

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: Equity Shares
3. Share Holding Pattern Filed under: Reg. 31(1)(a)

POST ISSUE
22.12.2023

4. Declaration : The Listed entity is required to submit the following declaration to the extent of submission of information:

	Particulars	YES*	NO*
a	Whether the Listed Entity has issued any partly paid up shares?		NO
b	Whether the Listed Entity has issued any Convertible Securities or Warrants?		NO
c	Whether the Listed Entity has any shares against which depository receipts are issued?		NO
d	Whether the Listed Entity has any shares in locked-in?	YES	
e	Whether any shares held by promoters are pledge or otherwise encumbered?		NO
f	Whether company has equity shares with differential voting rights?		NO
g	Whether the listed entity has any significant beneficial owner?		NO

*if the Listed Entity selectes 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.

- 5 The tabular format for disclosure of holding of specified securities is as follows:

Name of the Company:		Introductory sub-table (I)(a) -						POST ISSUE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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Table II - Statement showing shareholding pattern of the Promoter and Promoter Group																						
	Category & Name of the Shareholders	Entity type i.e. promoter OR promoter group entity (except promoter)	Nos. of shareholde rs	No. of fully paid up equity shares held	Partly paid- up equity shares held	Nos. of shares underlying Depository Receipts	Total nos. shares held	Shareholdi ng % calculated as per SCRR, 1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities				No. of Shares Underlying Outstanding convertible securities (including Warrants)	Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) as a % of A+B+C2	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerializ ed form	Sub-categorization of shares		
									No of Voting Rights			Total as a % of Total Voting rights			No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)		Shareholding (No. of shares) under		
									Class: Equity Shares	Class: NIL	Total									Sub- category (i)	Sub-category (ii)	Sub-category (iii)
	(I)		(III)	(IV)	(V)	(VI)	(VII)=(IV)+(V)+(VI)	(VIII)	(IX)				(X)	(XI)=(VII)+(X)	(XII)		(XIII)		(XIV)	Sub- category (i)	Sub-category (ii)	Sub-category (iii)
(1) Indian																						
(a) Individuals/Hindu undivided Family			4	35621800	0	0	35621800	55.40	35621800	0	35621800	55.40	0	55.40	35621800	100.00	0	0.00	35621800			
Kamal D Khushlani	Promoter			18120420	0	0	18120420	28.18	18120420	0	18120420	28.18	0	28.18	18120420	100.00	0	0.00	18120420			
Poonam Khushlani	Promoter			13889380	0	0	13889380	21.60	13889380	0	13889380	21.60	0	21.60	13889380	100.00	0	0.00	13889380			
Andrew Kamal Khushlani	Promoter Grp			1806000	0	0	1806000	2.81	1806000	0	1806000	2.81	0	2.81	1806000	100.00	0	0.00	1806000			
Sonakshi Kamal Khushlani	Promoter Grp			1806000	0	0	1806000	2.81	1806000	0	1806000	2.81	0	2.81	1806000	100.00	0	0.00	1806000			
(b) Central Government/ State Government(s)			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0			
(c) Financial Institutions/ Banks			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0			
(d) Any Other (specify)			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0			
			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0			
Sub-Total (A)(1)			4	35621800	0	0	35621800	55.40	35621800	0	35621800	55.40	0	55.40	35621800	100.00	0	0.00	35621800			
(2) Foreign																						
(a) Individuals (Non-Resident Individuals/ Foreign Individuals)			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0			
(b) Government			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0			
(c) Institutions			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0			
(d) Foreign Portfolio Investor			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0			
(e) Any Other (specify)			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0			
Sub-Total (A)(2)			0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0			
Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A)(2)			4	35621800	0	0	35621800	55.40	35621800	0	35621800	55.40	0	55.40	35621800	100.00	0	0.00	35621800			

