# FORM NO. MGT-7

[Pursuant to sub-Section(1) of section 92 of the Companies Act, 2013 and sub-rule (1) of rule 11of the Companies (Management and Administration) Rules, 2014]



# **Annual Return**

(other than OPCs and Small Companies)

Form language	<ul><li>English</li></ul>	Hindi
Refer the instruc	tion kit for fil	ing the form

(v) Whether company is having share capital

(vi) \*Whether shares listed on recognized Stock Exchange(s)

	3				
I. RI	EGISTRATION AND OTHI	ER DETAILS			
(i) * C	orporate Identification Number	(CIN) of the company	L181011	MH1999PLC119669 Pre-fill	
G	Blobal Location Number (GLN) o	f the company			
* F	Permanent Account Number (PA	N) of the company	AABCC5	5073H	
(ii) (a) Name of the company				BRANDS MARKETING	
(b	) Registered office address			<u> </u>	
	, ANDHERI (E) , NA ANDHERI Mumbai City Maharashtra	L, NEXT TO MIDC POLICE STATION		<b>=</b>	
(c	) *e-mail ID of the company		investor	relations@mufti.in	
(d	) *Telephone number with STD	code	02261417200		
(e	) Website		www.cr	edobrands.in	
(iii)	Date of Incorporation		29/04/1	999	
iv)	Type of the Company	Category of the Company		Sub-category of the Company	
	Public Company	Company limited by sha	res	Indian Non-Government compar	าy

Yes

Yes

No

No

Page	1	of	1	6

(a)	Details	of stock	exchanges	where	shares	are	listed
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S. No.	Stock Exchange Name	Code
1	BSE Limited	1
2	National Stock Exchange of India Limited	1,024

(b) CIN of the Registrar and Transf	er Agent	U67190N	ИН1999PTC118368	Pre-fill
Name of the Registrar and Transfe	er Agent			_
LINK INTIME INDIA PRIVATE LIMITED				
Registered office address of the R	egistrar and Transfer	Agents		_
C-101, 1st Floor, 247 Park, Lal Bahad roli (West ), NA	ur Shastri Marg, Vikh			]
(vii) *Financial year From date 01/04/2	023 (DD/	MM/YYYY) To date	31/03/2024	(DD/MM/YYYY)
viii) *Whether Annual general meeting	(AGM) held	○ Yes ④	No	_
(a) If yes, date of AGM				
(b) Due date of AGM	0/09/2024			
(c) Whether any extension for AGN	∕l granted	○ Yes	<ul><li>No</li></ul>	
(f) Specify the reasons for not hold	ling the same			
AGM WOULD BE HELD ON OR BEFOR	RE 30 SEPTEMBER 2024	ļ		

### II. PRINCIPAL BUSINESS ACTIVITIES OF THE COMPANY

\*Number of business activities 2

	Main Activity group code		Business Activity Code		% of turnover of the company
1	G	Trade	G2	Retail Trading	67.8
2	G	Trade	G1	Wholesale Trading	32.2

# III. PARTICULARS OF HOLDING, SUBSIDIARY AND ASSOCIATE COMPANIES (INCLUDING JOINT VENTURES)

*No. of Companies for which information is to be given	1	Pre-fill All

S.No	Name of the company	CIN / FCRN	Holding/ Subsidiary/Associate/ Joint Venture	% of shares held
1	KAPS MERCANTILE PRIVATE LII	U18109MH2008PTC185469	Subsidiary	100

# IV. SHARE CAPITAL, DEBENTURES AND OTHER SECURITIES OF THE COMPANY

# (i) \*SHARE CAPITAL

## (a) Equity share capital

Particulars	Authorised capital	Issued capital	Subscribed capital	Paid up capital
Total number of equity shares	70,000,000	64,481,220	64,481,220	64,481,220
Total amount of equity shares (in Rupees)	140,000,000	128,962,440	128,962,440	128,962,440

