



BRAND CONCEPTS LIMITED

CIN - U51909MH2007PLC174702

140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA

Phone: 91-731-422300, Fax- 4221222/444

Date: 05th November, 2018

To,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G block,
Bandra Kurla Complex,
Bandra East, Mumbai - 400051

Sub: - Notice of the Board Meeting to Consider Unaudited Financial Results for the Half Year ending on 30th September 2018.

Dear Sir,

We wish to inform you that as per the Regulation 29 and other applicable Regulations, if any, of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby informed that a meeting of Board of Directors of the Company is scheduled to be held on Monday, November 12, 2018 at Corporate Office Musakhedi Square, Ring Road, Indore (M.P.) - 452001 to inter alia consider, approve and take on record the unaudited financial results for the half year ended on 30th September 2018.

In accordance with the provisions of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulation, 2015 and in terms of trading restrictions placed by Clause 8 of the Company's Code of Conduct to Regulate, Monitor and Report Trading by insiders, the Trading Window for dealing in the securities of the Company shall remain closed and will open 48 hours after the announcement of financial results to the public

We request you to kindly take the above information on your record.

**Yours faithfully,
For Brand Concepts Limited**

For Brand Concepts Limited

Swati Gupta Secretary
Company Secretary & Compliance Officer
Mem No: A33016