# BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484
4th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,
Bicholi Mardana, Indore, Madhya Pradesh, India - 452016
Phone: 91-731-4223000, Fax- 4221222/444
Email: info@brandconcepts.in

**Date:** 05.11.2026

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

Symbol: [**BCONCEPTS**]

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001 Bandra

**Scrip Code: 543442**

**Sub: Outcome of Board Meeting held on 05th November, 2026.**

Dear Sir/Madam,

This is to inform you that Board of Directors of the Company at its meeting held today i.e. **Thursday 05th November, 2026** inter alia, approved the following: -

1. Unaudited Standalone and Consolidated Financial Results for the quarter and half year ended on 30th September, 2026 along with the Limited Review Report of the Auditors thereon.

The Board Meeting commenced at 12:50 P.M. and concluded at 01:35 P.M.

This information will also be hosted on the website of the Company at www.brandconcepts.in

You are requested to kindly take the same on record.

Thanking you,
Yours faithfully,

For, **Brand Concepts Limited**

**Swati Gupta**
**Company Secretary & Compliance Officer**
**M No. A33016**

# FADNIS & GUPTE LLP

**CHARTERED ACCOUNTANTS**

B-14, Ratlam Kothi, Kanchan Bagh Main Road, Indore- 452001 (M.P.) INDIA
Phone: 0731-2514448, 2527716, 2528730
E-mail: mail@fngca.com, Website: www.fngca.in


**Independent Auditor's Review Report on the Unaudited Quarterly and Year to date Standalone Financial Results of the Company pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended**

To,
The Board of Directors of
Brand Concepts Limited
Indore

We have reviewed the accompanying statement of unaudited standalone financial results of **Brand Concepts Limited** ("the Company") for the quarter ended September 30, 2026, and year to date from April 01, 2026 to September 30, 2026 ("the Statement") attached herewith, being submitted by the Company pursuant to the requirements of Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended ("the Listing Regulations").

This Statement, which is the responsibility of the Company's management and approved by the Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 (Ind AS 34) "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 as amended, read with Rule 3 of Companies (Indian Accounting Standards) Rules, 2015 (as amended) and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. Our responsibility is to express a conclusion on the Statements based on our review.

We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE 2410) "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing specified under Section 143(10) of the Companies Act ,2013 and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in all material respect in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard

FADNIS & GUPTE LLP CHARTERED ACCOUNTANTS FRN 006600C/ C400324

(Ind AS) prescribed under Section 133 of Companies Act, 2013 as amended, read with relevant rules issued thereunder and other recognised accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Listing Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.

For Fadnis & Gupte LLP
Chartered Accountants
FRN 006600C/C400324




Bhavika

(CA. Bhavika Chandwani)
Partner
M. No.: 440574

Place: Indore
Date: November 05, 2026
UDIN: 26440574YNDLNN8302

## BRAND CONCEPTS LIMITED (L51909MP2007PLC066484)

STATEMENT OF STANDALONE UNAUDITED FINANCIAL RESULTS FOR THE QUARTER & HALF YEAR ENDED 30TH SEPTEMBER, 2026

(Rs. in Lacs)