Number of classes 1

Class of Shares Equity Shares	Authoricad	Icapilai	Subscribed capital	Paid up capital
Number of equity shares	70,000,000	64,481,220	64,481,220	64,481,220
Nominal value per share (in rupees)	2	2	2	2
Total amount of equity shares (in rupees)	140,000,000	128,962,440	128,962,440	128,962,440

## (b) Preference share capital

Particulars	Authorised capital	Issued capital	Subscribed capital	Paid-up capital
Total number of preference shares	0	0	0	0
Total amount of preference shares (in rupees)	0	0	0	0

Number of classes 0

Class of shares	Authorised capital	Issued capital	Subscribed capital	Paid up capital
Number of preference shares				
Nominal value per share (in rupees)				
Total amount of preference shares (in rupees)				

# (c) Unclassified share capital

Particulars	Authorised Capital
Total amount of unclassified shares	0

### (d) Break-up of paid-up share capital

Class of shares	Nı	umber of sh	ares	Total nominal amount	Total Paid-up amount	Total premium
Equity shares	Physical	DEMAT	Total			
At the beginning of the year	0	3,215,094	3215094	6,430,188	6,430,188	
Increase during the year	0	61,266,126	61266126	122,532,252	122,532,25	0
i. Pubic Issues	0	0	0	0	0	0
ii. Rights issue	0	0	0	0	0	0
iii. Bonus issue	0	9,645,282	9645282	19,290,564	19,290,564	
iv. Private Placement/ Preferential allotment	0	0	0	0		0
v. ESOPs	0	179,340	179340	358,680	358,680	
vi. Sweat equity shares allotted	0	0	0	0	0	0
vii. Conversion of Preference share	0	0	0	0	0	0
viii. Conversion of Debentures	0	0	0	0	0	0
ix. GDRs/ADRs	0	0	0	0	0	
x. Others, specify		51,441,504	51441504	102,883,008	102.883.00	
Subdivision of shares from Rs. 10 per shares to		, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		<b>B</b>	+	
Decrease during the year	0	0	0	0	0	0
i. Buy-back of shares	0	0	0	0	0	0
ii. Shares forfeited	0	0	0	0	0	0
iii. Reduction of share capital	0	0	0	0	0	0
iv. Others, specify						
At the end of the year	0	64,481,220	64481220	128,962,44(	128.962.44	
					,	
Preference shares						
At the beginning of the year	0	0	0	0	0	
Increase during the year	0	0	0	0	0	0
i. Issues of shares	0	0	0	0	0	0
ii. Re-issue of forfeited shares	0	0	0	0	0	0

iii. Others, specify									
Decrease during the year		0	0		0	0		0	0
i. Redemption of shares	•				0	0		0	0
ii. Shares forfeited	hares forfeited				0	0		0	0
iii. Reduction of share capi	ital	0	0		0	0		0	0
iv. Others, specify									
At the send of the sense									
At the end of the year		0	0		0	0		0	
SIN of the equity shares	of the company						NE22	0Q01012	
(ii) Details of stock spl	it/consolidation during t	he year (for ea	ich class of	f shares)	)		1		
Class o	f shares	(i)		(ii)			(iii)		
Before split /	Number of shares	12,860,	376						
Consolidation	Face value per share	10							
After split /	Number of shares	64,301,	880						
Consolidation	Face value per share	2							
	es/Debentures Tran at any time since the						cial y	ear (or i	n the case
⊠ Nil	: de d'acc 60 /0: : de la co	11.1							
Details being pro	vided in a CD/Digital Med	เล]	$\bigcirc$	Yes	$\bigcirc$	No	$\bigcirc$	Not App	licable
Separate sheet at	sfers	$\bigcirc$	Yes	$\bigcirc$	No				
Note: In case list of tran Media may be shown.	sfer exceeds 10, option fo	or submission a	as a separa	te sheet	attach	ment o	r subi	mission in	a CD/Digital
Date of the previous	s annual general meetii	ng							

