
August 11, 2026

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 Sir/Madam,

Sub: Presentation on Un-audited Financial Results for the quarter ended June 30, 2026

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the presentation on Un-audited Financial Results for the quarter ended June 30, 2026.

The above is being made available on the Company's website i.e. www.credobrand.in.

This is for your information and dissemination on your website.

Thanking you,

Yours faithfully,
For Credo Brands Marketing Limited

Sanjay Kumar Mutha
Company Secretary and Compliance Officer

Encl. As above

Credo Brands Marketing Limited



Investor Presentation

August'26

MUFTI 2.0 - Premium Retail Experience ✕ Elevated Merchandise ✕ Brand Storytelling

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Q1 FY27 FINANCIAL HIGHLIGHTS



Mr. Kamal Khushlani
PROMOTER AND CMD

Commenting on the Result, Mr. Kamal Khushlani, Chairman & MD, Credo Brands Marketing Limited said

"FY26 was a year of resilience for MUFTI, marked by focused execution and continued progress on our transformation journey. In Q1 FY27, we continued to advance MUFTI 2.0, with a focus on premiumising the brand, elevating the customer experience across our stores and strengthening MUFTI's influence as the aspirations of Indian consumers continue to evolve.

Q1 FY27 revenue stood at ₹125 crore, reflecting steady performance despite continued softness in discretionary spending. Gross profit grew 5% YoY to ₹77 crore, with gross margin at 62%.

EBITDA for the quarter stood at ₹27 crore, compared to ₹31 crore in the same period last year, primarily due to higher investments in brand building and marketing. Marketing investment was approximately 8.5% of revenue, in line with our full-year guidance of 8-10% through FY27. We see this as an important investment in building MUFTI's long-term salience and aspiration. A growing proportion is being directed towards digital platforms such as Google and Meta to strengthen visibility, deepen consumer understanding and support engagement across online and offline channels. We are also continuing to build our D2C business, bringing us closer to our consumers and their evolving preferences. Profit After Tax for the quarter stood at ₹2.3 crore.

As part of our retail transformation strategy, we opened 5 new stores across leading malls and high streets while closing 7 underperforming stores. Our focus is on improving the quality and productivity of our network, by progressively replacing lower-productivity locations with stronger, experience-led stores, we aim to improve output per store while enhancing the overall consumer experience and brand salience.

Our long-term MUFTI 2.0 transformation remains firmly on track. We will continue to elevate our retail experience, strengthen our merchandise offering and invest behind the brand. These initiatives are aimed at deepening consumer engagement, improving footfalls and conversion, and progressively rekindling growth. Our ambition remains to build MUFTI into one of India's most loved and enduring home-grown menswear brands, growing in a disciplined, profitable and sustainable manner.

Looking ahead, the global environment remains uncertain, with geopolitical tensions likely to keep consumers cautious and near-term demand visibility uneven. Nevertheless, India's growing aspirations and the evolution of the casual lifestyle segment provide significant long-term opportunity. We believe MUFTI 2.0 positions us well to participate meaningfully in this opportunity and build a stronger foundation for the brand's next phase of growth."

Q1 FY27 Operational & Financial Performance

Rs. 125.3 crores

Revenue from Operations

Rs. 77.2 crores

Gross Profit

Rs. 26.6 crores

EBITDA

Rs. 2.3 crores

Profit After Tax (PAT)

427

Total Store Count

61.6%

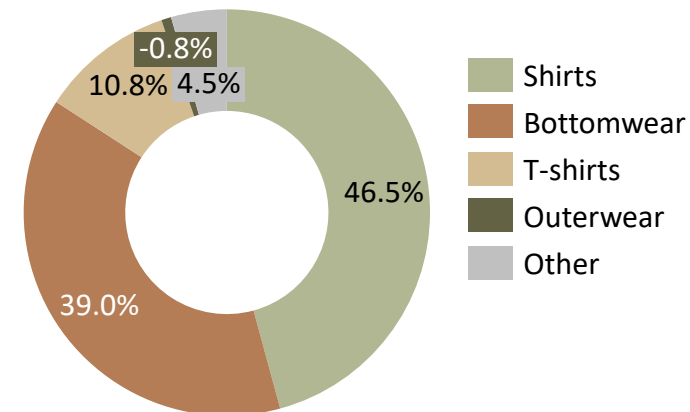
Gross Profit Margin

21.2%

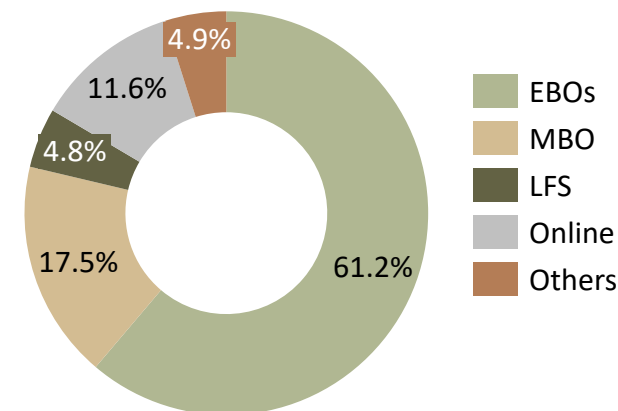
EBITDA Margin

1.8%

PAT Margin



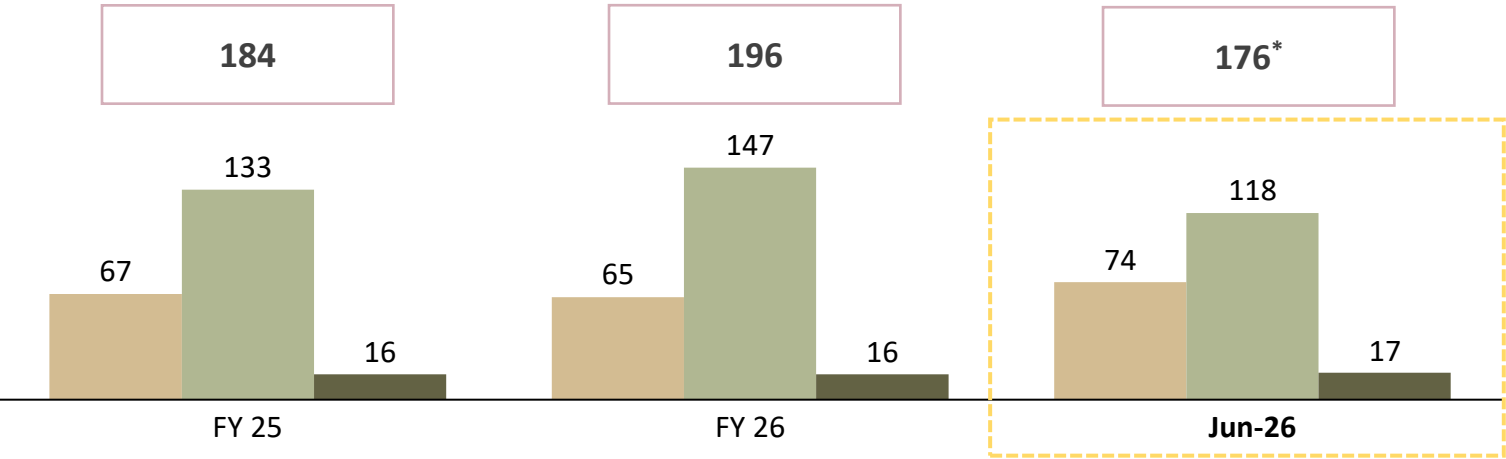
Product Mix (Q1 FY27)



