



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 & Compliance Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra East, Mumbai - 400051,

Date: 01.04.2019

Script Code: [BCONCEPTS]

Sub: Intimation under SEBI (Prohibition of Insider Trading) Regulation 2015.

Dear Sir/Madam,

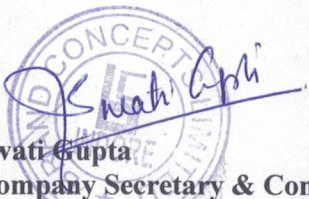
With reference to the SEBI (Prohibition of Insider Trading) Regulations, 2015, as amended, this is to inform you that Code of Conduct for Insider Trading and Code of Conduct for Fair Disclosure of Unpublished price sensitive information, to be effective from April 01, 2019 has been adopted by the Board of Directors of the Company.

The aforesaid amended policy will also be disseminated on the Company's website of the company.

Kindly take the same on your record.

Thanking You

**Yours faithfully
For Brand Concepts Limited**


Swati Gupta
Company Secretary & Compliance Officer
(M. No.: ACS 33016)