Date of registration of transfer (Date Month Year)							
Type of transfer 1 - Equity, 2- Preference Shares,3 - Debentures, 4 - Stock							
Number of Shares/ D Units Transferred	Debentures/		Amount per Share/ Debenture/Unit (in Rs.)				
Ledger Folio of Trans	sferor						
Transferor's Name							
	Surname		middle name	first name			
Ledger Folio of Trans	sferee						
Transferee's Name							
	Surname		middle name	first name			
Date of registration of transfer (Date Month Year)							
Type of transfer 1 - Equity, 2- Preference Shares,3 - Debentures, 4 - Stock							
Type of transfer		1 - Ed	quity, 2- Preference Shares,3 -	· Debentures, 4 - Stock			
Type of transfer  Number of Shares/ D  Units Transferred		1 - Ec	Amount per Share/ Debenture/Unit (in Rs.)				
Number of Shares/ D	Debentures/	1 - Ec	Amount per Share/				
Number of Shares/ D Units Transferred	Debentures/	1 - Ed	Amount per Share/				
Number of Shares/ D Units Transferred Ledger Folio of Trans	Debentures/	1 - Ec	Amount per Share/				
Number of Shares/ D Units Transferred Ledger Folio of Trans	Debentures/ Seferor Surname	1 - Ed	Amount per Share/ Debenture/Unit (in Rs.)				
Number of Shares/ D Units Transferred Ledger Folio of Trans Transferor's Name	Debentures/ Seferor Surname	1 - Ed	Amount per Share/ Debenture/Unit (in Rs.)				

# (iv) \*Debentures (Outstanding as at the end of financial year)

Particulars	Number of units	Nominal value per unit	Total value
Non-convertible debentures	0	0	0
Partly convertible debentures	0	0	0
Fully convertible debentures	0	0	0
Total			0

#### **Details of debentures**

Class of debentures	Outstanding as at the beginning of the year	_	Decrease during the year	Outstanding as at the end of the year
Non-convertible debentures	0	0	0	0
Partly convertible debentures	0	0	0	0
Fully convertible debentures	0	0	0	0

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(V)	Securities	(other	tnan	snares	and	debentures	1

Type of	Number of	Nominal Value of	Total Nominal	Paid up Value of	Total Paid up Value
	Securities	each Unit	Value	each Unit	
Total					

# V. \*Turnover and net worth of the company (as defined in the Companies Act, 2013)

(i) Turnover

5,673,317,756.51

0

(ii) Net worth of the Company

3,416,344,474.8

# VI. (a) \*SHARE HOLDING PATTERN - Promoters

S. No.	Category	Equ	ity	Preference		
		Number of shares	Percentage	Number of shares	Percentage	
1.	Individual/Hindu Undivided Family					
	(i) Indian	32,009,800	49.64	0		
	(ii) Non-resident Indian (NRI)	0	0	0		
	(iii) Foreign national (other than NRI)	0	0	0		

2.	Government				
	(i) Central Government	0	0	0	
	(ii) State Government	0	0	0	
	(iii) Government companies	0	0	0	
3.	Insurance companies	0	0	0	
4.	Banks	0	0	0	
5.	Financial institutions	0	0	0	
6.	Foreign institutional investors	0	0	0	
7.	Mutual funds	0	0	0	
8.	Venture capital	0	0	0	
9.	Body corporate (not mentioned above)	0	0	0	
10.	Others	0	0	0	
	Total	32,009,800	49.64	0	0

**Total number of shareholders (promoters)** 

_			
2			
_			

# (b) \*SHARE HOLDING PATTERN - Public/Other than promoters

S. No.	Category	Equi	Equity		ence
		Number of shares	Percentage	Number of shares	Percentage
1.	Individual/Hindu Undivided Family				
	(i) Indian	16,107,824	24.98	0	
	(ii) Non-resident Indian (NRI)	137,201	0.21	0	
	(iii) Foreign national (other than NRI)	0	0	0	
2.	Government				
	(i) Central Government	0	0	0	
	(ii) State Government	0	0	0	
	(iii) Government companies	0	0	0	
3.	Insurance companies	2,344,592	3.64	0	