Sales Mix (Q1 FY27)

Working Capital (in Days)

Inventory Debtors Creditors



Return on Capital Employed^{^*}
(RoCE)

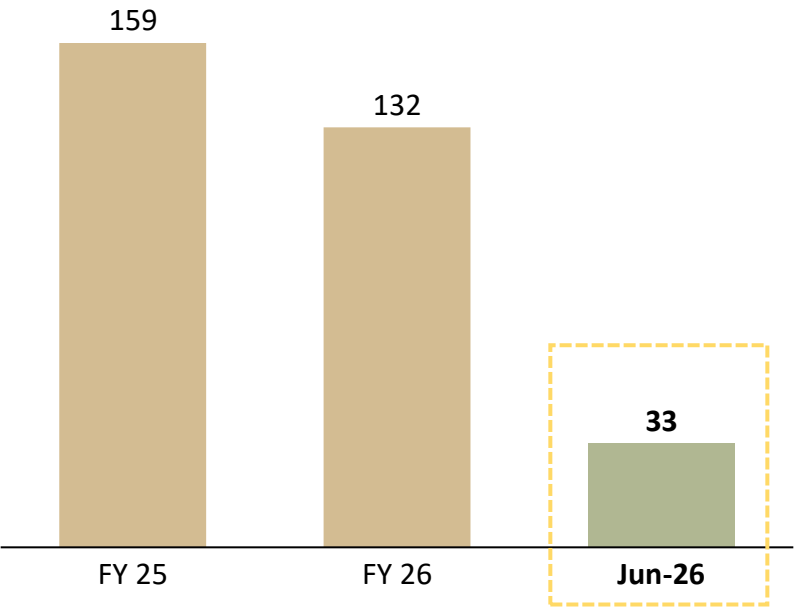
12.9%

Return on Equity^{^*}
(RoE)

10.1%

Cash Flow from Operations (Rs. Crs.)

Post IND AS 116



RoCE = EBIT / Average Capital Employed. (Capital Employed = Total Equity + Long Term Debt + Short Term Debt)
RoE = PAT / Average Equity

*Trailing Twelve Months
^ As of Jun 30, 2026

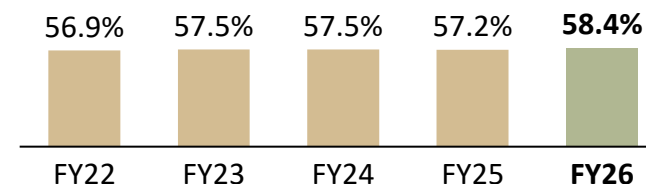
Key Focus Areas Of The Company

1

Consistent Gross Profit (GP) Margins

- ✓ Consistent Gross Margin despite tough demand scenario
- ✓ Consistently, GP Margins have remained above 57%

GP Margin (%)

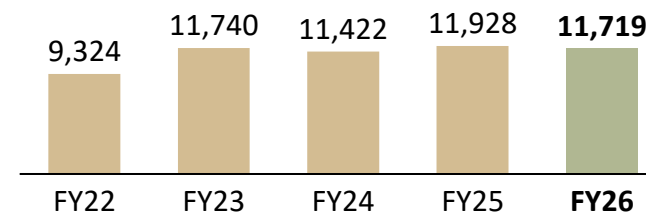


2

Consistent Revenue per sq. ft.

- ✓ Company has consistent Revenue per sq. Ft. in Retail
- ✓ This shows improved efficiencies and improved product mix over time

Revenue per sq. ft. (Rs.)

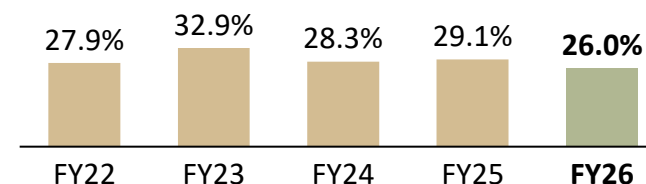


3

Company believes in profitable growth

- ✓ Healthy EBITDA Margins as per industry standards
- ✓ All products including leftovers have been sold profitably with no material inventory write-offs historically

EBITDA Margin (%)



Profit & Loss Statement

Profit & Loss (in Rs. Crore)	Q1FY27	Q1FY26	YoY
Total Revenue	125.3	119.9	5%
Cost of Materials Consumed	48.1	46.1	
Gross Profit	77.2	73.8	5%
Gross Margin	61.6%	61.6%	
Employee Cost	9.4	8.4	
Other Expenses	41.2	34.4	
EBITDA	26.6	31.0	-14%
EBITDA Margin	21.2%	25.9%	
Other Income	2.1	1.6	
Depreciation	19.2	18.2	
EBIT	9.5	14.4	-34%
Finance Cost	6.3	6.2	
Profit before Tax	3.2	8.2	-61%
Tax	0.9	1.9	
PAT	2.3	6.3	-63%
PAT Margin	1.8%	5.3%	
EPS (in Rs.)	0.35	0.97	

❖ Q1 FY27 EBITDA fell 14% YoY to ₹26.6 crore, largely due to a higher marketing spend of ₹10.7 crore ie. 8.5% of Total Revenue as compared to ₹5.4 crore in Q1FY26



TRANSITIONING INTO PREMIUMIZATION

Premiumization of Stores Experience

Reinventing the Store. Redefining the Brand Experience. Reigniting the Spark



Premiumised Customer Experience

1

Stronger Customer Loyalty & Repeat Visits

3

Stronger Brand Differentiation

5

Higher Customer Engagement

2

Increased Conversion Rates

4

Supports Omnichannel Strategy

6

Strategically adding new premium Stores

Investing in Experiential Flagships Stores

Investing in High-Impact Retail Zones like Malls, Highstreets & Airports

Long term value for customer & Building Brand value

Reinvented Brand Identity



A new identity rooted in 28 years of authenticity - ready for India's premium evolution

PREMIUM DESIGN | ELEVATED STYLE



Reinvented Brand Identity at

- ➔ City Mall – Kota, Rajasthan
- ➔ Colors Mall - Raipur
- ➔ Jayanagar-2, Bengaluru
- ➔ Inorbit - Vishakhapatnam
- ➔ Kanuru - Vijayawada
- ➔ ANSA Mall - Ghaziabad
- ➔ P&M Hi-Tech City Centre Mall - Jamshedpur

MUFTI 2.0 to rekindle demand and unlock the next phase of growth.

Click on the link to experience
MUFTI 2.0:
[Experience Here](#)



HOW IS MUFTI DIFFERENT

Our metrics tell a different story than traditional retail - one of strategic design, not operational weakness

Typical View

Credo's View

Inventory Days: Higher by Design	Receivable Days: Secured Relationships	Payable Days: Strategic Speed
High inventory days suggest slowmoving stock, inefficient inventory management, and risk of markdowns/ write-offs. Higher inventory days are a result of our risk-free supply model to channel partners - we take back unsold stock at season-end and liquidate it profitably, with no material write-offs in our history. This ensures fresh merchandise at all retail touchpoints, enhancing brand appeal and sell-through.	High receivable days imply longer credit cycles, higher working capital requirements, and greater risk of bad debts. Higher receivable days reflect secure, long-term partnerships with franchisees, MBOs, and LFS partners. All franchisee stock is backed by security deposits, and MBO/distributor relationships span years with no material bad debt losses. Margins are structured to our advantage because partners operate at reasonable margins in exchange for risk-free supply.	Low payable days may suggest poor supplier credit terms or weaker negotiation leverage. We intentionally keep payable days low because we pay suppliers promptly, often in cash, to secure better prices, priority production slots, and timely deliveries - strengthening vendor relationships and ensuring consistent quality and availability.

