



**BRAND
CONCEPTS**

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: 26.02.2020

Script Code- BCONCEPTS

Subject: Submission of Disclosure under Regulation 31(1) and 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers), Regulations 2015.

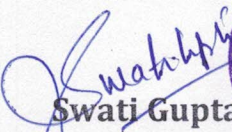
Dear Sir/Mam,

In accordance with Regulation 31 (1) and 31(2) of the SEBI (Substantial Acquisition of Shares & Takeover), Regulation, 2015.

We wish to inform you that Mr. Annapurna Maheshwari (Promoter of the Company) has pledge the 6,00,000 equity shares to Axis Bank Limited.

This is for your information and record.

**Yours Sincerely,
For Brand Concepts Limited**


Swati Gupta
Company Secretary and Compliance Officer



Encl: Letter with Annexure -1, received from Mrs. Annapurna Maheshwari

Registered Office: Kanakia Wall Street, 4th Floor, Chakala, Andheri Kurla Road,
Andheri East Mumbai - 400093 (MH)

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

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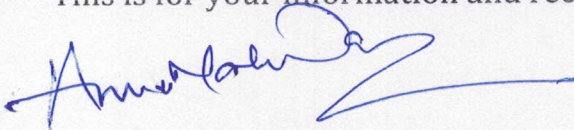
Subject: Submission of Disclosure under Regulation 31(1) and 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers), Regulations 2015.

Dear Sir/Mam,

In accordance with Regulation 31 (1) and 31(2) of the SEBI (Substantial Acquisition of Shares & Takeover), Regulation, 2015.

We wish to inform you that, I have pledged 6,00,000 equity shares of Brand Concepts Limited to Axis Bank Limited on 25.02.2020.

This is for your information and record.



**Yours Sincerely,
Annapurna Maheshwari
Promoter & Director of Brand Concepts Limited**

**CC to:
Company Secretary
Brand Concepts Limited
140/2/2, Musakhedi Square,
Ring Road, Indore -452010.
swati.gupta@brandconcepts.in**

Annexure -1

Format for disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company(TC)	BRAND CONCEPTS LIMITED
Names of the Stock Exchanges where the shares of the target company are listed	NSE EMERGE
Date of reporting	26.02.2020
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked	ANNAPURNA MAHESHWARI
Details of the creation/invocation/release of encumbrance:	

Name of the promoter (s) or PACs with him(**)	Promoter holding in the target company (1)		Promoter holding Already Encumbered (2)		Details of events pertaining to encumbrance (3)							Post event holding of encumbered shares {creation [(2)+(3)] / release [(2)-(3)] / invocation [(2)-(3)]}	
	No. of shares	% of total share capital	No. of shares	% of total share capital	Type of event (creation / release / invocation)	Date of creation/ invocation release of encumbrance	Type of encumbrance (pledge/ lien/ non disposal undertaking/others)	Reason for Encumbrance	No. of shares	% of total share capital	Name of the entity in whose favor shares encumbered	No. of shares	% of total share capital
Prateek Maheshwari	1050000	9.92%	0	0	Creation	25.02.2020	Pledge	Loan Taken by Brand Concepts Limited	600000	5.67%	Axis Bank Limited	600000	5.67%

Annapurna Maheshwari
Promoter & Director of Brand Concepts Limited



Place: Indore

Date: 26.02.2020

* The names of all the promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not

** Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the Listing Agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.