

October 29, 2024

To
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai - 400 001

To
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra Kurla Complex
Bandra (E), Mumbai - 400 051

Scrip Code: 544058

Scrip Symbol: MUFTI

Dear Sirs,

Sub: Newspaper Publication of Financial Results

In compliance with Regulation 47 and other applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Unaudited Standalone and Consolidated Financial Results of the Company for the quarter and half year ended September 30, 2024 (in prescribed format) have been published in newspapers viz., "Business Standard" (English) all India editions and "Mumbai Lakshdeep" (Marathi) in Mumbai edition, on October 29, 2024.

Please find enclosed herewith extracts of Mumbai edition of Business Standard (English) and Mumbai Lakshdeep (Marathi) for your information and records.

This intimation is also being uploaded on the Company's website at www.credobrands.in

You are requested to kindly note the same and acknowledge receipt.

Thanking you,

Yours faithfully,
For **Credo Brands Marketing Limited**

Sanjay Kumar Mutha
Company Secretary and Compliance Officer
Encl. As above

**CREDO BRANDS MARKETING LIMITED**

B 8, MIDC Central Road, Marol, Next to MIDC Police Station, Andheri (E),
Mumbai - 400093, Maharashtra, India | Tel. No.: +91 22 6141 7200
Email: investorrelations@mufti.in | Website: www.credobrand.in
CIN: L18101MH1999PLC119669

Extract of Unaudited Standalone and Consolidated Financial Results for the Quarter and Six Months Ended September 30, 2024

(All amounts in ₹ Millions, unless otherwise stated)

Particulars	Standalone			Consolidated		
	Quarter Ended		Half Year Ended	Quarter Ended		Half Year Ended
	30-09-2024	30-09-2023	30-09-2024	30-09-2024	30-09-2023	30-09-2024
Total revenue from operations	1,855.70	1,656.18	3,094.57	1,855.70	1,656.18	3,094.57
Profit before tax	353.56	369.73	484.08	353.57	369.72	484.09
Net profit after tax	264.61	279.73	362.31	264.62	279.72	362.32
Total Comprehensive Income	263.78	279.48	361.91	263.79	279.47	361.92
Paid-up equity share capital (face value ₹ 2 per share)	129.93	128.60	129.93	129.93	128.60	129.93
Other Equity*			3,634.66			3,634.93
Earning per share (face value ₹ 2 per share) (not annualised)						
Basic in ₹	4.10	4.35	5.62	4.10	4.35	5.62
Diluted in ₹	4.10	4.35	5.63	4.10	4.35	5.62

* Standalone and Consolidated Other Equity as at March 31, 2024 was 3,287.44 Millions and 3,287.73 Millions, respectively.

Notes:

- The Unaudited Standalone and Consolidated Financial Results of the Company for the quarter and six months ended September 30, 2024, have been reviewed and recommended by the Audit Committee and approved by the Board of Directors in their respective meetings held on October 28, 2024.
- The above is an extract of the detailed format of the Unaudited Standalone and Consolidated Financial Results filed with the Stock Exchanges under Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the above Financial Results are available on the website of the Company i.e., www.credobrand.in and websites of the Stock Exchanges, viz., www.bseindia.com and www.nseindia.com.

For Credo Brands Marketing Limited

Sd/-

Kamal Khushlani

Chairman and Managing Director

Place :- Mumbai

Date :- October 28, 2024

मंगळवार, दि.२९ ऑक्टोबर २०२४

मुंबई लक्षादीप



CREDO BRANDS MARKETING LIMITED

B 8, MIDC Central Road, Marol, Next to MIDC Police Station, Andheri (E),
Mumbai - 400093, Maharashtra, India | Tel. No.: +91 22 6141 7200
Email: investorrelations@mufti.in | Website: www.credobrand.in
CIN: L18101MH1999PLC119669

Extract of Unaudited Standalone and Consolidated Financial Results for the Quarter and Six Months Ended September 30, 2024

(All amounts in ₹ Millions, unless otherwise stated)

Particulars	Standalone			Consolidated		
	Quarter Ended		Half Year Ended	Quarter Ended		Half Year Ended
	30-09-2024	30-09-2023	30-09-2024	30-09-2024	30-09-2023	30-09-2024
Total revenue from operations	1,855.70	1,656.18	3,094.57	1,855.70	1,656.18	3,094.57
Profit before tax	353.56	369.73	484.08	353.57	369.72	484.09
Net profit after tax	264.61	279.73	362.31	264.62	279.72	362.32
Total Comprehensive Income	263.78	279.48	361.91	263.79	279.47	361.92
Paid-up equity share capital (face value ₹ 2 per share)	129.93	128.60	129.93	129.93	128.60	129.93
Other Equity*			3,634.66			3,634.93
Earning per share (face value ₹ 2 per share) (not annualised)						
Basic in ₹	4.10	4.35	5.62	4.10	4.35	5.62
Diluted in ₹	4.10	4.35	5.63	4.10	4.35	5.62

* Standalone and Consolidated Other Equity as at March 31, 2024 was 3,287.44 Millions and 3,287.73 Millions, respectively.

Notes:

1. The Unaudited Standalone and Consolidated Financial Results of the Company for the quarter and six months ended September 30, 2024, have been reviewed and recommended by the Audit Committee and approved by the Board of Directors in their respective meetings held on October 28, 2024.
2. The above is an extract of the detailed format of the Unaudited Standalone and Consolidated Financial Results filed with the Stock Exchanges under Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the above Financial Results are available on the website of the Company i.e., www.credobrand.in and websites of the Stock Exchanges, viz., www.bseindia.com and www.nseindia.com.

Place :- Mumbai
Date :- October 28, 2024

For Credo Brands Marketing Limited
Sd/
Kamal Khushlani
Chairman and Managing Director