

Holding of Specified Securities

Annexure - I

1. Name of Listed Entity: BRAND CONCEPTS LIMITED	
2. Scrip Code/Name of Scrip/Class of Security	
3. Share Holding Pattern Filed under: Reg. 31(1)(a)/Reg. 31(1)(b)/Reg.31(1)(c)	
a. If under 31(1)(b) then indicate the report for Quarter ending	01/06/2018
b. If under 31(1)(c) then indicate date of allotment/extinguishment	
4. Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-	

	Particulars	Yes*	No*
1	Whether the Listed Entity has issued any partly paid up shares?	-	-
2	Whether the Listed Entity has issued any Convertible Securities or Warrants?	-	-
3	Whether the Listed Entity has any shares against which depository receipts are issued?	-	-
4	Whether the Listed Entity has any shares in locked-in?	Yes*	-
5	Whether any shares held by promoters are pledge or otherwise encumbered?	-	-

* If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding Convertible Securities/Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by promoters, as applicable, shall not be displayed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by Listed Entity in above table the values will be considered as 'Zero' by default on submission of the format of holding of specified securities.




Table I - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Table I - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES																		
Category of shareholder (i)	No.s of Share holders (iii)	No. of fully paid up equity Share held (iv)	No.s of Partly paid-up equity Share held (v)	No. of shares underlying Depository Receipts (vi)	Total nos. shares held (vii)= (iv)+(v)+(vi)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (viii) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (ix)			No. of Shares Underlying Outstanding convertible securities (including Warrants) (x)	Shareholding, as a % assuming full conversion of convertible securities (as a % of diluted share capital) (X1)=(vii)+(X) As a % of (A+B+C2)	Number of Locked in shares (xii)		Number of Shares pledged or otherwise encumbered (xiii)		Number of equity shares held in dematerialized form (xiv)		
							Class Equity	Class Others	Total			No.	As a % of total shares held (b)	No.	As a % of total shares held (a)			
																	No. of Voting Rights	Total
(A) Promoter & Promoter Group	6	6265000	0	0	6265000	59.1998	6265000	0	6265000	59.1998	6265000	59.1998	0	0.0000	0	6265000		
(B) Public	546	4317800	0	0	4317800	40.8002	4317800	0	4317800	40.8002	1512800	14.2945	NA	NA	NA	4026140		
(C) Non Promoter-Non Public	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	NA	NA	NA	0		
(C1) Shares underlying DRs	0	0	0	0	0	NA	0	0	0	0.0000	0	0.0000	NA	NA	NA	0		
(C2) Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	NA	NA	NA	0		
Total	552	10582800	0	0	10582800	100.0000	10582800	0	10582800	100.0000	7777800	73.4947	NA	NA	NA	10291140		



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Table II - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PROMOTER AND PROMOTER GROUP

