# 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. <del>31(1)(a)</del> /Reg. 31(1)(b) <del>/Reg.31(1)(c)</del>								
<u> </u>	a. If under 31(1)(b) then indicate the report for Quarter ending - June 30, 2024								
	b. If under 31(1)(c) then indicate date of allotment/extinguishment								
4.	Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-								

	Particulars	Yes*	No*
1	Whether the Listed Entity has issued any partly paid up shares?		No
2	Whether the Listed Entity has issued any Convertible Securities or Warrants?		No
3	Whether the Listed Entity has any shares against which depository receipts are issued?		No
4	Whether the Listed Entity has any shares in locked-in?	Yes	
5	Whether any shares held by promoters are pledge or otherwise encumbered?		No

\* If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding Convertible Securities/Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by promoters, as applicable, shall not be displayed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by Listed Entity in above table the values will be considered as 'Zero' by default on submission of the format of holding of specified securities.

Credo Brands Marketing Limited
Table I - Summary Statement holding of specified securities

	,																	
Category	Category of shareholder	Nos. of	No. of	No. of	No. of	Total nos.	Sharehold	Number o	f Voting Rig	hts held in	each class	No. of Shares	Shareholding, as	Number o	f Locked in	Number of	f Shares	Number
		sharehold	fully paid	Partly	shares	shares	ing as a %	of securiti	es			Underlying	a % assuming full	shares		pledged or	r otherwise	of equity
		ers	up equity	paid-up	underlyin	held	of total					Outstanding	conversion of			encumber	ed	shares
			shares	equity	g		no. of					convertible	convertible					held in
			held	shares	Depositor		shares	No of Voti	ng Rights		Total as a	securities	securities ( as a	No. (a)	As a % of	No. (a)	As a % of	demateria
				held	y Receipts		(calculate				% of	(including	percentage of		total		total	lised form
							d as per				(A+B+C)	Warrants)	diluted share		Shares		Shares	
							SCRR,	Class eg:	Class eg: y	Total		-	capital)		held(b)		held(b)	
							1957)	Х							` '		` '	
							,											
(1)	(II)	(III)	(IV)	(V)	(VI)	(VII) =	(VIII) As a		(1	X)		(X)	(XI)= (VII)+(X) As	()	(II)	(X	III)	(XIV)
(A)	Promoter & Promoter Group	4	35621800	0	0	35621800	55.1922	35621800	0	35621800	55.1922	(	55.1922	13277000	37.2721	0	0	35621800
(B)	Public	80178	28919620	0	0	28919620	44.8078	28919620	0	28919620	44.8078	(	44.8078	0	0	NA	NA	28919620
(C)	Non Promoter - Non Public				0				0			(			0	NA	NA	
(C1)	Shares Underlying DRs	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	NA	NA	0
	Total	80182	64541420	0	0	64541420	100	64541420	0	64541420	100	(	100	13277000	20.5712	0	0	64541420

Credo Brands Marketing Limited
Table II - Statement showing shareholding pattern of the Promoter and Promoter Group

