



CREDO BRANDS MARKETING LIMITED  
(fka Credo Brands Marketing Private Limited)  
Plot No. B, 8, MIDC Central Road, Marol MIDC,  
Andheri (E), Mumbai - 400093. INDIA  
Tel. No.: +91 22 6141 7200 Email: helpdesk@mufti.in  
Website: Corporate: www.credobrands.in  
Ecommerce: www.muftijeans.in  
CIN: U18101MH1999PLC119669

Date: December 18, 2023

To,

The Senior General Manager Dept. of Listing Operations  BSE Limited, P J Towers, Dalal Street, Mumbai -400001	The Associate Vice President MSD - Non-Continuous Markets Group  National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex Bandra (E), Mumbai-400051
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Dear Sir / Madam,

**Sub: Initial public offer of equity shares of face value of ₹ 2/- each ("Equity Shares") of Credo Brands Marketing Limited ("Company" and "Offer", respectively)**

The IPO Committee of the Company at its meeting held on December 18, 2023, in consultation with the Book Running Lead Managers to the Offer, has finalized allocation of 5,890,488 Equity Shares, to Anchor Investors at Anchor Investor Allocation Price of ₹ 280/- per Equity Share (including share premium of ₹ 278/- per Equity Share) in the following manner:

Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	% of Anchor Investor Portion	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
1.	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA SMALL CAP FUND	15,00,006	25.46%	280.00	42,00,01,680
2.	HSBC CONSUMPTION FUND	7,14,334	12.13%	280.00	20,00,13,520
3.	ADITYA BIRLA SUNLIFE INSURANCE COMPANY LIMITED	7,14,334	12.13%	280.00	20,00,13,520
4.	KOTAK MAHINDRA LIFE INSURANCE COMPANY LTD.	5,35,724	9.09%	280.00	15,00,02,720
5.	BAJAJ ALLIANZ LIFE INSURANCE COMPANY LTD.	5,35,724	9.09%	280.00	15,00,02,720
6.	INTEGRATED CORE STRATEGIES (ASIA) PTE.LTD.	4,46,472	7.58%	280.00	12,50,12,160
7.	MORGAN STANLEY ASIA (SINGAPORE) PTE - ODI	4,46,472	7.58%	280.00	12,50,12,160
8.	SBI GENERAL INSURANCE COMPANY LIMITED - FRSM	3,20,549	5.44%	280.00	8,97,53,720
9.	JM FINANCIAL MUTUAL FUND - JM MIDCAP FUND	2,84,827	4.84%	280.00	7,97,51,560
10.	SUBHKAM VENTURES (I) PRIVATE LIMITED	2,13,436	3.62%	280.00	5,97,62,080
11.	RELIANCE GENERAL INSURANCE COMPANY LIMITED	1,78,610	3.03%	280.00	5,00,10,800
	<b>Total</b>	<b>58,90,488</b>	<b>100.00%</b>		<b>1,64,93,36,640</b>





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Out of the total allocation of 58,90,488 Equity Shares to the Anchor Investors, 24,99,167 Equity Shares (i.e. 42.43% of the total allocation to Anchor Investors) were allocated to 3 domestic mutual funds, which have applied through a total of 3 schemes. Scheme-wise details provided in table below:

Sr. No.	Name of Scheme	No. of Equity Shares allocated	% of Anchor Investor Portion	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
1.	NIPPON LIFE INDIA TRUSTEE LTD- A/C NIPPON INDIA SMALL CAP FUND	15,00,006	25.46%	280.00	42,00,01,680
2.	HSBC CONSUMPTION FUND	7,14,334	12.13%	280.00	20,00,13,520
3.	JM FINANCIAL MUTUAL FUND - JM MIDCAP FUND	2,84,827	4.84%	280.00	7,97,51,560
	<b>Total</b>	<b>24,99,167</b>	<b>42.43%</b>	-	<b>69,97,66,760</b>

Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the red herring prospectus dated December 12, 2023 filed with Registrar of Companies at Maharashtra at Mumbai on December 13, 2023.

We request you to make the above information public by disclosing the same on your website.

Thanking You,

For, Credo Brands Marketing Limited

Authorised Signatory

Name: Sanjay Kumar Mutha

Designation: Company Secretary



cc: **Securities and Exchange Board of India**  
Corporation Finance Department,  
Division of Issues and Listing,  
Plot No. C4 A, G Block  
Bandra Kurla Complex, Bandra (East)  
Mumbai 400 051, India