Our metrics tell a different story than traditional retail - one of strategic design, not operational weakness

Typical View

Risk Allocation Strategy

In most retail models, inventory and markdown risk lies with the store operator, reducing corporate level inventory days but burdening partners.

Credo's View

Credo Brands retains inventory risk deliberately, because our operational strength and brand demand allow profitable liquidation. This strengthens partner relationships, supports store profitability, and maintains our premium brand positioning

Working Capital Profile

Higher inventory and receivable days can be perceived as inefficient working capital management.

Our working capital structure is a deliberate strategic choice - we use our balance sheet strength to absorb partner risk, lock in favourable pricing, and ensure product freshness, driving long-term profitability and market share growth.

Channel Mix

Heavy dependence on 1 channel can limit reach and increase operational risk

Our multi-channel strategy - spanning MBOs, LFS, and multiple EBO formats (FOFO, COCO, and margin models) - diversifies risk, maximises market coverage, and allows rapid adaptation to shifting consumer demand

Increasing focus on D2C channel

Leveraging online platforms such as Google and Meta to amplify Digital Brand presence

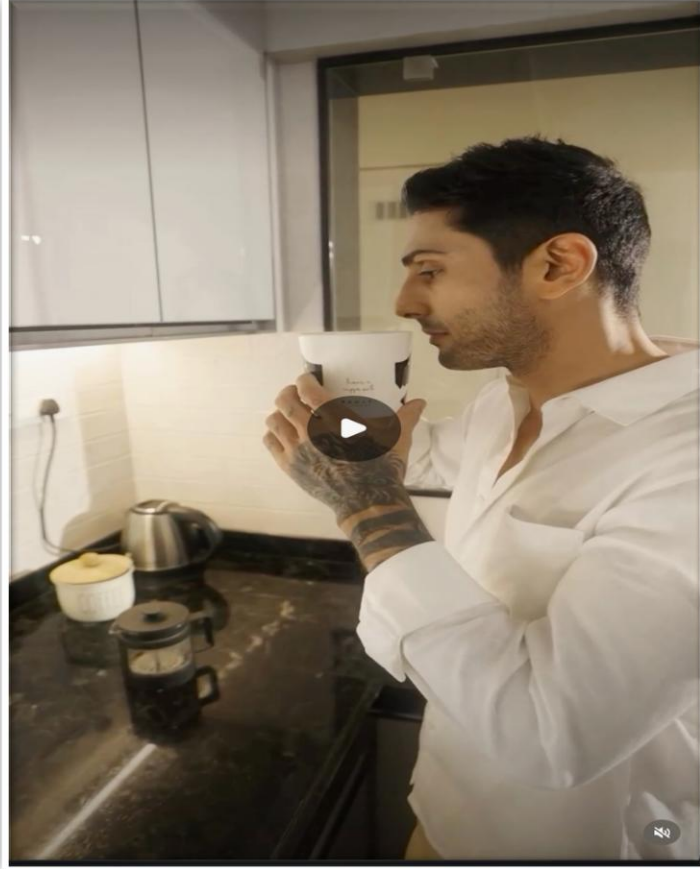
- **Utilizing leading online platforms - Google and Meta**

- ✓ Shifting Consumer Behavior and strengthening digital visibility meets the customer where they are. This will attract new customers, drive traffic, and improve conversion rates
- ✓ Stronger digital presence supports an omnichannel retail strategy, seamlessly connecting the online discovery experience with offline conversion or vice versa
- ✓ Platforms like Google and Meta offer high-visibility touchpoints to build top-of-mind recall, especially among younger, digitally native demographics
- ✓ Hyper-Targeted Reach: Digital platforms enable highly targeted campaigns based on location, demographics, interests, and behavior—maximizing ROI and brand relevance



- ✓ In this quarter, Sales from our own website has grown by **~7%** as compared to same period last year
- ✓ This approach may increase advertising and marketing costs and affect the profitability, the Company spent 8.5% of Revenues on brand-building in Q1FY27 and plans to spend **~8-10%** of Revenues for FY27

Recent Marketing Campaigns (1/2)



PRATEIK X MUFTI
[Click Here](#)



FLOW LINEN
[Click Here](#)



HAVANA
[Click Here](#)

Recent Marketing Campaigns (2/2)



SLOW LIVING
[Click Here](#)



400050 For EVERY ARTIST
[Click Here](#)



LOOSE JEAN
[Click Here](#)

Creative, Bold and Expressive Clothing for the Contemporary Indian Man



Focus on expressiveness and boldness in our designs differentiates us from competition



Diverse products range under the mid-premium to premium price range of clothing in India



Strong brand recall amongst customers with a database of over **2.5 million customers** on “Muftisphere”



1,913 touchpoints with 427 EBOs in 231 towns & cities in India
Presence in **583 cities** in India[^]



Comprehensively focus on the design and outsource manufacturing



Network of **50 fabric and accessories suppliers** and **50+ manufacturing partners**

Providing a meaningful wardrobe solution for multiple occasions in a customer’s life

MUFTI is a Brand, Redefining Menswear



Building Loyalty through our values, aesthetics, and product quality
We are Unique, Creative and Expressive

MUFTI goes beyond being just a brand; it is a lifestyle. It embodies boldness, expressiveness, and uniqueness, making each piece of clothing more than just attire - **a personal statement**



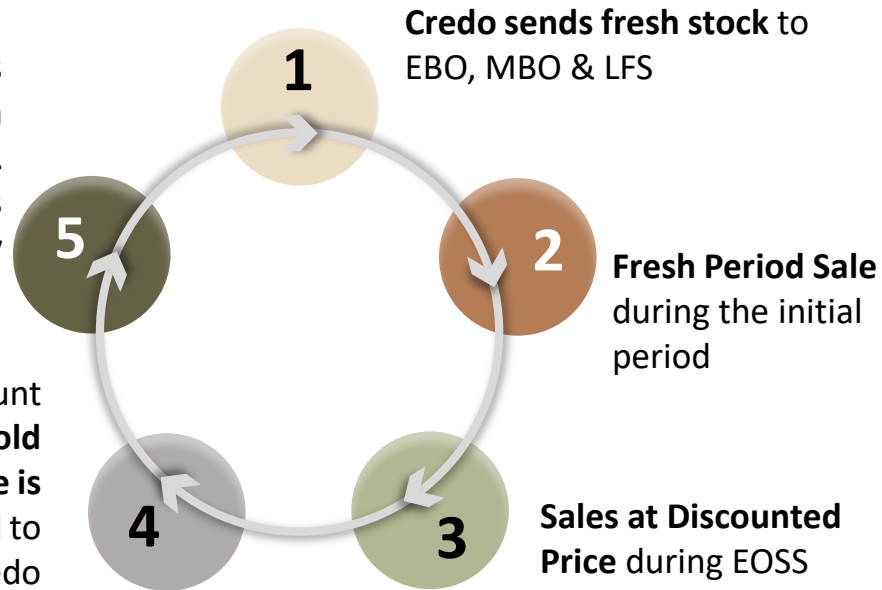
Established **long-standing relationships** with its manufacturing partners, with an average association of over **ten years**