Category & Name of the shareholders (i)	No of Share holders (iii)	No of fully paid up equity Shares held (iv)	Partly paid-up equity Share held (v)	No. of shares underlying Depository Receipts (vi)	Total nos. shares held (vii)= (vi)+(v)+(viii)	Shareholding % calculated as per SCRR,1957 As a % of (A+B+C2) (viii)	Number of Voting Rights held in each class of securities (ix)				No. of Shares Underlying Outstanding convertible securities (including Warrants) (x)	Shareholding, as a % assuming full conversion of convertible securities as a % of diluted share capital (XI)=(vii)+(X) As a % of (A+B+C2)	Number of Locked in shares (xii)		Number of Shares pledged or otherwise encumbered (xiii)		Number of equity shares held in dematerialized form (XIV)	
							No of Voting Rights			Total as a % of (A+B+C)			No. (a)	As a % of total shares held (b)	No. (a)	As a % of total shares held (b)		
							Class Equity	Class Others	Total Y									
																		X
1 Indian																		
(a) Individuals/Hindu undivided Family																		
PRADEEP MAHESHWARI HUF	1	900000	0	0	0	900000	8.5044	900000	0	900000	8.5044	900000	8.5044	0	0.0000	0	0.0000	900000
PRADEEP MAHESHWARI	1	2525000	0	0	0	2525000	23.8595	2525000	0	2525000	23.8595	2525000	23.8595	0	0.0000	0	0.0000	2525000
Total	2	3425000	0	0	0	3425000	32.3638	3425000	0	3425000	32.3638	3425000	32.3638	0	0.0000	0	0.0000	3425000
(b) Central Government/State Government(s)																		
Total	0	0	0	0	0	0.0000	0.0000	0	0	0.0000	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(c) Financial Institutions/Banks																		
Total	0	0	0	0	0	0.0000	0.0000	0	0	0.0000	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(d) Any Other(BODIES CORPORATE)																		
IFF OVERSEAS PRIVATE LTD	1	588000	0	0	0	588000	5.5562	588000	0	588000	5.5562	588000	5.5562	0	0.0000	0	0.0000	588000
Total	1	588000	0	0	0	588000	5.5562	588000	0	588000	5.5562	588000	5.5562	0	0.0000	0	0.0000	588000
(d) Any Other(DIRECTORS RELATIVES)																		
ANNAPURNA MAHESHWARI	1	1050000	0	0	0	1050000	9.9218	1050000	0	1050000	9.9218	0	0.0000	0	0.0000	0	0.0000	1050000
PRATEEK MAHESHWARI	1	1050000	0	0	0	1050000	9.9218	1050000	0	1050000	9.9218	1050000	9.9218	0	0.0000	0	0.0000	1050000
SAKSHI RATHI MAHESHWARI	1	152000	0	0	0	152000	1.4363	152000	0	152000	1.4363	152000	1.4363	0	0.0000	0	0.0000	152000
Total	3	2252000	0	0	0	2252000	21.2798	2252000	0	2252000	21.2798	2252000	21.2798	0	0.0000	0	0.0000	2252000
Sub-Total (A)(1)	6	6265000	0	0	0	6265000	59.1998	6265000	0	6265000	59.1998	6265000	59.1998	0	0.0000	0	0.0000	6265000
2 Foreign																		
(a) Individuals(Non-Resident Individuals/Foreign Individuals)																		
Total	0	0	0	0	0	0.0000	0.0000	0	0	0.0000	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(b) Government																		
Total	0	0	0	0	0	0.0000	0.0000	0	0	0.0000	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(c) Institutions																		
Total	0	0	0	0	0	0.0000	0.0000	0	0	0.0000	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(d) Foreign Portfolio Investor																		
Total	0	0	0	0	0	0.0000	0.0000	0	0	0.0000	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Total	0	0	0	0	0	0.0000	0.0000	0	0	0.0000	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Sub-Total (A)(2)	6	6265000	0	0	0	6265000	59.1998	6265000	0	6265000	59.1998	6265000	59.1998	0	0.0000	0	0.0000	6265000
Total Shareholding of Promoter and Promoter Group (A) = (A)(1)+(A)(2)																		

Details of Shares which remain unclaimed may be given hear along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

Note:

(1) PAN would not be displayed on website of Stock Exchange(s).

(2) The term "Encumbrance" has the same meaning as assigned under regulation 28(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.



Table III - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PUBLIC SHAREHOLDER