																				<u> </u>
Catego	ory & Name of the shareholders	Entity Type	PAN			Partly	No. of					thts held in	each class	No. of	Shareholding		f Locked in			Number
				sharehold	fully paid		shares		0	of securitie	es			Shares	,	shares			r otherwise	of equity
				ers	up equity		underlyin	held	calculated						assuming full			encumber	ed	shares
					shares	shares	g		as per					Outstandin	conversion of					held in
					held	held	Depositor			No of Voti	ng Rights		Total as a	g		No. (a)	As a % of	No. (a)	As a % of	demateri
							y Receipts		1957 As a						securities ( as		total		total	alised
									% of	Class eg:	Class eg: y	Total	Voting	securities	a percentage		Shares		Shares	form
									(A+B+C2)	v	Class eg. y	TOtal	Rights	(including	of diluted		held(b)		held(b)	
										^				Warrants)	share capital)					
	(1)		(II)	(III)	(IV)	(V)	(VI)	(VII) =	(VIII) As a		(1	X)		(X)	(XI)=(VII)+(X)	(X	(II)	(X	311)	(XIV)
1 India																				
(a) Individ	iduals / Hindu Undivided Family			4	35621800	(	0	35621800	55.1922	35621800	0	35621800	55.1922		55.1922	13277000	37.2721	0	0	35621800
Kamal	l D Khushlani	Promoters		1	18120420	(	0	18120420	28.0756	18120420	0	18120420	28.0756	C	28.0756	6638500	36.6355	0	0	18120420
Poona	am Khushlani	Promoters		1	13889380	(	0	13889380	21.5201	13889380	0	13889380	21.5201	C	21.5201	6638500	47.7955	0	0	13889380
		Promoter Group		1	1806000	(	0	1806000	2.7982	1806000	0	1806000	2.7982	C	2.7982	0	0	0	0	1806000
Sonak	kshi Kamal Khushlani	Promoter Group		1	1806000	(	0	1806000	2.7982	1806000	0	1806000	2.7982	C	2.7982	0	0	0	0	1806000
Kenne	edy Ram Gajra	Promoter Group			0	(	0	0	0	0	0	0	0	C	0	0	0	0	0	, C
G G Al	UTOMOTIVE GEARS LIMITED	Promoter Group			0	(	0	0	0	0	0	0	0	C	0	0	0	0	0	, C
(b) Centra	al Government / State Government(s)			0	0	(	0	0	0	0	0	0	0	C	0	0	0	0	0	/ C
(c) Financ	cial Institutions / Banks			0	0	(	0	0	0	0	0	0	0	C	0	0	0	0	0	(
(d) Any O	Other (Specify)			0	0	(	0	0	0	0	0	0	0	C	0	0	0	0	0	,
Sub To	otal (A)(1)			4	35621800	(	0	35621800	55.1922	35621800	0	35621800	55.1922	C	55.1922	13277000	37.2721	0	0	35621800
2 Forei	ign																			
(a) Individ	iduals (Non-Resident Individuals / Foreign Individuals)			0	0	(	0	0	0	0	0	0	0	C	0	0	0	0	0	0
(b) Gover	rnment			0	0	(	0	0	0	0	0	0	0	0	0	0	0	0	0	
(c) Institu	utions			0	0	(	0	0	0	0	0	0	0	0	0	0	0	0	0	, 0
(d) Foreig	gn Portfolio Investor			0	0	(	0	0	0	0	0	0	0	0	0	0	0	0	0	
(e) Any O	Other (Specify)			0	0	(	0	0	0	0	0	0	0		0	0	0	0	0	(
Sub To	otal (A)(2)			0	0		0	0	0	0	0	0	0		0	0	0	0	0	
Total 9	Shareholding Of Promoter And Promoter Group (A)=																			
(A)(1)-	+(A)(2)			4	35621800		0	35621800	55.1922	35621800	0	35621800	55.1922		55.1922	13277000	37.2721	0	0	35621800

Details of Shares which remain unclaimed may be given hear along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

### Note:

- (1) PAN would not be displayed on website of Stock Exchange(s)
  (2) The term 'Encumbrance' has the same meaning as assigned under regulation 28(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Credo Brands Marketing Limited
Table III - Statement showing shareholding pattern of the Public shareholder

