

## NAME OF THE ISSUE: CREDO BRANDS MARKETING LIMITED

1 **Type of issue (IPO/ FPO)** Initial Public Offer

2 **Issue size (Rs. in Crore)** 5,49.78\*

Fresh Issue (Rs. in Crore)	-
Offer for Sale (Rs. in Crore)	5,49.78

\*Source: Prospectus dated December 21, 2023

3 **Grade of issue along with name of the rating agency**

Name	Not Applicable
Grade	Not Applicable

4 **Subscription Level (Number of times)** 36.35\*

\*Source: Final post issue report dated December 28, 2023

\*The above figure is After technical rejections, multiple or duplicate Bids and Bids not banked/returned

5 **QIB holding (as a percentage of total outstanding capital) as disclosed to stock exchanges**

Particulars	Percentage
(i) On Allotment <sup>(1)</sup>	15.27%
(ii) at the end of the 1st Quarter immediately after the listing (December 31, 2023)	18.16%
(iii) at the end of 1st FY (March 31, 2024)	11.17%
(iv) at the end of 2nd FY (March 31, 2025) <sup>(2)</sup>	Not available
(v) at the end of 3rd FY (March 31, 2026) <sup>(2)</sup>	Not available

<sup>(1)</sup> Basis of Allotment (excluding pre-issue QIB holding)

<sup>(2)</sup> QIB Holding not disclosed as reporting for relevant period has not been completed/not disclosed in public domain

6 **Financials of the issuer (consolidated basis)**

(Rs. in crores)

Parameters	1st FY (March 31, 2024)	2nd FY (March 31, 2025)*	3rd FY (March 31, 2026)*
Income from operations	567.33	Not Available	Not Available
Net Profit for the period	59.20	Not Available	Not Available
Paid-up equity share capital	12.90	Not Available	Not Available
Reserves excluding revaluation reserves	328.77 <sup>#</sup>	Not Available	Not Available

\*Financials not available as reporting for the relevant years has not been completed/ not disclosed in public domain

<sup>#</sup> As per Audited Financial Results for the quarter and year ended 31<sup>st</sup> March, 2024

7 **Trading status in the scrip of the issuer**

Company's Equity Shares are listed on both the BSE Limited ("BSE") and the National Stock Exchange of India Limited ("NSE")

Particulars	Status
(i) at the end of 1st FY (March 31, 2024)	Frequently Traded
(ii) at the end of 2nd FY (March 31, 2025) <sup>(1)</sup>	Not Available
(iii) at the end of 3rd FY (March 31, 2026) <sup>(1)</sup>	Not Available

<sup>(1)</sup> Information shall be updated in due course

8 Change, if any, in directors of issuer from the disclosures in the offer document

Particulars	Name of Director	Appointment / Resignation	Date
(i) at the end of 1st FY (March 31, 2024)	Paresh Bambolkar	Appointed as Independent Director	May 09, 2023
	Dr. Manoj Nakra	Appointed as Non – Executive Director	May 09, 2023
	Poonam Khushlani	Change in designation and appointment as Whole-time Director	May 09, 2023
	Ramona Jogeshwar	Appointed as Independent Director	May 09, 2023
(ii) at the end of 2nd FY (March 31, 2025) <sup>(1)</sup>	Not Available	Not Available	Not Available
(iii) at the end of 3rd FY (March 31, 2026) <sup>(1)</sup>	Not Available	Not Available	Not Available

9 Status of implementation of project/ commencement of commercial production

Particulars	Remarks
(i) as disclosed in the offer document	Not Applicable
(ii) Actual Utilization	
(iii) Reasons for delay in implementation if any	

10 Status of utilization of issue proceeds

(i) As disclosed in the offer document	Not Applicable
(ii) Actual Utilization	Not Applicable
(iii) Reasons for deviation, if any	Not Applicable

11 Comments of monitoring agency, if applicable

(a) Comments on use of funds	Not Applicable
(b) Comments on deviation, if any, in the use of proceeds of the issue from the objects stated in the offer document	Not Applicable
(c) Any other reservations expressed by the monitoring agency about the end use of funds	Not Applicable

12 Price-related data

Designated SE BSE Limited  
Issue Price (Rs.) 280/-  
Listing Date December 27, 2023