Enabling the Company to introduce products promptly

MUFTI's Merchandise Lifecycle Flow

Unsold inventory from offline stores is effectively **sold through online channels & factory outlets profitably**

Post-discount period, **unsold merchandise is returned to Credo**



- ✓ The company offers all **fresh merchandise** every season ensuring a clean pipeline at all points of sale by **reclaiming unsold stock** from all offline channels thereby having **100% control** of all inventory
- ✓ **Customer experience remains the best.** Always gets to see new & fresh merchandise
- ✓ There have been **no material write offs** on account of **inventory** in the history of MUFTI

MUFTI's Merchandise Lifecycle Flow leads to higher inventory; compensated by better EBITDA margins

Reinvented Merchandise Architecture

AUTHENTIC



Daily Casuals

RELAXED



Holiday Casuals

URBAN



Party-Wear

ATHLEISURE



Lounge-Wear

Increasing our share of customer's wallet by providing designs suited for specific occasions in our customer's life



COMPANY DIFFERENTIATORS

Company Differentiators

1

Wide Range of Products for Multiple Occasions in our Consumer's Life

2

Strong Brand Equity with Presence Across Categories

3

Multi-channel, Pan-India Distribution Extending from Major Metros to Tier-3 Cities

4

EBOs Offering Holistic In-Store Brand Experience and Enhancing Brand Visibility

5

Scalable and Asset Light Business Model

6

Driven Through Longstanding Relationships with Partners from the Back-End to Front-End

7

Systems Driven Processes and Analytical Capabilities Enable Data Based Decision Making

8

Financially Stable Business Model With Demonstrated History of Profitable Growth

9

Experienced Board of Directors with a Proficient Team Committed to the Brand's Philosophy

1. Wide Range of Products for Multiple Occasions

Focus on creativity, expressiveness and boldness in designs to provide a youthful appearance

Shirts (1)



T-shirts (1)



