

NATIONAL STOCK EXCHANGE OF INDIA LIMITED**DEPARTMENT : LISTING****Download Ref. No.:** NSE/CML/36713**Date:** January 09, 2018**Circular Ref. No.:** 0028/2017

To All Members,

Sub: Listing of Equity Shares of Brand Concepts Limited (SME IPO)

In pursuance of Regulation 3.1.1 of the National Stock Exchange (Capital Market) Trading Regulations Part A, it is hereby notified that the list of securities further admitted to dealings on the National Stock Exchange (Capital Market segment) EMERGE SME Platform with effect from January 10, 2018 and the designated security codes thereof shall be as specified in Annexure.

In pursuance of Regulation 2.5.5 of the National Stock Exchange (Capital Market) Trading Regulations Part A, it is hereby notified that the respective lot sizes in respect of securities above shall be as specified in Annexure.

For the purpose of trading on the system, the security shall be identified only by its designated codes and trading in such securities shall be in such lot sizes as specified in Annexure.

Members are requested to note that the above security will be available for trading in continuous market as per Exchange Circular No. NSE/CMTR/21587 dated August 31, 2012.

This circular shall be effective from January 10, 2018.

For and on behalf of
National Stock Exchange of India Limited

Kautuk Upadhyay
Manager

Annexure

Symbol	BCONCEPTS
Name of the Company	Brand Concepts Limited
Series	SM
ISIN	INE977Y01011
Face Value	Rs. 10/-
Paid-up Value	Rs. 10/-
Issue Price for the current public issue	Rs. 45/- per share
Security Description	Equity shares of Rs. 10/- each fully paid up
No. of securities	1,05,82,800
Distinctive number range	1 to 1,05,82,800
Market lot & Market Maker Minimum Quantity	3000 Equity Shares
Market Maker Maximum Permissible Spread	The Spread shall be within 10%
Type of market	Continuous Market
Market Timings	9:15 AM to 3.30 PM
Pari Passu	Yes
Lock in details	As per Annexure I
Remarks	Security can move from one type of market to another by giving a notice of one month to the Exchange which will be intimated to the market.

Address of Registered Office of the Company:

Brand Concepts Limited
F-55, First Floor, R City Mall,
Phase 2, Opp. Presidential Towers,
146, Lal Bahadur Shastri Marg,
Ghatkoper (West), Mumbai-400086
Tel: 022-25175221

Company Secretary: Swati Gupta

Web Site: www.brandconcepts.in

Email id: swati.gupta@brandconcepts.in

Financial Year: 01 April - 31 March

Address of Registrar & Transfer Agents of the Company:

Bigshare Services Private Limited
Bharat Tin Works Building, 1st Floor,
Opp. Vasant Oasis, Makwana Road,
Marol, Andheri East, Mumbai – 400059
Tel: +91 22 62638200
Fax: +91 22 62638299
E-mail: ipo@bigshareonline.com
Website: www.bigshareonline.com
Contact Person: Mr. Ashok Shetty

Market Maker:

NNM Securities Private Limited
1111, Stock Exchange Tower,
11th Floor, Dalal Street, Fort,
Mumbai – 400023, Maharashtra
Tel: + 91 22 22722280
Fax: + 91 22 22722279
Contact Person: Mr. Nikunj Mittal

Annexure I

Brand Concepts Limited				
No. of Shares	Distinctive Nos.		Lock in Date	
	From	To	From	To
75000	1	75000	29-Dec-2017	13-Jan-2019
98000	75001	173000	29-Dec-2017	13-Jan-2021
27000	173001	200000	29-Dec-2017	13-Jan-2019
100000	200001	300000	29-Dec-2017	13-Jan-2021
410000	300001	710000	29-Dec-2017	13-Jan-2019
1150000	710001	1860000	29-Dec-2017	13-Jan-2021
916600	1860001	2776600	29-Dec-2017	13-Jan-2019
400000	2776601	3176600	29-Dec-2017	13-Jan-2021
3423400	3176601	6600000	29-Dec-2017	13-Jan-2019
400000	6600001	7000000	29-Dec-2017	13-Jan-2021
486140	7000001	7486140	29-Dec-2017	13-Jan-2019
291660	7486141	7777800	29-Dec-2017	13-Jan-2019
2805000	7777801	10582800	-	
10582800	Total			