Price Parameter	At closing of listing day December 27, 2024	At close of 30th calendar day from listing day ( January 26,2024)	At close of 90th calendar day from listing day (March 26,2024)	As at the end of March 31, 2024		
				Closing price	High price	Low price
Market Price <sup>(2)</sup>	312.50	252.30	175.35	166.75	174.85	165.80
SENSEX <sup>(2)</sup>	72,038.43	70,700.67	72,470.30	73,651.35	74,190.31	73,120.33
Price Parameter	As at the end of March 31, 2025 <sup>(1)</sup>			As at the end of March 31, 2026 <sup>(1)</sup>		
	Closing price	High price	Low price	Closing price	High price	Low price
Market Price <sup>(2)</sup>	-	-	-	-	-	-
SENSEX <sup>(2)</sup>	-	-	-	-	-	-

Source: Stock Exchange data. Where the 30th day / 90th day/ March 31 of a particular year falls on a holiday, the immediately preceding trading day has been considered

<sup>(1)</sup> Information shall be updated in due course

<sup>(2)</sup> Being Market price and Index of BSE, the designated stock exchange

13 Basis for Issue Price and Comparison with Peer Group & Industry Average

Accounting Ratio	Name of Company	As disclosed in the offer document <sup>(1)</sup>	At the end of 1st FY March 31, 2024 <sup>(2)</sup>	At the end of 2nd FY March 31, 2025 <sup>(3)</sup>	At the end of 3rd FY March 31, 2026 <sup>(3)</sup>
EPS (Basic)	<b>Issuer: Consolidated</b>	12.06	9.20	Not Available	Not Available
	<b>Peer Group:</b>				
	Aditya Birla Fashion	-0.38	-6.52	Not Available	Not Available
	Go Fashion (India) Limited	15.33	15.32	Not Available	Not Available
	Arvind Fashions Limited	2.77	3.77	Not Available	Not Available
	Kewal Kiran Clothing Limited	19.31	25.00	Not Available	Not Available
	<b>Industry Average</b>	<b>9.26</b>	<b>9.39</b>	<b>Not Available</b>	<b>Not Available</b>
EPS (Diluted)	<b>Issuer: Consolidated</b>	12.06	9.19	Not Available	Not Available
	<b>Peer Group:</b>				
	Aditya Birla Fashion	-0.38	-6.51	Not Available	Not Available
	Go Fashion (India) Limited	15.33	15.32	Not Available	Not Available
	Arvind Fashions Limited	2.76	3.76	Not Available	Not Available
	Kewal Kiran Clothing Limited	19.31	25.00	Not Available	Not Available
	<b>Industry Average</b>	<b>9.26</b>	<b>9.39</b>	<b>Not Available</b>	<b>Not Available</b>
P/E	<b>Issuer: Consolidated</b>	23.22	18.13	Not Available	Not Available
	<b>Peer Group:</b>				
	Aditya Birla Fashion	-	-31.52	Not Available	Not Available
	Go Fashion (India) Limited	88.24	78.47	Not Available	Not Available
	Arvind Fashions Limited	157.08	120.21	Not Available	Not Available
	Kewal Kiran Clothing Limited	40.24	26.80	Not Available	Not Available
	<b>Industry Average</b>	<b>95.19</b>	<b>48.49</b>	<b>Not Available</b>	<b>Not Available</b>
RONW	<b>Issuer: Consolidated</b>	29.98%	19.00%	Not Available	Not Available
	<b>Peer Group:</b>				
	Aditya Birla Fashion	-1.18%	-19.95%	Not Available	Not Available
	Go Fashion (India) Limited	17.27%	14.72%	Not Available	Not Available
	Arvind Fashions Limited	4.42%	11.14%	Not Available	Not Available
	Kewal Kiran Clothing Limited	23.22%	25.20%	Not Available	Not Available
	<b>Industry Average</b>	<b>10.93%</b>	<b>7.78%</b>	<b>Not Available</b>	<b>Not Available</b>
NAV (₹ per share)	<b>Issuer: Consolidated</b>	43.75	52.99	Not Available	Not Available
	<b>Peer Group:</b>				
	Aditya Birla Fashion	35.24	39.74	Not Available	Not Available
	Go Fashion (India) Limited	96.36	111.81	Not Available	Not Available
	Arvind Fashions Limited	68.48	75.45	Not Available	Not Available
	Kewal Kiran Clothing Limited	88.76	109.65	Not Available	Not Available
	<b>Industry Average</b>	<b>72.21</b>	<b>84.16</b>	<b>Not Available</b>	<b>Not Available</b>

(1) Sourced from Prospectus dated December 21, 2023

(2) All the financial information for listed industry peers mentioned above is on a consolidated basis (unless otherwise available only on standalone basis) and is sourced from the annual reports/ financial results as available of the respective company for the year ended March 31, 2024 submitted to stock exchanges

(3) Information not provided as the relevant fiscal year has not completed / not disclosed in public domain

14 Any other material information

For further updates and information, please refer stock exchange websites i.e. www.bseindia.com and www.nseindia.com