Bottomwear



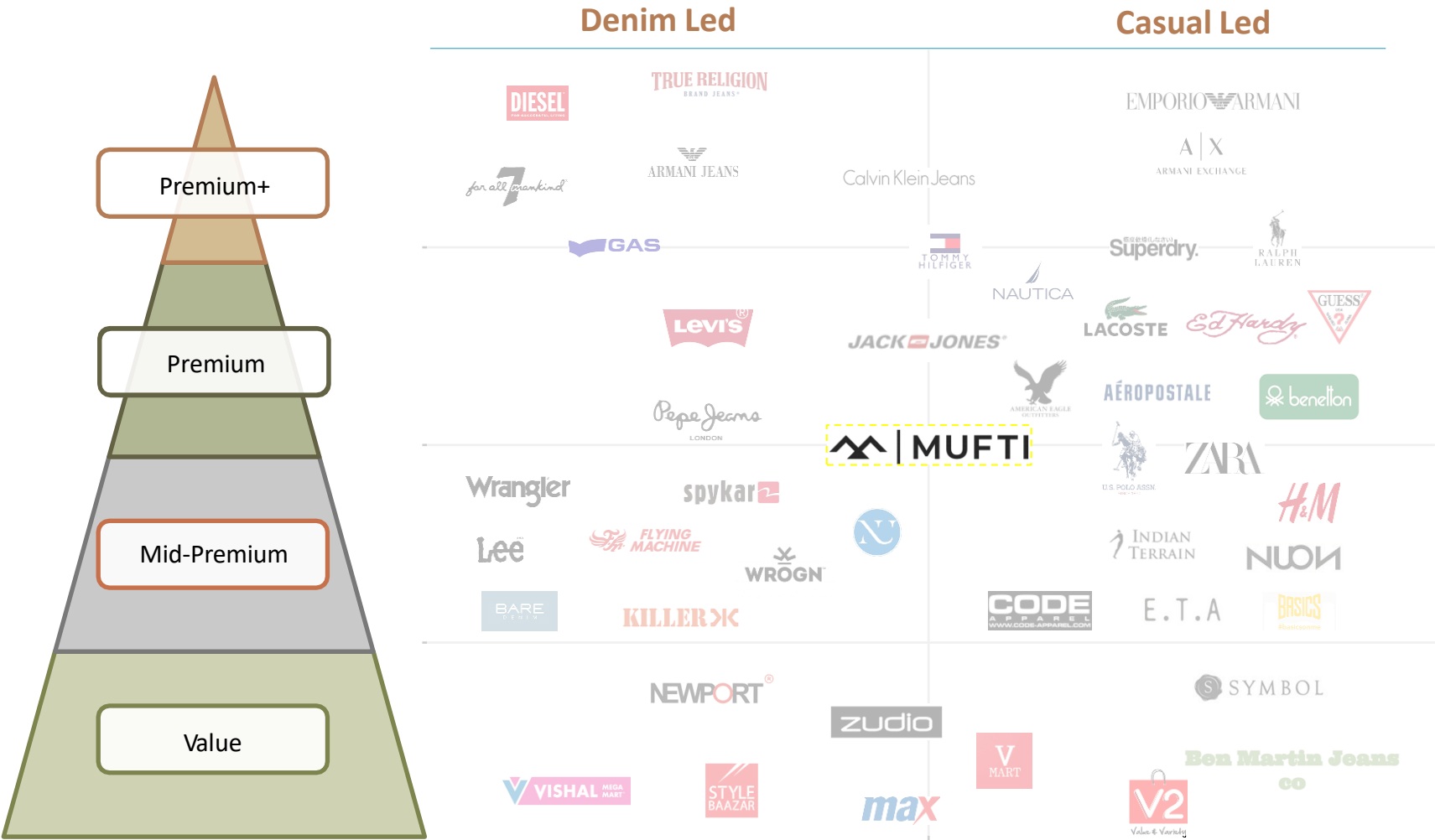
Outerwear



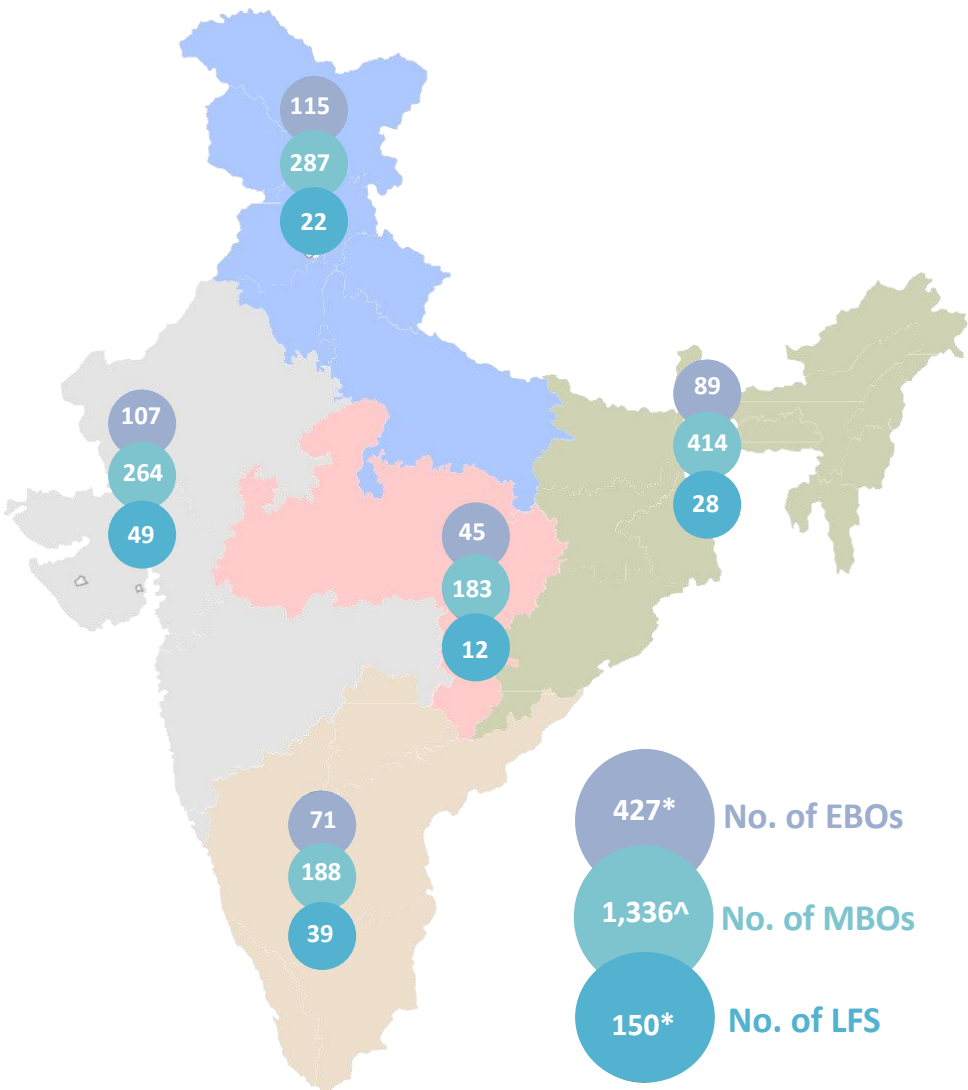
Offering the most balanced mix of products across Topwear, Bottomwear and Outerwear

2. Strong Brand Equity with Presence Across Categories

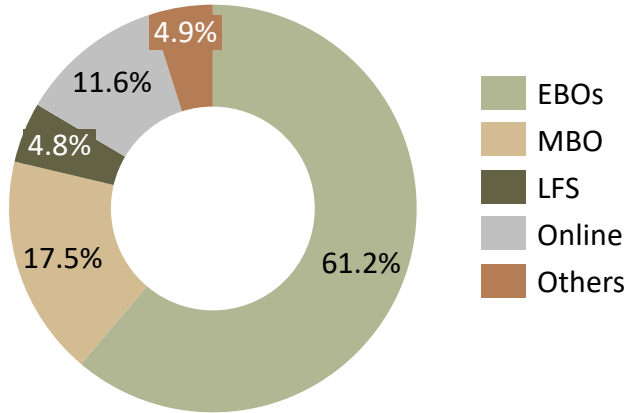
Prominent focus on casual wear in the mid-premium to premium price range



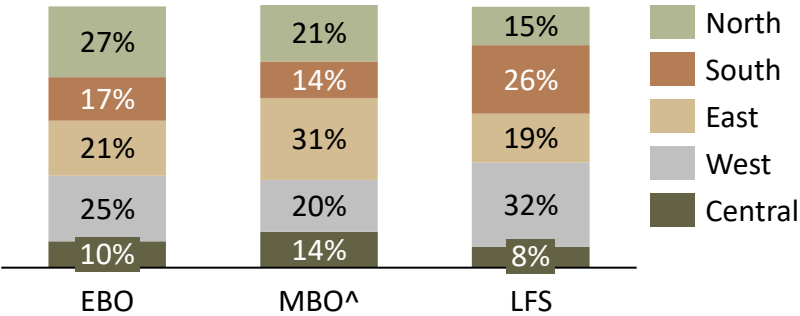
3. Multi-channel having Pan-India Distribution



Sales Mix (Q1 FY27)



Diversified Presence Across Geographies (% Store Count)



Retail Touchpoints
1,913+

Cities Present
583

EBO – Cities Present
231

High Streets, Malls & Airports

Top 8 cities & Tier I
~41% of stores

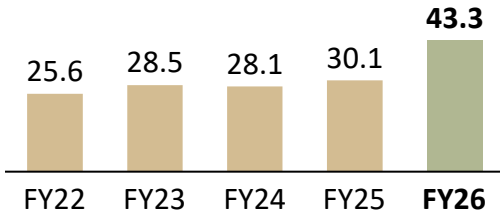
Tier II & III
~59% of stores

Note : Maps not to scale . All data , information , and maps are provided " as is " without warranty or any representation of accuracy

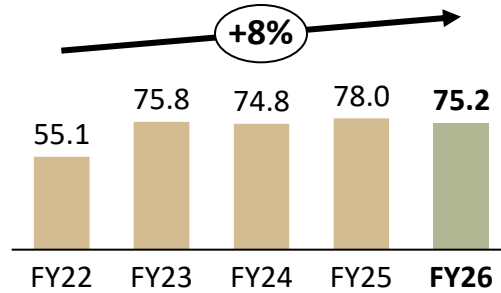
*EBOs and LFS count is as on 30th Jun 2026. ^Management Estimate

4. EBOs Offering Holistic In-Store Brand Experience and Enhancing Brand Visibility...

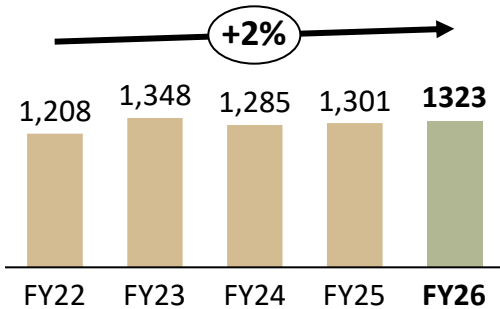
Avg. Cost of Capex per EBO
(Rs. Lakhs)



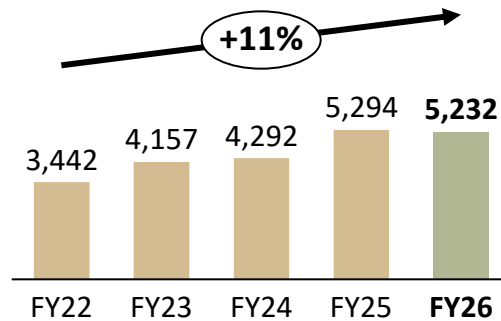
Avg. Annual Revenue per EBO
(Rs. Lakhs)



Avg. Revenue per product
sold (Rs.)



Avg. ticket value per bill for
EBOs (Rs.)



