

NAME OF THE ISSUE: CREDO BRANDS MARKETING LIMITED

KEYNOTE

Updated: August 16, 2024

- 1 **Type of issue (IPO/ FPO)** Initial Public Offer
- 2 **Issue size (Rs. in crore)** **5,49.79***

Fresh Issue (Rs. in crore)	-
Offer for Sale (Rs. in crore)	5,49.79

*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 and 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 ⁽¹⁾	15.83%
(ii) at the end of the 1st Quarter immediately after the listing (December 31, 2023)	14.00%
(iii) at the end of 1st FY (March 31, 2024)	11.17%
(iv) at the end of 2nd FY (March 31, 2025) ⁽²⁾	Not available
(v) at the end of 3rd FY (March 31, 2026) ⁽²⁾	Not available

(1) Basis of Allotment (excluding pre-issue QIB holding)

(2) QIB Holding not disclosed as reporting for relevant period has not been completed/not available at 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 [#]	Not Available	Not Available

*Financials not available as reporting for the relevant years has not been completed/ not available at public domain
[#] As per Audited Financial Results for the quarter and year ended 31st 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) ⁽¹⁾	Not Available
(iii) at the end of 3rd FY (March 31, 2026) ⁽¹⁾	Not Available

⁽¹⁾ 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	Appointed / Resigned	Date
(i) at the end of 1st FY (March 31, 2024)	Not Change	No Change	Not Applicable
(ii) at the end of 2nd FY (March 31, 2025) ⁽¹⁾	Not Available	Not Available	Not Available
(iii) at the end of 3rd FY (March 31, 2026) ⁽¹⁾	Not Available	Not Available	Not Available

⁽¹⁾ Information shall be updated in due course

Accounting Ratio	Name of Company	As disclosed in the offer document ⁽¹⁾	At the end of 1st FY March 31, 2024 ⁽²⁾	At the end of 2nd FY March 31, 2025 ⁽³⁾	At the end of 3rd FY March 31, 2026 ⁽³⁾
EPS (Diluted)	Issuer: Consolidated	12.06	9.19	Not Available	Not Available
	Peer Group:				
	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	6.05	Not Available	Not Available
	Kewal Kiran Clothing Limited	19.31	25.00	Not Available	Not Available
	Industry Average	9.26	9.97	Not Available	Not Available
P/E	Issuer: Consolidated	23.22	18.13	Not Available	Not Available
	Peer Group:				
	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	74.66	Not Available	Not Available
	Kewal Kiran Clothing Limited	40.24	26.80	Not Available	Not Available
	Industry Average	95.19	37.10	Not Available	Not Available
RONW	Issuer: Consolidated	29.98%	17.33%	Not Available	Not Available
	Peer Group:				
	Aditya Birla Fashion	-1.18%	-18.24%	Not Available	Not Available
	Go Fashion (India) Limited	17.27%	13.71%	Not Available	Not Available
	Arvind Fashions Limited	4.42%	13.67%	Not Available	Not Available
	Kewal Kiran Clothing Limited	23.22%	22.80%	Not Available	Not Available
	Industry Average	10.93%	7.78%	Not Available	Not Available
NAV (₹ per share)	Issuer: Consolidated	43.75	52.99	Not Available	Not Available
	Peer Group:				
	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
	Industry Average	72.21	84.16	Not Available	Not Available

(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