4.	Banks	0	0	0	
5.	Financial institutions	413,577	0.64	0	
6.	Foreign institutional investors	1,752,020	2.72	0	
7.	Mutual funds	2,691,966	4.17	0	
8.	Venture capital	0	0	0	
9.	Body corporate (not mentioned above)	9,024,047	13.99	0	
10.	Others Clearing	193	0	0	
	Total	32,471,420	50.35	0	0

Total number of shareholders (other than promoters)

81,577

Total number of shareholders (Promoters+Public/ Other than promoters)

81,579

## (c) \*Details of Foreign institutional investors' (FIIs) holding shares of the company

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Name of the FII	Address	Date of Incorporation	Country of Incorporation	Number of shares held	% of shares held
QUADRATURE CAPITA	JP Morgan Chase Bank N.A, India S			334,077	0.52
INTEGRATED CORE ST	CITIBANK N.A. CUSTODY SERVICES			225,286	0.35
MORGAN STANLEY AS	CITIBANK N.A. CUSTODY SERVICES			124,735	0.19
VIKASA INDIA EIF I FUI	ORBIS FINANCIAL CORPORATION I			28,500	0.05
BOFA SECURITIES EUR	CITIBANK N.A. CUSTODY SERVICES			16,065	0.03
COPTHALL MAURITIUS	JP Morgan Chase Bank N.A, INDIA			7,720	0.01
DOVETAIL GLOBAL FU	ICICI BANK LTD SMS DEPT 1ST FLO			95	0
SOCIETE GENERALE - (	SBI-SG GLOBAL SECURITIES SERVIC			999,670	1.55
GOLDMAN SACHS (SIN	STANDARD CHARTERED BANK SEC			15,872	0.02

# VII. \*NUMBER OF PROMOTERS, MEMBERS, DEBENTURE HOLDERS (Details, Promoters, Members (other than promoters), Debenture holders)

Details	At the beginning of the year	At the end of the year
Promoters	2	2
Members (other than promoters)	14	81,577
Debenture holders	0	0

#### VIII. DETAILS OF DIRECTORS AND KEY MANAGERIAL PERSONNEL

### (A) \*Composition of Board of Directors

Category	Category  Number of directors at the beginning of the year		Number of directors at the end of the year		Percentage of shares held by directors as at the end of year	
	Executive	Non-executive	Executive	Non-executive	Executive	Non-executive
A. Promoter	2	0	2	0	49.64	0
B. Non-Promoter	0	1	0	4	0	0
(i) Non-Independent	0	0	0	1	0	0
(ii) Independent	0	1	0	3	0	0
C. Nominee Directors representing	0	0	0	0	0	0
(i) Banks & FIs	0	0	0	0	0	0
(ii) Investing institutions	0	0	0	0	0	0
(iii) Government	0	0	0	0	0	0
(iv) Small share holders	0	0	0	0	0	0
(v) Others	0	0	0	0	0	0
Total	2	1	2	4	49.64	0

Number of Directors and Key managerial personnel (who is not director) as on the financial year end date

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## (B) (i) \*Details of directors and Key managerial personnel as on the closure of financial year

Name	DIN/PAN	Designation	Number of equity share(s) held	Date of cessation (after closure of financial year : If any)
KAMAL KHUSHLANI	00638929	Managing Director	18,120,420	

Name	DIN/PAN	Designation	Number of equity share(s) held	Date of cessation (after closure of financial year : If any)
POONAM KHUSHLAN	01179171	Whole-time directo	13,889,380	
AMER JALEEL	03194596	Director	0	
MANOJ NAKRA	08566768	Director	0	
PARESH VASANT BAI	00260136	Director	0	
RAMONA HARESH JC	10100012	Director	0	
RASIK ANANDBEHAR	AAAPM8344D	CFO	148,220	
SANJAY KUMAR MUT	AHYPM7787M	Company Secretar	0	