EBOs central to our growth strategy

- ✓ Store locations identified to reach out to maximum number of target consumers
- ✓ In-store communications and visuals, store facades and store shutters utilized for advertising
- ✓ Identifiable and standardized colors and typography across packaging materials

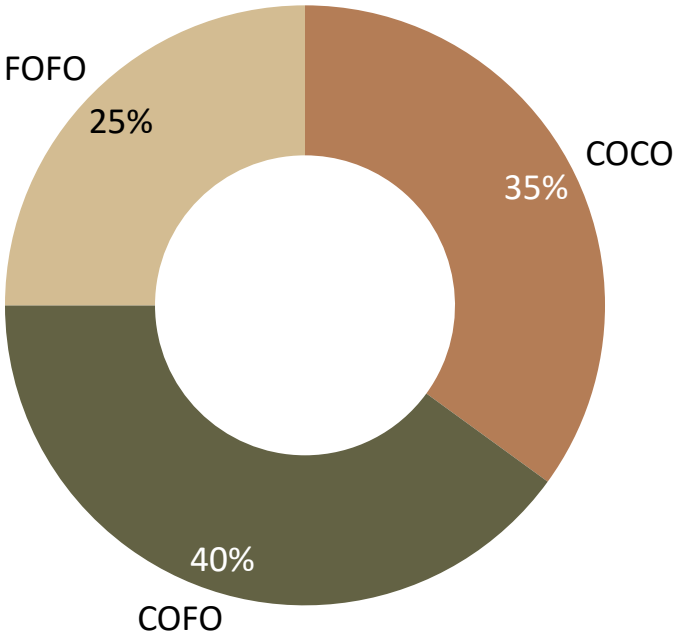
- ✓ Deliver high quality standardized customer experience
- ✓ Enhance brand visibility
- ✓ Increase awareness within each city
- ✓ Create high brand recall amongst target consumers

... with an evenly spread PAN-India network

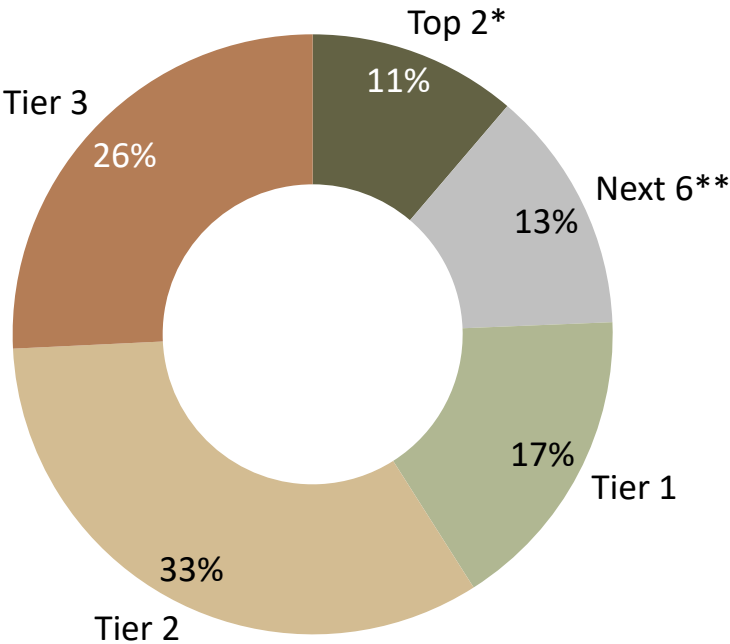


427 EBO's in 231 cities; evenly spread pan-India EBO network

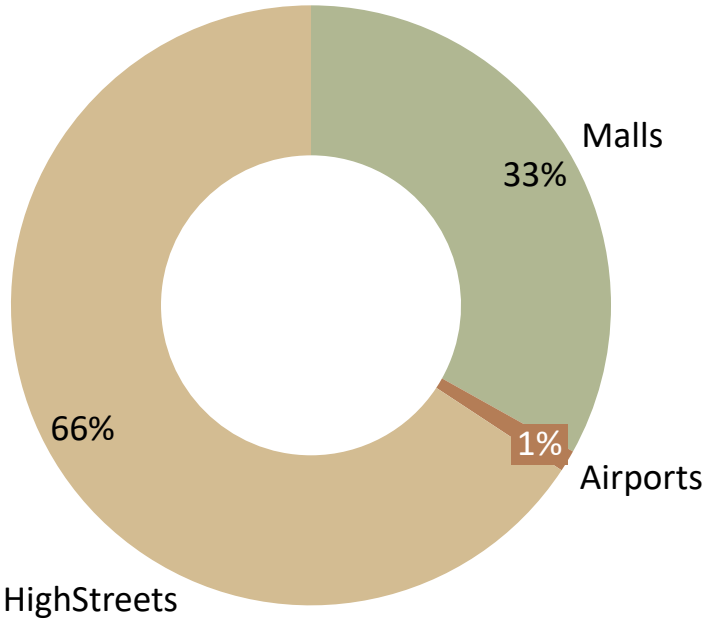
Store Operating Model



Tier Wise



Location Wise

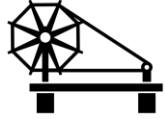


As of Jun 30, 2026

*Includes Greater Mumbai, Maharashtra (consisting of Bhiwandi, Mumbai, Navi Mumbai, Thane and Vasai) and Delhi NCR (consisting of Faridabad, Ghaziabad, Gurgaon, New Delhi and Noida)

**Includes (i) Bangalore, Karnataka, (ii) Kolkata, including Howrah, West Bengal, (iii) Chennai, Tamil Nadu, (iv) Hyderabad, Telangana, (v) Ahmedabad, Gujarat, and (vi) Pune, Maharashtra

6. Driven Through Longstanding Relationships with Partners



Sourcing Partners

Over **50**
Fabric and accessories suppliers

Over **10** years
Average association of Top-5 suppliers

Arvind Limited, NSL Textiles Limited,
and RSWM Limited



**Centralized ordering to meet
timelines for each stage of
production**



Manufacturing Partners

Over **50**
Manufacturing Partners

Over **10** years
Average association of Top-5 suppliers

- ✓ Non-exclusive arrangements with partners on a purchase order basis
- ✓ Ability to introduce products in a time efficient manner



