

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 31-12-2021
- 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?		No
2 Whether the Listed Entity has issued any Convertible Securities ?		No
3 Whether the Listed Entity has issued any Warrants ?		No
4 Whether the Listed Entity has any shares against which depository receipts are issued?		No
5 Whether the Listed Entity has any shares in locked-in?		No
6 Whether any shares held by promoters are pledge or otherwise encumbered?		No
7 Whether company has equity shares with differential voting rights?		No
8 Whether the listed entity has any significant beneficial owner?		No

* 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.

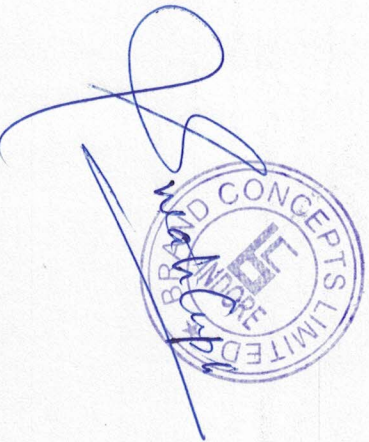


Table I - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Table 1 - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES																	
Cate gory (i)	Category of shareholder (ii)	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) (xi)=(viii)+(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)	Total			No. (a)	As a % of total shares held (b)	No. (c)	As a % of total shares held (d)	
(A)	Promoter & Promoter Group	6	6316000	0	0	6316000	59.6817	6316000	0	59.6817	0	0.0000	0	0.0000			6316000
(B)	Public	263	4266800	0	0	4266800	40.3183	4266800	0	40.3183	0	0.0000	0	0.0000	0	0.0000	3975140
(C)	Non Promoter-Non Public	0	0	0	0	0	NA	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(C1)	Shares underlying DRs	0	0	0	0	0	NA	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(C2)	Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
	Total	269	10582800	0	0	10582800	100.0000	10582800	0	100.0000	0	0.0000	0	0.0000			10291140

D BRAND CONCEPTS LIMITED
MUMBAI

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

Table II - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PROMOTER AND PROMOTER GROUP																			
Category & Name of the shareholders (i)	Entity Type	PAN (ii)	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)=(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)	Shareholding % assuming full conversion of convertible securities (as a % of diluted)	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. of Voting Rights (A+B+C) as a % of	No. (i)	As a % of shares held (ii)	No. (i)		As a % of shares held (ii)
1 Indian																			
(a) Individuals/Hindu undivided Family																			
PRADEEP MAHESHWARI	Promoter		1	900000	0	0	900000	8.5044	900000	0	900000	8.5044	0	8.5044	0	0.0000	0	0.0000	900000
PRADEEP MAHESHWARI	Promoter		1	2525000	0	0	2525000	23.8595	2525000	0	2525000	23.8595	0	23.8595	0	0.0000	0	0.0000	2525000
Total			2	3425000	0	0	3425000	32.3638	3425000	0	3425000	32.3638	0	32.3638	0	0.0000	0	0.0000	3425000
(b) Central Government/State Government(s)																			
Total			0	0	0	0	0	0.0000	0	0	0	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	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(d) Any Other(BODIES CORPORATE)																			
IFF OVERSEAS PRIVATE LTD	Promoter		1	588000	0	0	588000	5.5562	588000	0	588000	5.5562	0	5.5562	0	0.0000	0	0.0000	588000
Total			1	588000	0	0	588000	5.5562	588000	0	588000	5.5562	0	5.5562	0	0.0000	0	0.0000	588000
(d) Any Other(DIRECTORS RELATIVES)																			
ANNA PURNA MAHESHWARI	Promoter Group		1	1050000	0	0	1050000	9.9218	1050000	0	1050000	9.9218	0	9.9218	0	0.0000	0	0.0000	1050000
PRATEEK MAHESHWARI	Promoter Group		1	1101000	0	0	1101000	10.4037	1101000	0	1101000	10.4037	0	10.4037	0	0.0000	0	0.0000	1101000
SAKSHI RATHI MAHESHWARI	Promoter Group		1	152000	0	0	152000	1.4363	152000	0	152000	1.4363	0	1.4363	0	0.0000	0	0.0000	152000
Total			3	2303000	0	0	2303000	21.7617	2303000	0	2303000	21.7617	0	21.7617	0	0.0000	0	0.0000	2303000
Sub-Total (A)1			6	6316000	0	0	6316000	59.6817	6316000	0	6316000	59.6817	0	59.6817	0	0.0000	0	0.0000	6316000
2 Foreign																			
(a) Individuals(Non-Resident Individuals/Foreign Individuals)																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(c) Institutions																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Sub-Total (A)2			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Total Shareholding of Promoters			6	6316000	0	0	6316000	59.6817	6316000	0	6316000	59.6817	0	59.6817	0	0.0000	0	0.0000	6316000
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.																			

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.