Table III - Statement showing shareholding pattern of the Public shareholder																					
Category & Name of the Shareholders		Nos. of sharehold- ers	No. of fully paid up equity shares held	Partly paid- up equity shares held	Nos. of shares underlying Depository Receipts	Total nos. shares held	Sharehold- ing % calculated as per SCRR, 1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities				No. of Shares Underlying Outstanding convertible securities (including Warrants)	Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) as a % of A+B+C2	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerializ- ed form	Sub-categorization of shares		
								No of Voting Rights			Total as a % of Total Voting rights			No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)		Shareholding (No. of shares) under		
								Class: Equity Shares	Class: NIL	Total											
(I)		(III)	(IV)	(V)	(VI)	(VII)=(IV)+(V)+(VI)	(VIII)	(IX)				(X)	(XI)=(VII)+(X)	(XII)		(XIII)		(XIV)	Sub- category (i)	Sub-category (ii)	Sub-category (iii)
(1) Institutions (Domestics)																					
(a)	Mutual Funds	3	2733473	0	0	2733473	4.25	2733473	0	2733473	4.25	0	4.25	2499167	91.43	NA	2733473	0	0	0	
	Small Cap Fund		1687456	0	0	1687456	2.62	1687456	0	1687456	2.62	0	2.62	1500006	88.89	NA	1687456	0	0	0	
	Hsbc Consumption Fund		714334	0	0	714334	1.11	714334	0	714334	1.11	0	1.11	714334	100.00	NA	714334	0	0	0	
(b)	Venture Capital Funds	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0	
(c)	Alternate Investment Funds	10	424015	0	0	424015	0.66	424015	0	424015	0.66	0	0.66	360000	84.90	NA	424015	0	0	0	
(d)	Banks	26	2239412	0	0	2239412	3.48	2239412	0	2239412	3.48	0	3.48	0	0.00	NA	2239412	0	0	0	
(e)	Insurance Companies	7	2417073	0	0	2417073	3.76	2417073	0	2417073	3.76	0	3.76	2284941	94.53	NA	2417073	0	0	0	
	Aditya Birla Sun Life Insurance Company Limited		722275	0	0	722275	1.12	722275	0	722275	1.12	0	1.12	714334	98.90	NA	722275	0	0	0	
(f)	Provident Funds/ Pension Funds	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0	
(g)	Asset reconstruction companies	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0	
(h)	Sovereign Wealth Funds	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0	
(i)	NBFCs registered with RBI	9	484519	0	0	484519	0.75	484519	0	484519	0.75	0	0.75	213436	44.05	NA	484519	0	0	0	
(j)	Other Financial Institutions	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0	
(k)	Any Other (specify)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0	
		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0	
	Sub-Total (B)(1)	55	8298492	0	0	8298492	12.91	8298492	0	8298492	12.91	0	12.91	5357544	64.56	NA	8298492	0	0		

(2) Institutions (Foreign)																				
(a) Foreign Direct Investment		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(b) Foreign Venture Capital Investors		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(c) Sovereign Wealth Funds		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(d) Foreign Portfolio Investors Category I		24	1861555	0	0	1861555	2.90	1861555	0	1861555	2.90	0	2.90	892944	47.97	NA	1861555	0	0	0
(e) Foreign Portfolio Investors Category II		3	18917	0	0	18917	0.03	18917	0	18917	0.03	0	0.03	0	0.00	NA	18917	0	0	0
(f) Overseas Depositories (holding DRs) (balancing figure)		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(g) Any Other (specify)		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0			
Sub-Total (B)(2)		27	1880472	0	0	1880472	2.92	1880472	0	1880472	2.92	0	2.92	892944	47.49	NA	1880472	0	0	0
(3) Central Government/ State Government(s)																				
(a) Central Government / President of India		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(b) State Government / Governor		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(c) Shareholding by Companies or Bodies Corporate where Central / State Government is a promoter		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
Sub-Total (B)(3)		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0