**Distributed manufacturing to
optimize procurement costs**



Franchisee Partners

Over **50%**
of franchisees associated with Mufti
for over 5 years

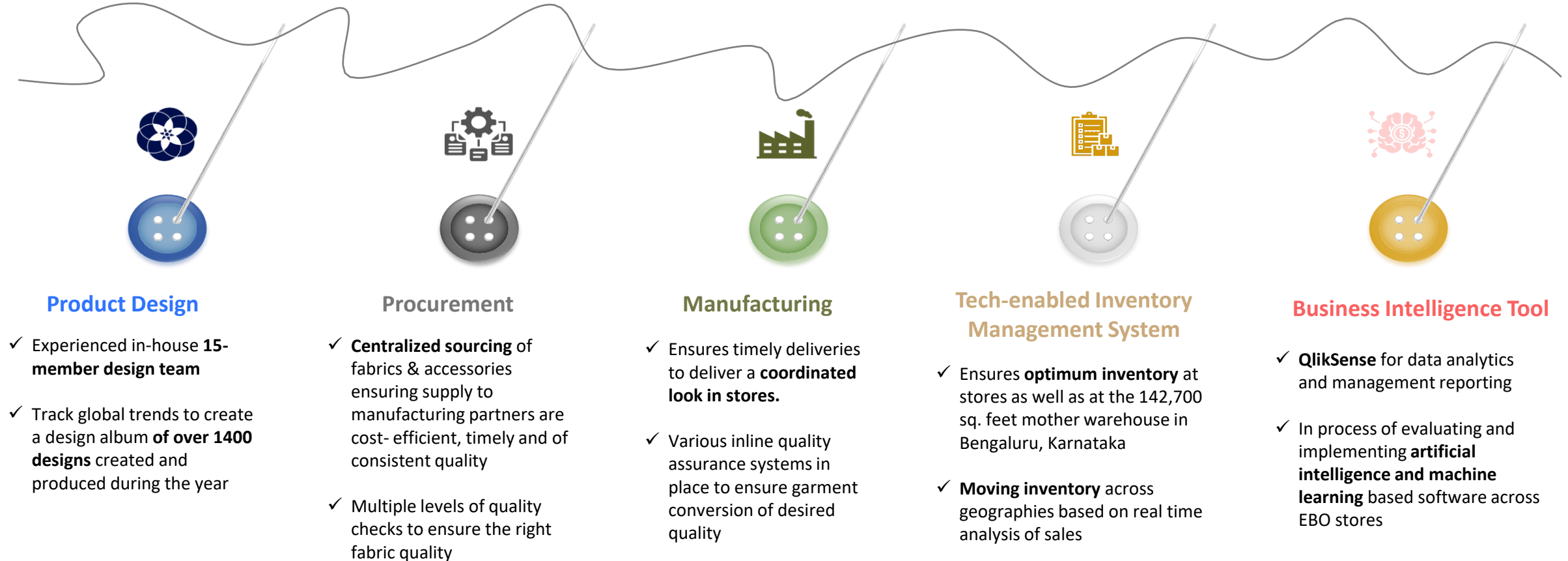
Over **12** years
Association of some franchisee
partners



**Delivering a coordinated look and
feel in stores**

7. Systems Driven Processes and Analytical Capabilities Enable Data Based Decision-making

Strong In-house Design Competencies To Deliver Innovative And High-quality Products

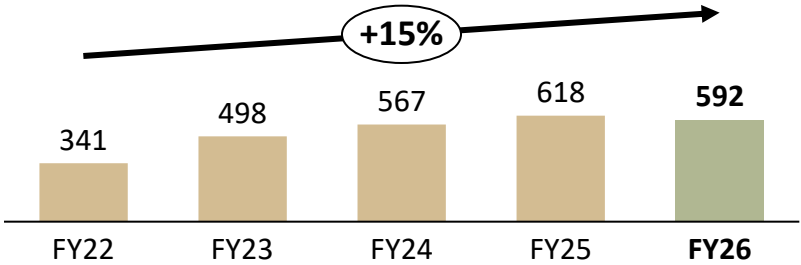


Entirety of supply chain managed end-to-end on ERP Ginesys

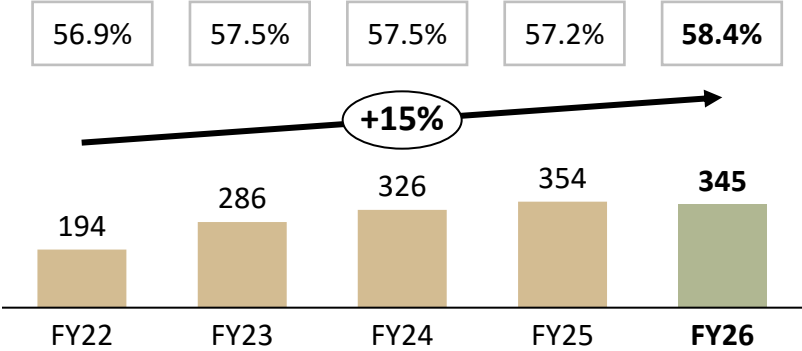
8. Financially Stable Business Model With Demonstrated History of Profitable Growth



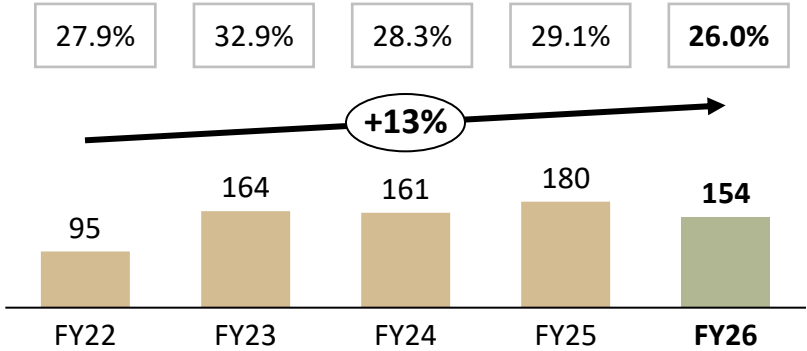
Demonstrated growth in Revenues..



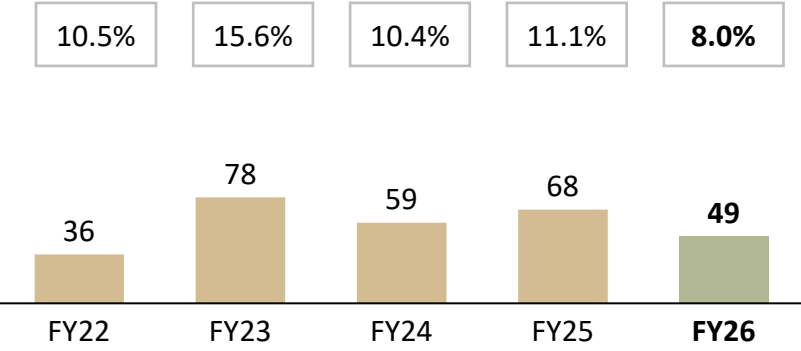
.. with sustained in gross margins



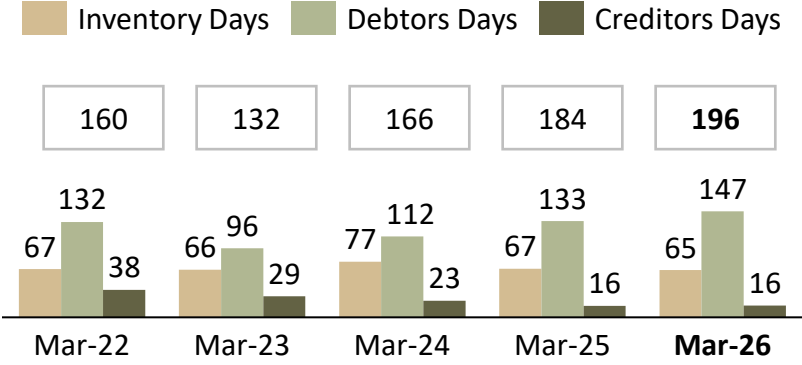
... and tight operational control leading to sustained EBITDA margin



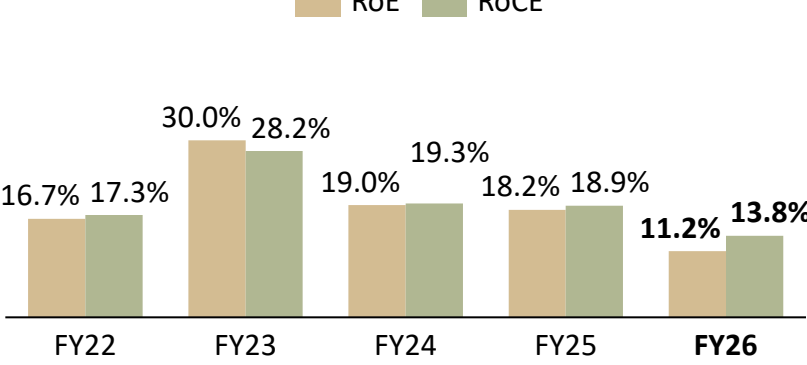
...and steady growth in profits



Economies of scale driving system-wide Efficiencies...