Category & Name of the shareholders (i)	No.s of Share holders (iii)	No. of fully paid up equity Share held (iv)	Partly paid-up equity Share held (v)	No.s of shares underlying Depository Receipts (vi)	Total nos. shares held (vii) = (iv)+(v)+(vi)	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2) (viii)	Number of Voting Rights held in each class of securities (ix)			No. of Shares Underlying Outstanding convertible securities (including Warrants) (x)	Total Shareholding, as a % assuming full conversion of convertible securities as a percentage of diluted share capital (XI) = (vii)+(x) As a % of (A+B+C2)	Number of Locked in shares (xii)		Number of Shares pledged or otherwise encumbered (xiii)		Number of equity shares held in dematerialized form (xiv)	
							No. of Voting Rights					No. (a)	As a % of total shares held (b)	No. (a)	As a % of total shares held (b)		
							Class Equity X	Class Others Y	Total						(a)		(b)
1 Institutions																	
(a) Mutual Funds	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(b) Venture Capital Funds	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(c) Alternate Investment Funds	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(d) Foreign Venture Capital Investors	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(e) Foreign Portfolio Investors	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(f) Financial Institutions/Banks	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(g) Insurance Companies	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(h) Provident Funds/ Pension Funds	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
SUB TOTAL (B)(1)	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
2 Central / State government(s)																	
(a) Central Government/ State Governments/President of India	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
SUB TOTAL (B)(2)	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
3 Non-institutions																	
(a) Individuals - i. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.	521	1815000	0	0	1815000	17.1505	1815000	0	1815000	17.1505	0	17.1505	0	0.0000	NA	NA	1815000
(b) holding nominal share capital in excess of Rs. 2 lakhs.	15	1971100	0	0	1971100	18.6255	1971100	0	1971100	18.6255	0	18.6255	1221100	11.5385	NA	NA	1679440
(a) ZEHNAB KUMAR	1	700000	0	0	700000	6.6145	700000	0	700000	6.6145	0	6.6145	700000	6.6145	NA	NA	700000
(b) LAXMI CHANDRAKANT SHAH	1	291660	0	0	291660	2.7560	291660	0	291660	2.7560	0	2.7560	291660	2.7560	NA	NA	0
(c) MANOJ AGARWAL	1	186000	0	0	186000	1.7576	186000	0	186000	1.7576	0	1.7576	186000	1.7576	NA	NA	186000
(d) MUKUL AGARWAL	1	138000	0	0	138000	1.3040	138000	0	138000	1.3040	0	1.3040	138000	0.0000	NA	NA	138000
(e) PRASHANT CHANDRAKANT SHAH	1	194440	0	0	194440	1.8373	194440	0	194440	1.8373	0	1.8373	194440	0.0000	NA	NA	194440
(f) RASHMI AGARWAL	1	138000	0	0	138000	1.3040	138000	0	138000	1.3040	0	1.3040	138000	0.0000	NA	NA	138000
(b) NBFCs registered with RBI	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(c) Employee Trusts	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(d) Overseas Depositories (holding DRs) (balancing figure)	0	0	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(b) Any Other Bodies (CORPORATE)	8	504700	0	0	504700	4.7681	504700	0	504700	4.7681	0	4.7681	0	0.0000	NA	NA	504700
(c) NRM SECURITIES PRIVATE LIMITED	1	147000	0	0	147000	1.3690	147000	0	147000	1.3690	0	1.3690	0	0.0000	NA	NA	147000
(d) TANAM INVESTMENT SERVICES PRIVATE LIMITED	1	291700	0	0	291700	2.7564	291700	0	291700	2.7564	0	2.7564	291700	2.7564	NA	NA	291700
(e) Any Other (NON RESIDENT INDIANS (NRI))	2	27000	0	0	27000	0.2551	27000	0	27000	0.2551	0	0.2551	0	0.0000	NA	NA	27000
SUB TOTAL (B)(3)	546	4317600	0	0	4317600	40.8002	4317600	0	4317600	40.8002	0	40.8002	1512800	14.2949	NA	NA	4026140
Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)	546	4317600	0	0	4317600	40.8002	4317600	0	4317600	40.8002	0	40.8002	1512800	14.2949	NA	NA	4026140

Details of the shareholders acting as persons in Concert including their Shareholding (No. and %): 0

Details of Shares which remain unclaimed may be given along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

Note:

(1) PAN would not be displayed on website of Stock Exchange(s).

(2) The above format needs to be disclosed along with the name of following persons:

Institutions/Non-Institutions holding more than 1% of total number of shares.

Table IV - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE NON PROMOTER - NON PUBLIC SHAREHOLDER

Table IV - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE NON PROMOTER - NON PUBLIC SHAREHOLDER																
Category & Name of the shareholders (i)	No. of Share holders (iii)	No. of fully paid up equity Share held (iv)	Partly paid-up equity Share held (v)	No.s of shares underlying Depositor Receipts (vi)	Total no. shares held (vii)= (iv)+(v)+(vi)	Shareholding % calculated as per SCRR,1957 As a % of (A+B+C2) (viii)	Number of Voting Rights held in each class of securities (ix)			No. of Shares Underlying Outstanding convertible securities (including Warrants) (X)	Total Shareholding, as a % assuming full conversion of convertible securities as a % of diluted share capital (XI)=(VII)+(X) As a % of (A+B+C2)	Number of Locked in shares (XII)		Number of Shares pledged or otherwise encumbered (XIII)		Number of equity shares held in dematerialized form (XIV)
							No of Voting Rights		Total as a % of (A+B+C)			No. (a)	As a % of total shares held (b)	No. (a)	As a % of total shares held (b)	
							Class Equity X	Class Others Y								
1 Custodian/DR Holder																
2 Employee Benefit Trust (under SEBI (Share based Employee Benefit) Regulations, 2014)																
Total Non Promoter-Non Public Shareholding (C)=(C1)+(C2)																

Note

- (1) PAN would not be displayed on website of Stock Exchange(s).
(2) The above format needs to disclose name of all holders holding more than 1% of total number of shares.
(3) W.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available.