# (ii) Particulars of change in director(s) and Key managerial personnel during the year

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Name	DIN/PAN	Designation at the beginning / during the financial year	Date of appointment/ change in designation/ cessation	Nature of change (Appointment/ Change in designation/ Cessation)
RAMONA HARESH	10100012	Director	04/07/2023	Appointed as Independent Dir
MANOJ NAKRA	08566768	Director	04/07/2023	Appointed as Director
PARESH VASANT E	00260136	Director	04/07/2023	Appointed as Independent Dir
MANOJ NAKRA	08566768	Additional director	09/05/2023	Appointed as Additional Direct
PARESH VASANT E	00260136	Additional director	09/05/2023	Appointed as Independent (Ac
RAMONA HARESH	10100012	Additional director	09/05/2023	Appointed as Independent (Ac
POONAM KHUSHL/	01179171	Whole-time director	09/05/2023	Appointed as Whole-time Dire
RASIK ANANDBEH	AAAPM8344D	CFO	07/04/2023	Appointed as Chief Financial (
SANJAY KUMAR MI	AHYPM7787M	Company Secretary	07/04/2023	Appointed as Company Secre

# IX. MEETINGS OF MEMBERS/CLASS OF MEMBERS/BOARD/COMMITTEES OF THE BOARD OF DIRECTORS

Δ	MEMBERS/CLASS	REQUISITIONED/NC	LT/COURT C	ONVENED I	MEETINGS
м.	. IVIEIVIDENO/ULAGO		LI/COUNT C	CINVEINED	VIELINGS

Ν	lum	ber	of	meetings	held

3

Type of meeting	Date of meeting	Total Number of Members entitled to	Attendance		
		attend meeting	Number of members attended	% of total shareholding	
EXTRAORDINARY GENER	18/04/2023	16	9	92.68	
EXTRAORDINARY GENER	04/07/2023	16	10	95.74	
ANNUAL GENERAL MEETI	14/09/2023	16	11	98.81	

### **B. BOARD MEETINGS**

\*Number of meetings held 11

S. No.	Date of meeting	Total Number of directors associated as on the date			
		of meeting	Number of directors attended	% of attendance	
1	07/04/2023	3	3	100	
2	09/05/2023	6	6	100	
3	07/06/2023	6	5	83.33	
4	26/06/2023	6	6	100	
5	13/07/2023	6	6	100	
6	20/10/2023	6	6	100	
7	12/12/2023	6	6	100	
8	21/12/2023	6	6	100	
9	16/01/2024	6	6	100	
10	14/02/2024	6	6	100	
11	30/03/2024	6	6	100	

## C. COMMITTEE MEETINGS

Number of meetings held 16

S. No.	Type of meeting	Date of meeting	Total Number of Members as	Attendance		
				Number of members attended	% of attendance	
1	Audit Committe	26/06/2023	3	3	100	
2	Audit Committe	13/07/2023	3	3	100	

S. No.	Type of meeting		Total Number of Members as	Attendance			
		Date of meeting	on the date of the meeting	Number of members attended	% of attendance		
3	Audit Committe	20/10/2023	3	3	100		
4	Audit Committe	05/12/2023	3	3	100		
5	Audit Committe	12/12/2023	3	3	100		
6	Audit Committe	16/01/2024	3	3	100		
7	Audit Committe	14/02/2024	3	3	100		
8	Audit Committe	30/03/2024	3	3	100		
9	Corporate Soc	17/04/2023	2	2	100		
10	Corporate Soc	15/03/2024	3	3	100		

## D. \*ATTENDANCE OF DIRECTORS

		Board Meetings			Committee Meetings			Whether attended AGM
S. No.	of the director	Number of Meetings which director was entitled to attend	Number of Meetings attended	% of	Number of Meetings which director was entitled to attend	Number of Meetings attended	% of attendance	held on
		attoria			attoria			(Y/N/NA)
1	KAMAL KHUS	11	11	100	4	4	100	
2	POONAM KHI	11	11	100	3	3	100	
3	AMER JALEE	11	11	100	13	13	100	
4	MANOJ NAKF	10	10	100	12	12	100	
5	PARESH VAS	10	10	100	9	9	100	
6	RAMONA HAI	10	9	90	4	4	100	

