Sub-category(l)	Sub-category(j)		
(i)	(ii)	(iii)	(iv)	(v)	(vi)	(vii) = (iv)+(v)+(vi)	(viii) As a % of (A+B+C2)	(ix)	(x)	(xi) = (viii)+(x)	(xii) = (viii)+(xi)	(xiii)	(xiv)	(xv)	(xvi)	(xvii) = (xv)+(xvi)	(xviii)	(xix)					
(vii) = (iv)+(v)+(vi)	(viii) As a % of (A+B+C2)																						
4 Non-Institutions			0	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	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	0	0		
(C) Key Managerial Personnel	2	155572	0	0	155572	0.238	155572	0	155572	0.238	755140	910732	1.3554	0	0	NA	NA	NA	NA	NA	155572	0	
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	NA	NA	NA	NA	0		
(D) 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	NA	NA	NA	NA	0		
(E) Investor Education and Protection Fund (IEPF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	NA	NA	0		
(f) i. Resident Individual holding nominal share capital up to Rs. 2 lakhs.	72315	16745474	0	0	16745474	25.6164	16745474	0	16745474	25.6164	1022357	17772831	26.4506	0	0	NA	NA	NA	NA	NA	16745474	0	
ii. Resident individual holding nominal share capital in excess of Rs. 2 lakhs.	8	2485578	0	0	2485578	3.8023	2485578	0	2485578	3.8023	40000	2525778	3.7587	0	0	NA	NA	NA	NA	NA	2485578	0	
Vikram Pratapbhai Kotak		70000	0	0	70000	1.0708	70000	0	70000	1.0708	0	700000	1.0418	0	0	NA	NA	NA	NA	NA	700000		
(i) Non Resident Indians (NRIs)	392	403597	0	0	403597	0.6174	403597	0	403597	0.6174	0	403597	0.6007	0	0	NA	NA	NA	NA	NA	403597	0	
(j) Foreign Nationals	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	NA	NA	0		
(k) Foreign Companies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	NA	NA	0		
(l) Body Corporate	136	6449440	0	0	6449440	9.856	6449440	0	6449440	9.856	0	6449440	9.5984	0	0	NA	NA	NA	NA	NA	6449440	0	
Bennett, Coleman And Company Limited	1	5388555	0	0	5388555	8.3431	5388555	0	5388555	8.2431	0	5388555	8.0196	0	0	NA	NA	NA	NA	NA	5388555	0	
(m) Any Other (Specify)	1975	1350108	0	0	1350108	2.0553	1350108	0	1350108	2.0553	0	1350108	2.0093	0	0	NA	NA	NA	NA	NA	1350108	0	
Body Corp-Ltd Liability Partnership	19	176030	0	0	176030	0.2993	176030	0	176030	0.2693	0	176030	0.2620	0	0	NA	NA	NA	NA	NA	176030	0	
Hindu Undivided Family	1945	958168	0	0	958168	1.4658	958168	0	958168	1.4658	0	958168	1.4260	0	0	NA	NA	NA	NA	NA	958168	0	
Clearing Member	11	215910	0	0	215910	0.3303	215910	0	215910	0.3303	0	215910	0.3213	0	0	NA	NA	NA	NA	NA	215910	0	
Sub Total B[3](4)		74828	27589769	0	0	27589769	42.2055	27589769	42.2055	1822497	29412266	43.7731	0	0	NA	NA	NA	NA	NA	27589769	0	0	
Total Public Shareholding (B)=		74835	29409403	0	0	29409403	44.9891	29409403	0	29409403	44.9891	1822497	31231900	46.4812	0	0	NA	NA	NA	NA	NA	29409403	0
B[1]+B[2]+B[3]+B[4]																							

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

No. of shareholders	No. of S%
0	0

Details of Shares which remain unclaimed may be given here 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	0

Note :

- PAN would not be displayed on website of Stock Exchange(s).
- 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
- W.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the respective column to the extent information available and the balance to be disclosed as held by custodian
- As per the requirement of the SEBI, the information may be disclosed in the manner as per 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
- Sub-categorization of shares under column no.(XV) will be based on shareholding/no. of shares under the following sub-categories
- 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
- Shareholder who have entered into shareholder agreement with the listed entity
- Shareholders acting as persons in concert with promoters.

**Credo Brands Marketing Limited**

Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholders

Category & Name of the shareholders	PAN	Nos. of shareholders	No. of fully paid up equity shares held	Party paid-up equity shares held	No. of shares underlying Depository Receipts held	Total nos. shares held	Shareholding % calculated as per SCR, 1957 As a % of (A+B+C2)	Class eg: X	Class eg: y	Total as a % of (A+B+C)	Number of Voting Rights held in each class of securities		No. of Shares Outstanding (including Warrants, ESOP etc.)	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		Non-Disposal Undertaking		Other encumbrances, if any		Total Number of Shares encumbered		Number of equity shares held in dematerialised form		
											No of Voting Rights				No. (a)		As a % of total Shares held(b)		No. (a)		As a % of total Shares held(b)		No. (a)				
											(VII) As a (IX)				(X)		(XII)=(VII)+(X)		(XIII)		(XIV)		(XV)		(XVI)		
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII) = (VIII) As a (IX)	(X)	(XII)=(VII)+(X)	(XIII)	(XIV)	(XV)	(XVI)	(XVII)=(XIV+XV+XVI)	(XVIII)													
1 Custodian/DR Holder		0	0	0	0	0	0	0	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	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	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**

## **CREDO BRANDS MARKETING LIMITED**

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

	<b>Board approved limits</b>	<b>Limits utilized</b>
As on shareholding date	100	0.89
As on the end of previous 1 <sup>st</sup> Quarter	100	0.88
As on the end of previous 2 <sup>nd</sup> Quarter	100	5.02
As on the end of previous 3 <sup>rd</sup> Quarter	100	4.74
As on the end of previous 4 <sup>th</sup> Quarter	100	4.88