BRAND CONCEPTS LIMITED
CIN – L51909MH2007PLC174702
140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444

To,
National stock Exchange of India Limited
Listing and Compliance Department,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla complex,
Bandra East, Mumbai – 400051.

Date: 01/10/2019

Script Code- BCONCEPTS

Subject: Alteration in Object Clause of Memorandum of Association.

In term of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 we would like to inform you that the Memorandum of Association of the Company is hereby amended by substituting the existing sub clause (1) of clause III (A) thereof by the following new sub clause (1) of clause III (A) as under:

1. To carry on in India and/or in abroad the business of stabilizing, promoting and developing the image of major National & International brands of famous companies of Indian as well as of international origin, to establish their product in the market with new innovative concepts for which to act as their marketing consultants, market researchers, public relations and promotional agency and for which do publicity in the market through all modes, trading, dealing, acting as agents, sub-agents, stockiest, distributors in all kinds of their consumer products including garments, apparels, fashion wears, luggage, ladies handbags, made-ups, and related accessories.
2. To carry on the business of manufacturers, makers, processors, buyers, sellers, distributors, importers, exporters, dealers in all kinds of consumer products including garments, apparels, fashion wears, luggage, ladies' handbags, made-ups, and related accessories.

We hereby request to kindly take the notice of above information on your record.

Yours Sincerely,
For Brand Concepts Limited

Swati Gupta
Company Secretary
Mem No: A33016