### X. \*REMUNERATION OF DIRECTORS AND KEY MANAGERIAL PERSONNEL

□ Nil	
Number of Managing Director, Whole-time Directors and/or Manager whose remuneration details to be entered	2

S. No.	Name	Designation	Gross Salary	Commission	Stock Option/ Sweat equity	Others	Total Amount
1	KAMAL KHUSHLAN	Managing Direct	16,199,910	16,078,380	0		32,278,290
2	POONAM KHUSHL		5,040,000	0	0		5,040,000
	Total	_	21,239,910	16,078,380	0	0	37,318,290
umber o	f CEO, CFO and Comp	pany secretary who	se remuneration	details to be entere	ed	2	
S. No.	Name	Designation	Gross Salary	Commission	Stock Option/ Sweat equity	Others	Total Amount
1	Rasik Mittal	Chief Financial (	10,000,000	0	0		10,000,000
2	Sanjay Kumar Muth	Company Secre	5,111,177	0	120,000		5,231,177
	Total	_	15,111,177	0	120,000	0	15,231,177
umber o	f other directors whose	remuneration deta	nils to be entered			0	
S. No.	Name	Designation	Gross Salary	Commission	Stock Option/ Sweat equity	Others	Total Amount
1							0
	Total						
pro	ether the company has visions of the Compani lo, give reasons/observ	es Act, 2013 durinç	s and disclosures the year	s in respect of applic	cable Yes	O No	
II. PENA	LTY AND PUNISHME	NT - DETAILS TH	EREOF				
A) DETAI	ILS OF PENALTIES / F	PUNISHMENT IMP	OSED ON COM	PANY/DIRECTORS	OFFICERS	Nil	
Name of company officers	f the Name of t concerned Authority		Order sect		Details of penalty/ punishment	Details of appea including presen	
(B) DET	AILS OF COMPOUND	ING OF OFFENCE	S 🔀 Nil				

Name of the company/ directors/ officers	Name of the court/ concerned Authority	Date of Order	Name of the Act and section under which offence committed	Particulars of offence	Amount of compounding (in Rupees)
XIII. Whether comp	lete list of sharehold	lers, debenture l	nolders has been enclos	ed as an attachme	nt
	s   No				
(In case of 'No', subr	mit the details separat	ely through the m	ethod specified in instruct	ion kit)	
YIV COMPLIANCE	OF SUB-SECTION (	2) OF SECTION (	92, IN CASE OF LISTED	COMPANIES	
AIV. COMPLIANCE	01 300-32011014 (2	z) or scorioles	2, IN CASE OF LISTED	COMPANIES	
			nare capital of Ten Crore r ertifying the annual return		rnover of Fifty Crore rupees or
Name	MUKE	ESH SIROYA			
Whether associate	e or fellow	( Associ	ate   Fellow		
Cortificate of pro-	otico numbor				
Certificate of prac	ctice number	4157			
Act during the financ	ial year.				
		Dec	claration		
I am Authorised by t	he Board of Directors	of the company v	ride resolution no	da da	ited 07/04/2023
			quirements of the Compar idental thereto have been		
1. Whatever is	s stated in this form a	nd in the attachme	ents thereto is true, correc	t and complete and	no information material to
•			ed or concealed and is as y and legibly attached to tl		rds maintained by the company.
Note: Attention is a	also drawn to the pr	ovisions of Secti		449 of the Compar	nies Act, 2013 which provide for
To be digitally sign	•		and pullioninone for fullo	, evidence respecti	<b></b>
0 , 0	,				
Director					
DIN of the director	0063	38929			
To be digitally sign	ned by				

/lembership number	embership number 5682		of practice number	4157	
Attachments	·			List of attachments	
1. List of sha	re holders, debenture holde	ers	Attach		
2. Approval le	etter for extension of AGM;		Attach		
3. Copy of M	GT-8;		Attach		
4. Optional A	ttachement(s), if any		Attach		
				Remove attachment	
	Modify C	Check Form	Prescrutiny	Remove attachment Submit	

This eForm has been taken on file maintained by the Registrar of Companies through electronic mode and on the basis of statement of correctness given by the company