

National Stock Exchange of India Limited

Security Parameters - Credo Brands Marketing Limited - EQ (Mainboard) IPO

Security symbol	MUFTI
Series	EQ
Company Name	Credo Brands Marketing Limited
Issue size	Initial Public Offer of 19,634,960 Equity Shares
Face Value	Rs.2 per Equity Share
Price Range	Rs. 266/- to Rs. 280/-
Lot size	53 Equity shares and in multiples thereof
Minimum Order Size	53 Equity Shares
Tick size	Re.1
Subcategories	FI, IC, MF, FII, OTH, CO, IND, NOH
Sub - Categories applicable for UPI	IND (upto 5 Lakhs)
Book Running Lead Managers	DAM Capital Advisors Limited, ICICI Securities Limited, Keynote Financial Services Limited
Sponsor Bank	Axis Bank Limited and HDFC Bank Limited
Registrar to Issue	Link Intime India Private Limited

Important Web Links	
E-forms link:	https://ipoforms.nseindia.com/issueforms/html/index.jsp
Banks Eligible for UPI	https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=40
Mobile applications accepting UPI as Payment Option	https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=43
Live Web URL:	https://eipo.nseindia.com
Mock Web URL:	https://uat-ipo.nseindia.com

Mock Session Details	
Mock Date	18-Dec-2023
Bidding Timings	10.00 A.M. to 5.00 P.M.

Live Session Details (Pre-Anchor)	
Issue Period	19-Dec-2023 to 21-Dec-2023
Bidding Timings	10.00 A.M. to 5.00 P.M.
QIB and NIB Closure Date & Time	21-Dec-2023 (upto 4:00 P.M.)
Cut-off time for UPI Mandate Confirmation	21-Dec-2023 (upto 5:00 P.M.)

Sr. No.	Main Category	No of equity shares reserved for the main category	Minimum Application Size	Maximum Application Size	Cut-off Price allowed (Yes / No)
1	QIB	Not More than 9,817,480 Equity Shares	Such number of Equity Shares in multiples of 53 Equity Shares such that the Bid Amount exceeds Rs. 2,00,000.	Such number of Equity Shares in multiples of 53 Equity Shares not exceeding the size of the Offer, (excluding the Anchor portion), subject to applicable limits.	No
2	NIB (Total)	Not Less than 2,945,244 Equity Shares	Such number of Equity Shares in multiples of 53 Equity Shares such that the Bid Amount exceeds Rs. 2,00,000.	Such number of Equity Shares in multiples of 53 Equity Shares not exceeding the size of the Offer (excluding the QIB Portion), subject to applicable limits.	No
2(A)	NIB (Above 10 Lakhs)	1,963,496 Equity Shares			
2(B)	NIB (between 200001 to 1000000 Lakhs)	981,748 Equity Shares			
3	Retail	Not Less than 6,872,236 Equity Shares	53 Equity Shares	Such number of Equity Shares in multiples of 53 Equity Shares so that the Bid Amount does not exceed Rs. 2,00,000.	Yes
Total Issue size (1+2+3)		19,634,960 Equity Shares			

Note: - The above numbers are calculated at the Lower end of the price band of Rs.266 /-

Max Bid quantity (Pre-Anchor)

Category	Max Quantity (Pre-Anchor) *	Max Value (Pre-Anchor) **
QIB	19,634,910 Equity Shares	Rs. 5,497,774,800/-**
NIB	9,817,455 Equity Shares	Rs. 2,74,88,87,400/-**

*Above numbers are calculated at lower end price Rs.266/-

** Above numbers are calculated at lower end price Rs.280/-

As per SEBI ICDR Regulations, "The qualified institutional buyers and the non-institutional investors shall neither withdraw nor lower the size of their bids at any stage"

As per SEBI circular no SEBI/HO/CFD/DIL/CIR/P/2016/26 dated January 21, 2016. The exchange shall validate the electronic bid details with depository's records for DP ID, Client ID and PAN, at periodic intervals throughout the bidding day and download mismatch information on daily basis. (Path: - Transaction inquiry > mismatch)

As per SEBI circular no SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 05, 2022, all Syndicate Members / Registered Stockbrokers / DPs / RTAs shall use Unified Payments Interface (UPI) as a mandatory payment mechanism for bid amounting upto Rs. 5 Lacs for applications in public issues by individual investors. All Other Category of investors shall mandatorily use only Application Supported by Blocked Amount (ASBA) facility for making payments.

As per SEBI circular no SEBI/HO/CFD/DIL2/CIR/P/2019/76 dated June 28, 2019 all are requested to comply with the provisions of the aforementioned circular which states as below:

"Intermediaries shall retain physical application forms submitted by retail individual investors with UPI as a payment mechanism, for a period of six months and thereafter forward the same to the issuer/ Registrar to Issue. However, in case of Electronic forms, "printouts" of such applications need not be retained or sent to the issuer. Intermediaries shall, at all times, maintain the electronic records relating to such forms for a minimum period of three years."

In view of SEBI Circular dated May 30, 2022 following shall be applicable for all issues opening from **01 September 2022 onwards**.

- *All the ASBA applications in Public Issues (EQ IPO/FPO) shall be processed only after the application money is blocked in the investor's bank accounts. Bids shall be accepted only with a mandatory ASBA Block Ref No for confirmation on the application money is blocked.*
- *ASBA Block Ref No shall mandatorily start/prefix with "**D**" for **Direct ASBA** and with "**S**" for **Syndicate ASBA** for bids entered by bank user and "**T**" for bids entered by syndicate members for their investors with **3-in-1 type account facility**.*
- *Bid modification/Updation shall be allowed in parallel to the regular bidding period of IPO and shall close at 5:00 PM on the last day. The dedicated window provided for bid modification on **T+1 day shall cease to exist**.*
- *UPI Mandate Shall expire on the closing day of IPO at **5:00 PM**.*
- *Exchange shall display demand on website for only those applications which are successfully blocked i.e. (D, S or T) in case of ASBA bids and (RC 100 Status) in case of UPI bids*