	- Statement showing shareholding pattern o																					
	Category & Name of the shareholders	PAN	Nos. of sharehold ers	No. of fully paid up equity shares	Partly paid-up equity shares	No. of shares underlyin	shares	Sharehold ing % calculated as per	Number of of securities	Voting Rig	hts held in	each class	No. of Shares Underlying Outstanding	Shareholding, as a % assuming full conversion of convertible	Number of shares	f Locked in		of Shares or otherwise red		Sub-categ	orization of	shares
				held	held	Depositor y Receipts		SCRR, 1957 As a % of	No of Voti			Total as a % of Total Voting	convertible	securities ( as a percentage of diluted share	No. (a)	As a % of total Shares	No. (a)	As a % of total Shares	demateria lised form	under		
								(A+B+C2)	Class eg: X	Class eg: y	Total	Rights	Warrants)	capital)		held(b)		held(b)		Sub- category(i )	Sub- category(i i)	Sub- category(i ii)
		(11)	(m)	ma	6.0	6.00	6 m)	(100)		,	20		(14)	(10) (10) (10)					tom a		had	
	(I)	(11)	(III)	(IV)	(V)	(VI)	(VII) =	(VIII) As a		- (1	X)	1	(X)	(XI)= (VII)+(X) As	(-	XII)		XIII)	(XIV)		(XV)	
1-1	Institutions (Domestic)		٠.	2401790	<b>!</b>		2401790	3.7213	2401790	_	2401790	3.7213		3.7213	ļ.,		NA	210	2401790			<del> ,</del>
(a)	Mutual Fund		2	2401790		1 0	2401790	3./213	2401790	U	2401790	3./213	<u>'</u>	3.7213	<u>'</u>	7 0	NA	NA	2401790		<u> </u>	
	Nippon Life India Trustee Ltd-A/C Nippon India Small Cap Fund		1	1687456		0	1687456	2.6145	1687456	0	1687456	2.6145		2.6145	,		NA	NA	1687456			
	Hsbc Consumption Fund	1	1	714334		) 0		1.1068	714334	0		1.1068		1.1068			NA	NA	714334			
(b)	Venture Capital Funds		0	_		<u> </u>		n	714334	n	. 1.554	1 1		0 (	<u> </u>		NA	NA NA	n		1	<del>                                     </del>
(c)	Alternate Investment Funds		2	525177	•		525177	0.8137		0	525177	0.8137		0.8137			NA	NA	525177			,
(q)	Banks		-	0 0			323177	0.0137	023177	0	3231//	0.0137		0.0137	<u> </u>		NA	NA	0.0177			<del></del>
(a)	Insurance Companies		4	2014416	-		2014416	3.1211	2014416	0	2014416	3.1211		3.1211			NA	NA	2014416			
(6)	Sbi General Insurance Company Limited		1	771084		, ,	771084	1.1947	771084	0	771084	1.1947		1.1947			NA	NA	771084	,	<u> </u>	
	301 General insurance company climited		1	771084		1	771004	1.1347	771084	-	771084	1.1347	,	1.1347	,	1	INA	INA	771004			$\vdash$
	Aditya Birla Sun Life Insurance Company Limited		1	722275	c	0	722275	1.1191	722275	0	722275	1.1191	. (	1.1191		0	NA	NA	722275			
(f)	Provident Funds/ Pension Funds		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	C	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 (	) (		NA	NA	0			
(i)	Other Financial Institutions		0	0	(	0	0	0	0	0	0	0		0 0	) (	0	NA	NA	0			
(k)	Any Other (Specify)		0	0	C	0	0	0	0	0	0	0	) (	0 (	) (	0	NA	NA	0			
	Sub Total (B)(1)		8	4941383	(	0	4941383	7.6561	4941383	0	4941383	7.6561		7.6561		) (	NA	NA	4941383	(	0	, ,
2	Institutions (Foreign)																					
(a)	Foreign Direct Investment		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 (	) (		NA	NA	0			†
(c)	Sovereign Wealth Funds		0	0		0	0	0	0	0	0	0		0 0			NA	NA	0			
(d)	Foreign Portfolio Investors Category I		3	1217715		0	1217715	1.8867	1217715	0	1217715	1.8867	,	1.8867	,		NA	NA	1217715		0	,
. ,	Societe Generale - Odi		1	1188032		) 0	1188032	1.8407		0	1188032				,		NA	NA	1188032			
(e)	Foreign Portfolio Investors Category II		0		ì		0	0	0	0	0	0 0		0 0	<del> </del>		NA	NA	0			1
,	Overseas Depositories(holding DRs) (balancing																					
(f)	figure)		0	0	C	0	0	0	0	0	0	0		0	) (	0	NA	NA	0			
(g)	Any Other (Specify)		0			0	0	0	0	0	0	0	(	,			NA	NA	0			
	Sub Total (B)(2)		3	1217715	(	0	1217715	1.8867	1217715	0	1217715	1.8867		1.8867		0	NA	NA	1217715		0	C
3	Central Government/ State Government(s)																					
(a)	Central Government / President of India		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	NA	NA	0			
1						1			1	1	1	1		1								
(C)	Shareholding by Companies or Bodies Corporate where Central / State Government is a promoter		1 .			J .		_			] ,		] .		J .		N.A	N/A	_			
(C)		1	0	0		1 0	1 -	0	0	- 0	-	) 0	<del>}                                    </del>	0 0	1 .		NA	NA	0		-	$\vdash$
	Sub Total (B)(3)	1	- 0	0		1 0	1 0	0	0	0	-	1 0	<u> </u>	vj (	1 .		NA	NA	0		1	<b>├</b>
4	Non-Institutions	1	<del>                                     </del>	0	-	1 0	1 0	0	0	0	-	1 0	1 .	vj (	1 '		NA	NA	0		1	<b>├</b>
(a)	Associate companies / Subsidiaries	1	- 0	0		1 0	- 0	0	0	0	- 0	0	1 (	υ <u>ι</u> (	1 (	0	NA	NA	0		<b> </b>	₩
(b)	Directors and their relatives (excluding Independent Directors and nominee Directors)												,				NA	NA				
(C)		<b>-</b>	1	30641	-	1 2	30641	0.0475	30641	-	30641	0.0475	1 .	0.0475	<u> </u>		NA NA	NA NA	30641	<b>.</b>	<del>                                     </del>	<del></del>
-1	Key Managerial Personnel	1	1	30641	(	ין ס	30641	0.04/5	30641	0	30641	0.0475	' '	0.0475	1 (	ין כ	IVA	INA	30641		1 0	1