(4) Non-institutions																				
(a)	Associate companies / Subsidiaries	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(b)	Directors and their relatives (excluding independent directors and nominee directors)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(c)	Key Managerial Personnel	1	150220	0	0	150220	0.23	150220	0	150220	0.23	0	0.23	0	0.00	NA	150220	0	0	0
(d)	Relatives of promoters (other than 'immediate relatives' of promoters disclosed under 'Promoter and Promoter Group' category)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA				
(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	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(f)	Investor Education and Protection Fund (IEPF)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(g)	Resident Individuals holding nominal share capital up to Rs. 2 lakhs	133401	10059388	0	0	10059388	15.64	10059388	0	10059388	15.64	0	15.64	0	0.00	NA	10059388	0	0	0
(h)	Resident Individuals holding nominal share capital in excess of Rs. 2 lakhs	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(i)	Non Resident Indians (NRIs)	172	21521	0	0	21521	0.03	21521	0	21521	0.03	0	0.03	0	0.00	NA	21521	0	0	0
(j)	Foreign Nationals	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	NA	0	0	0	0
(k)	Foreign Companies	1	2678571	0	0	2678571	4.17	2678571	0	2678571	4.17	0	4.17	2678571	100.00	NA	2678571	0	0	0
(l)	Acm Global Fund Vcc		2678571	0	0	2678571	4.17	2678571	0	2678571	4.17	0	4.17	2678571	100.00	NA	2678571	0	0	0
	Bodies Corporate	55	5584738	0	0	5584738	8.69	5584738	0	5584738	8.69	0	8.69	5545409	99.30	NA	5584738	0	0	0
	Bennett, Coleman And Company Limited		5231701	0	0	5231701	8.14	5231701	0	5231701	8.14	0	8.14	5231701	100.00	NA	5231701	0	0	0
(m)	Any Other (specify)	9	6678	0	0	6678	0.01	6678	0	6678	0.01	0	0.01	0	0.00	NA	6678	0	0	0
1	LLP	9	6678	0	0	6678	0.01	6678	0	6678	0.01	0	0.01	0	0.00	NA	6678	0	0	0
	Sub-Total (B)(4)	133639	18501116	0	0	18501116	28.77	18501116	0	18501116	28.77	0	28.77	8223980	44.45	NA	18501116	0	0	0
	Total Public Shareholding (B)= (B)(1)+(B)(2)+(B)(3)+(B)(4)	133721	28680080	0	0	28680080	44.60	28680080	0	28680080	44.60	0	44.60	14474468	50.47	NA	28680080	0	0	0

Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder																					
Category & Name of the Shareholders	Nos. of shareholders	No. of fully paid up equity shares held	Partly paid-up equity shares held	Nos. of shares underlying Depository Receipts	Total nos. shares held	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities				No. of Shares Underlying Outstanding convertible securities (including Warrants)	Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) as a % of A+B+C2	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialized form	Sub-categorization of shares			
							No of Voting Rights			Total as a % of Total Voting rights			No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)		Shareholding (No. of shares) under			
							Class: Equity Shares	Class: NIL	Total												
(I)	(III)	(IV)	(V)	(VI)	(VII)=(IV)+(V)+(VI)	(VIII)	(IX)				(X)	(XI)=(VII)+(X)	(XII)		(XIII)		(XIV)	Sub-category (i)	Sub-category (ii)	Sub-category (iii)	
Custodian/DR Holder - Name of DR Holders (If Available)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0				
(a)																					
Employee Benefit Trust / Employee Welfare Trust under SEBI (Share Based Employee Benefits and Sweat Equity) Regulations, 2021	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0				
(a)																					
Total Non-Promoter- Non Public Shareholding (C)= (C)(1)+(C)(2)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0				
Table V - Statement showing details of Significant Beneficial Owners (SBOs)																					
Sr. No	Details of the SBO (I)		Details of the registered owner (II)		Details of holding/ exercise of right of the SBO in the reporting company, whether direct or indirect*: (III)					Date of creation / acquisition of significant beneficial interest# (IV)											
	Name	Nationality	Name	Nationality	Whether by virtue of:																
					Shares (%)	Voting Rights (%)	Rights on distributable dividend or any other distribution (%)	Exercise of control	Exercise of significant influence												
1	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA										
Table VI - Statement showing foreign ownership limits																					
		# Approved limits (%)	Limits utilized (%)																		
1	As on shareholding date	100	7.11																		
2	As on the end of previous 1st quarter	100	Nil																		
3	As on the end of previous 2nd quarter	100	Nil																		
4	As on the end of previous 3rd quarter	100	Nil																		
5	As on the end of previous 4th quarter	100	Nil																		
# Sectoral / statutory cap prescribed by Government / Regulatory Authorities																					