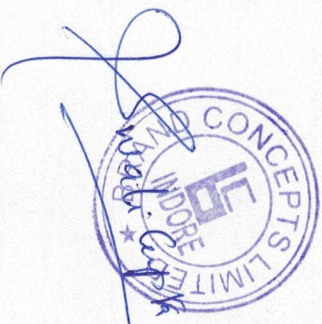


Table III - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PUBLIC SHAREHOLDER

Table III - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PUBLIC SHAREHOLDER																			
Category & Name of the shareholders (i)	PAN (ii)	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)	As a % of total shares held (xiv)	Number of equity shares held in dematerialized form (xv)		
								Class Equity (1)	Class Others (2)	Total (3)			No. (a)	As a % of total shares held (b)				No. (c) (Not applicable) (d)	As a % of total shares held (e)
1	Institutions																		
(a)	Mutual Funds		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(b)	Venture Capital Funds		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(c)	Alternate Investment Funds		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(d)	Foreign Venture Capital Investors		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(e)	Foreign Portfolio Investors		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(f)	Financial Institution/Banks		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(g)	Insurance Companies		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(h)	Provident Funds/ Pension Funds		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(i)	SUB TOTAL (B)(1)		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
2	Central / State government(s)																		
(a)	Central Government/ State Government(s)/President of India		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(b)	SUB TOTAL (B)(2)		0	0	0	0	0.0000	0	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.		202	923800	0	923800	8.7293	923800	0	923800	8.7293	0	8.7293	0	0.0000	NA	NA	923800	
(b)	Individuals - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		28	2421100	0	2421100	22.8777	2421100	0	2421100	22.8777	0	22.8777	0	0.0000	NA	NA	2129440	
(c)	SUB TOTAL (B)(3)																		
(a)	ABHINAV KUMAR		1	763000	0	763000	7.2098	763000	0	763000	7.2098	0	7.2098	0	0.0000	0	0	763000	
(b)	GITA KIRTI AMBANI		1	336000	0	336000	3.1750	336000	0	336000	3.1750	0	3.1750	0	0.0000	0	0	336000	
(c)	LAXMI CHANDRAKANT SHAH		1	291660	0	291660	2.7560	291660	0	291660	2.7560	0	2.7560	0	0.0000	0	0	291660	
(d)	PRASHANT CHANDRAKANT SHAH		1	194440	0	194440	1.8373	194440	0	194440	1.8373	0	1.8373	0	0.0000	0	0	194440	
(e)	NBFCs registered with RBI		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(f)	Employee Trusts		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(g)	Overseas Depositories (holding DRs) (balancing figure)		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(h)	SUB TOTAL (B)(4)		11	820600	0	820600	7.7541	820600	0	820600	7.7541	0	7.7541	0	0.0000	NA	NA	820600	
(i)	HARYANA REFRAC TORES PRIVATE LIMITED		1	390000	0	390000	3.6852	390000	0	390000	3.6852	0	3.6852	0	0.0000	0	0	390000	
(j)	TANAAI INVESTMENT SERVICES PRIVATE LIMITED		1	291700	0	291700	2.7564	291700	0	291700	2.7564	0	2.7564	0	0.0000	0	0	291700	
(k)	Any Other (EARNING MEMBER)		1	18000	0	18000	0.1701	18000	0	18000	0.1701	0	0.1701	0	0.0000	NA	NA	18000	
(l)	Any Other (HINDU UNDIVIDED FAMILY)		18	76900	0	76900	0.7267	76900	0	76900	0.7267	0	0.7267	0	0.0000	NA	NA	76900	
(m)	Any Other (NON RESIDENT INDIANS (NRI))		3	6400	0	6400	0.0605	6400	0	6400	0.0605	0	0.0605	0	0.0000	NA	NA	6400	
(n)	SUB TOTAL (B)(5)		263	4266800	0	4266800	40.3183	4266800	0	4266800	40.3183	0	40.3183	0	0.0000	NA	NA	3975140	
(o)	Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)		263	4266800	0	4266800	40.3183	4266800	0	4266800	40.3183	0	40.3183	0	0.0000	NA	NA	3975140	
Details of the shareholders acting as persons in Concert including their Shareholding (No. and %): 0																			
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 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.																			

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

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 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

Category & Name of the Shareholders (i)	PAN (ii)	No. of Share holders (iii)	No. of fully paid up equity Share held (iv)	Partly paid-up equity Share held (v)	Nos of shares underlying Depository Receipts (vi)	Total no. shares held (vii) = (iv)+(v)+(vi)	Shareholding 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) = (viii)+(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 x	Class Others y	Total z			(a)	As a % of total shares held (b)	No. (Not applicable) (a)	As a % of total shares held (Not applicable) (b)	
1 Custodian/DR Holder																	
10																	
Total Non Promoter- Non Public Shareholding (C)=(C1)+(C2)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	NA	NA	0

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.



Table V - STATEMENT SHOWING DETAILS OF SIGNIFICANT BENEFICIAL OWNERS

[illegible]

Handwritten signature: *W. K. B. Ph.*