	Category & Name of the shareholders	PAN	sharehold ers	fully paid up equity shares	Partly paid-up equity shares held	shares	shares held	calculated as per	Number of of securities	es		Total as a	Shares Underlying Outstanding	full conversion of convertible	Number of shares No. (a)		encumbe	or otherwise red	of equity shares held in	Sub-catego Shareholdi		
						y Receipts		1957 As a % of (A+B+C2)	Class eg: X	Class eg: y	Tabal	% of Total Voting Rights	(including	percentage of diluted share capital)		total Shares held(b)		total Shares held(b)	lised form			Sub- category(i ii)
(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	o	0	0	0	0	NA	NA	o			
(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	NA	NA	0			
(f)	Investor Education and Protection Fund (IEPF) i. Resident Individual holding nominal share		0	0	0	0	0	0	0	0	0	0	0	0	0	0	NA	NA	0			
(g)	capital up to Rs. 2 lakhs. ii. Resident individual holding nominal share		77703	11753651	0	0	11753651	18.211	11753651	0	11753651	18.211	0	18.211	0	0	NA	NA	11753651	0	0	0
(h)	capital in excess of Rs. 2 lakhs.		5	951178	0	0	951178	1.4737	951178		951178			1.4737	0		NA	NA	951178	0	0	0
(i)	Non Resident Indians (NRIs)		307	179679	0	0	179679	0.2784	179679	0	179679	0.2784	0	0.2784	0		NA NA	NA	179679	0	0	0
(I)	Foreign Nationals Foreign Companies		0	2678571	0	0	2678571	4.1502	2678571	0	2678571	4.1502	0	4.1502	0		NA NA	NA NA	2678571	_	_	_
(K)	Acm Global Fund Vcc	l .	1	2678571	0		2678571	4.1502	2678571	0	2678571	4.1502		4.1502	0		NA NA	NA NA	2678571	U	U	
m	Bodies Corporate	1	122	6479675	0	0	6479675	10.0396	6479675	n	6479675	10.0396		10.0396	0		NA NA	NA NA	6479675	n	n	
1.7	Bennett, Coleman And Company Limited	l	1	5231701	0	0	5231701	8.106	5231701	0	5231701	8.106		8.106	0		NA NA	NA NA	5231701	0	0	0
(m)	Any Other (Specify)		2028	687127	0	0	687127	1.0646	687127	0	687127	1.0646		1.0646	0		NA	NA	687127	0	0	0
, ,	Body Corp-Ltd Liability Partnership		9	27023	0	0	27023	0.0419	27023		27023			0.0419	0		NA	NA	27023	0	0	0
	Hindu Undivided Family		2017	659759	0	0	659759	1.0222	659759	0	659759	1.0222			0	0	NA	NA	659759	0	0	0
	Clearing Member		2	345	0	0	345	0.0005	345	0	345	0.0005	0	0.0005	0	0	NA	NA	345	0	0	0
	Sub Total (B)(4)		80167	22760522	0	0	22760522	35.265	22760522	0	22760522	35.265	0	35.265	0	0	NA	NA	22760522	0	0	0
	Total Public Shareholding (B)= (B)(1)+(B)(2)+(B)(3)+b(4)		80178	28919620	0	0	28919620	44.8078	28919620	0	28919620	44.8078	0	44.8078	0	0	NA	NA	28919620	0	0	0

