BRAND CONCEPTS

BRAND CONCEPTS LIMITED

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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: 04th March 2021

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Subject: Brand Concepts Limited to enter into new business with US based company 7EWellness.

Brand Concepts, one of the leading lifestyle and fashion accessories sellers, pan India, dealing in most renowned national and international brands like Tommy Hilfiger, AND & Global Desi, Sugarush, THE Vertical and many more, has announced that it will enter into a joint venture with 7E Wellness, USA.

7e Wellness is a US based company headquartered in San Diego, CA which works towards providing holistic health and beauty methods with an aim to provide a healthy alternative to invasive surgical procedures with its product.

Brand Concepts Limited and 7E Wellness USA mutually agreed to enter into collaboration by investing 49% & 51% stake in capital to add a new business, one which will revolutionize the beauty industry in India and to make the Indian beauty market free from invasive surgical procedures and make widespread the use of advanced micro-current machines and technologies for health, wellness and beauty. The process of setting up the business is already started and with all hardwork, efforts and grace will commence soon. The company aims to use E-commerce platforms as well as offline markets and these shall be the tools to reach customers at large.

Talking about the new business venture, Abhinav Kumar (Director) of Brand Concepts Limited said "We are already in the fashion accessories and styling industry, hence we feel that 7eWellness products will also go well with our core offering, and the way the Indian market is grooming, we are sure this product will create a buzz. We are extremely excited to launch this new venture and to add a new business, one which will revolutionize the beauty industry in India. "Tejas Shah (Director) of 7eWellness opined that the company provides hands-on training

for professionals not only to educate and enhance their creativity with 7E tools, but also to understand their needs & receive feedback to constantly upgrade 7E devices. This approach allows 7E to continue designing the best microcurrent machines in the market. "We are excited to partner with someone who appreciates quality products and who matches our ambition and drive to expand into new markets." he added.

Thanking You,
Yours faithfully
For Brand Concepts Limited,

Abhinav Kumar
CFO & Whole Time Director
DIN: 06687880