...Leading to sustainable return ratios



RoCE = EBIT / Average Capital Employed. (Capital Employed = Total Equity + Long Term Debt + Short Term Debt)
RoE = PAT / Average Equity



GROWTH DRIVERS

KEY GROWTH STRATEGIES



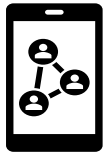
Expand domestic store network in existing and new cities

- ✓ Identifying potential markets for opening/relocating EBOs
- ✓ Leverage existing store network and knowledge to tap this growth opportunity
- ✓ Offers the potential for market share gains, increased brand recognition and economies of scale



Enhancement of brand appeal through focused marketing initiatives

- ✓ Project a brand image based on our style / vision / philosophy
- ✓ Targeted marketing initiatives



Deeper penetration to grow sales through online channels

- ✓ Capitalizing on the increasing e-commerce demand in Indian retail
- ✓ Grow share of sales from own website and e-commerce partners
- ✓ Invest in growing social media presence
- ✓ Acquire new customers assisted by a team dedicated on driving e-commerce



Leverage technology to improve supply- chain management and enhance customer experience

- ✓ Invest further in IT infrastructure to improve productivity and increase operating efficiency
- ✓ Customize buying experience of customers, both in-store as well as online
- ✓ Tailor outreach programmes and marketing to suit specific customer behaviour patterns



HISTORICAL FINANCIALS

Historical Profit & Loss Statement

Profit & Loss (Rs. In crore)	FY26	FY25*	FY24*	FY23*	FY22*
Revenue from Operations	592.1	618.2	567.3	498.2	341.2
Raw Material Cost	246.6	264.3	241.3	211.9	147.1
Gross Profit	345.5	353.9	326.1	286.2	194.1
Gross Profit Margin	58.4%	57.2%	57.5%	57.5%	56.9%
Employee Cost	35.4	32.1	31.6	26.8	29.2
Other Expenses	155.9	142.1	134.0	95.6	69.8
EBITDA	154.2	179.7	160.5	163.9	95.1
EBITDA Margin	26.0%	29.1%	28.3%	32.9%	27.9%
Other Income	10.9	6.1	4.6	11.1	13.7
Depreciation	74.4	68.6	62.2	53.4	45.9
EBIT	90.7	117.2	103.0	121.6	62.9
Finance Cost	25.5	25.5	24.1	17.8	15.0
Exceptional Items	1.4				
Profit Before Tax	63.8	91.7	78.9	103.8	47.8
Tax	16.4	23.4	19.7	26.3	12.1
Profit After Tax	47.4	68.4	59.2	77.5	35.7
Profit After Tax Margin	8.0%	11.1%	10.4%	15.6%	10.5%
EPS (in Rs.)	7.3	10.5	9.2	12.1	5.6

Historical Balance Sheet

Assets (Rs. In crore)	Mar-26	Mar-25*	Mar-24*	Mar-23*	Mar-22*
Property Plant & Equipment	69.4	74.5	77.2	61.5	40.3
Capital Work in Progress	0.8	0.7	0.8	0.2	0.6
Right of Use Asset	204.9	214.5	201.5	173.1	137.1
Investment Property	1.6	1.6	1.6	1.7	1.7
Intangible assets	0.1	0.1	0.2	0.4	0.1
Financial Assets	20.8	17.4	15.8	12.7	15.1
Deferred Tax Asset (Net)	35.4	30.7	26.7	20.3	15.8
Non - Current Tax Assets	0.5	0.5	0.5	1.5	1.9
Other Non - Current Assets	22.4	14.1	18.8	15.5	11.7
Non - Current Assets	355.9	354.2	343.2	286.8	224.3
Inventories	110.4	101.8	124.9	113.4	65.7
Financial Assets					
(i) Trade receivables	236.3	239.1	212.2	137.3	123.6
(ii) Cash and cash equivalents	52.4	45.2	1.7	8.1	50.7
(iii) Bank Balance & Other than above	20.2	0.2	0.8	0.8	0.8
(iv) Other Financial Assets	5.4	8.3	8.6	8.0	3.5
Other Current Assets	21.3	20.3	18.4	20.0	7.6
Current Assets	446.0	415.0	366.7	287.7	251.8
Total Assets	801.9	769.2	709.9	574.5	476.1

Equity & Liabilities (Rs. in crore)	Mar-26	Mar-25*	Mar-24*	Mar-23*	Mar-22*
Share Capital	13.1	13.1	12.9	3.2	3.2
Other Equity	425.5	397.1	328.8	278.1	232.5
Total Equity	438.6	410.2	341.7	281.4	235.7
Financial Liabilities					
(i) Borrowings	0.0	1.1	4.8	6.8	10.1
(ii) Lease Liabilities	182.0	198.2	181.4	151.2	111.1
(iii) Other Financial Liabilities	39.9	41.2	39.9	35.5	31.7
Provisions	5.3	3.8	4.0	3.8	3.5
Non-Current Liabilities	227.2	244.2	230.2	197.4	156.4
Financial Liabilities					
(i) Borrowings	0.0	0.3	32.7	3.3	3.4
(ii) Lease Liabilities	46.2	37.4	34.2	30.6	29.7
(iii) Trade Payables	26.7	25.6	21.8	42.5	36.7
(iv) Other Financial Liabilities	2.9	1.3	3.2	2.3	1.1
Provisions	2.6	2.3	4.9	2.6	1.8
Current tax liabilities (net)	4.3	1.9	0.5	-	-
Other current liabilities	53.4	46.0	40.8	14.5	11.4
Current Liabilities	136.1	114.8	138.1	95.8	84.0
Total Equity & Liabilities	801.9	769.2	709.9	574.5	476.1

Historical Cash Flow Statement

Particulars (Rs. in crore)	FY26	FY25*	FY24*	FY23*	FY22*
Net Profit Before Tax	63.9	91.8	78.9	103.8	47.8
Adjustments for: Non-Cash Items / Other Investment or Financial Items	91.9	89.2	83.1	64.0	60.8
Operating profit before working capital changes	155.8	181.0	162.0	167.8	108.7
Changes in working capital	-5.4	3.4	-81.2	-64.6	-10.6
Cash generated from Operations	150.4	184.4	80.9	103.2	98.1
Direct taxes paid (net of refund)	-18.1	-25.4	-24.6	-30.8	-19.7
Net Cash from Operating Activities	132.4	159.0	56.3	72.4	78.4
Net Cash from Investing Activities	-35.5	-19.6	-34.6	-19.1	-28.0
Net Cash from Financing Activities	-89.7	-95.8	-27.8	-81.9	-39.0
Net Change in Cash and Cash equivalents	7.2	43.6	-6.1	-28.6	11.4
Add: Cash & Cash equivalents at the beginning of the period	45.2	1.6	7.7	36.3	24.9
Cash & Cash equivalents at the end of the period	52.4	45.2	1.7	7.7	36.3



THANK YOU !

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