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

No. of shareholders	No. of Sha	%
0		

Details of Shares which remain unclaimed may be given hear along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

No. of shareholders	No. of
0	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
- (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	No. of	Partly	No. of	Total nas	Charahald	Number	. Vetica Dia	من اماما معما	aaah alaaa	No. of Chares	Shareholding,	Number	f I askad in	Number of	f Charas	Number
	Category & Name of the shareholders		sharehold			1			of securitie		nts neia in	each class		as a % assuming				otherwise	
			l			1		-		25				_	snares				
			ers	up equity		underlyin		calculated						full conversion			encumber		shares held in
					shares	g		as per					-1	of convertible					
				held	held	Depositor			No of Voti	ng Rights				securities ( as a		As a % of			demateri
						y Receipts		1957 As a					-	percentage of		total			alised
								% of	Class eg:	Class ea. v	Total	(A+B+C)		diluted share		Shares			form
								(A+B+C2)	v	Ciuss cg. y	Total			capital)		held(b)		held(b)	
									^										
	(1)	(II)	(III)	(IV)	(V)	(VI)	(VII) =	(VIII) As a		(I	X)		(X)	(XI)= (VII)+(X) As	s ()	(II)	(X	III)	(XIV)
1	Custodian/DR Holder		0	0	0	0	0	0	0	0	0	0	0		0	0	NA	NA	0
	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	NA	NA	0
	Total Non-Promoter- Non Public Shareholding (C)=																		
	(C)(1)+(C)(2)		0	0	0	0	0	0	0	0	0	0	0	l .	ه اه	ه ا	NA	NA	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

							Particulars	of the shares	in which significant beneficial	Date of creation /
	Dotails of t	ho significa	nt beneficial					inter	rest is held	acquisition of
SR NO	Details of t	owner (I)		Details of t	he register	ed owner (II)		by the ben	eficial owner (III)	significant
		owner (i)								beneficial interest
										(IV)
	Name	PAN	Nationality	Name	PAN	Nationality	Number	Shareholdin	g as a % of total no. of shares	
							of Shares	(calculated	as per SCRR, 1957) As a % of	
									(A+B+C2)	
		•			•	Not Applic	able			

# **CREDO BRANDS MARKETING LIMITED**

Table VI - Statement showing Foreign ownership limits

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