| Particulars | For The Quarter Ended | | | For The Half Year Ended | | For The Year Ended |
|---|---|---|---|---|---|---|
| | 30.09.2026 | 30.06.2026 | 30.09.2025 | 30.09.2026 | 30.09.2025 | 31.03.2026 |
| | (Unaudited) | (Unaudited) | (Unaudited) | (Unaudited) | (Unaudited) | (Audited) |
| **1. Revenue** | | | | | | |
| (a) Revenue from Operations | 9,620.80 | 7,956.55 | 9,761.80 | 17,577.36 | 16,931.22 | 34,806.91 |
| (b) Other Income | 74.92 | 113.79 | 33.77 | 188.71 | 90.37 | 187.76 |
| **Total Revenue** | **9,695.72** | **8,070.34** | **9,795.57** | **17,766.07** | **17,021.59** | **34,994.67** |
| **2. Expenses:** | | | | | | |
| (a) Cost of Material Consumed | 1,344.79 | 1,193.09 | 1,537.63 | 2,537.88 | 2,085.53 | 4,717.85 |
| (b) Purchase of stock-in-trade | 3,029.65 | 2,385.62 | 4,673.75 | 5,415.27 | 7,852.29 | 14,804.18 |
| (c) Changes in Inventories of Finished Goods, Work-in-Progress & Stock-in-Trade | 57.04 | 234.86 | (1,746.24) | 291.90 | (2,139.72) | (3,936.69) |
| (d) Employee benefit expenses | 1,377.62 | 1,222.04 | 1,281.91 | 2,599.66 | 2,471.25 | 4,967.32 |
| (e) Finance Cost | 510.05 | 454.27 | 406.72 | 964.32 | 738.45 | 1,614.05 |
| (f) Depreciation and amortization expenses | 404.22 | 395.24 | 462.50 | 799.45 | 792.55 | 1,300.96 |
| (g) Other expenses | 2,837.13 | 2,501.01 | 2,915.17 | 5,338.14 | 5,262.23 | 11,596.52 |
| **Total Expenses** | 9,560.50 | **8,386.13** | 9,531.44 | **17,946.62** | **17,062.58** | **34,864.19** |
| **3.Profit/(Loss) from operations before exceptional item & Tax (1-2)** | 135.22 | (315.79) | 264.23 | (180.55) | (40.99) | 130.48 |
| **4. Exceptional Items** | - | - | - | - | - | (76.28) |
| **5. Profit/ (Loss) from ordinary activities before tax (3+4)** | 135.22 | (315.79) | 264.23 | **(180.55)** | (40.99) | 54.20 |
| **6.Tax expenses:** | | | | | | |
| **Current Tax** | - | - | - | - | - | 6.71 |
| **Mat Credit Entitlement** | - | - | - | - | - | (6.71) |
| **Deferred Tax** | 28.75 | (38.47) | 30.67 | (9.72) | (2.96) | 35.21 |
| **Short (excess) provision for tax relating to prior year** | 6.03 | 12.92 | - | 18.95 | - | (77.81) |
| **7.Net Profit /(Loss) for the period atfer tax but before share of profit / (loss) of associates** | **100.44** | **(290.24)** | **233.56** | **(189.78)** | **(38.03)** | **96.80** |
| **8. Other Comprehensive Income** | | | | | | |
| A) Items that will not be reclassified to the statement of profit or loss | | | | | | |
| a. Gain / (loss) on remeasurement of the defined benefit plans | 3.05 | (3.55) | 7.02 | (0.50) | 16.91 | (15.13) |
| b. Income tax relating to these items | - | - | | | - | 3.93 |
| **Total other comprehensive income** | **3.05** | **(3.55)** | **7.02** | **(0.50)** | **16.91** | **(11.20)** |
| **9. Total Comprehensive Income for the period (7+8)** | 103.49 | (293.79) | 240.58 | (190.28) | (21.12) | 85.60 |
| **10. Paid-up equity share capital (Face Value of the share @ 10 Rs. / Share)** | 1,248.19 | 1,248.19 | 1,248.19 | 1,248.19 | 1,248.19 | 1,248.19 |
| **11. Reserves excluding Revaluation Reserves as at balance sheet date** | - | - | - | - | - | 6,307.66 |
| **12.(i) Earning Per Share (before extraordinary items)** (of Rs. 10/- each) (not annualised for quarter) | | | | | | |
| a) Basic | 0.80 | (2.33) | 1.88 | (1.52) | (0.31) | **0.78** |
| b) Diluted | 0.80 | (2.31) | 1.85 | (1.51) | (0.30) | 0.77 |

Notes :

1) The above standalone unaudited financial results of the Company for the quarter ended on September 30,2026 have been reviewed by the Audit Committee and taken on record and approved by the Board of Directors at their respective meetings held on November 05th, 2026. The statutory auditors of the Company have reviewed the financial results pursuant to Regulations 33 of SEBI (Listing obligation and Disclosure Requirements) Regulation 2015, as amended.

2) The above unaudited financial results have been prepared in accordance with the recognition and measurement principles stated in the Companies (Indian Accounting Standard) Rules, 2015 (Ind AS) as amended, prescribed under Section 133 of the Companies Act, 2013 read with the relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulations 33 of SEBI (Listing obligation and Disclosure Requirements), 2015 as amended.

3) The management of the Company has identified "Travel Gear and related accessories" as the single reportable operating segment for the continued operations in the standalone and consolidated financial statements as per Ind AS 108- Operating Segment.

4) The figures for the quarter ended September 30, 2026 are balancing figures between the unaudited figures in respect of half year ended September 30, 2026 and the unaudited published figures upto June 30, 2026.

5) The Board of Directors of the Company in their meeting held on September 23, 2025 issued 6,10,000 share warrants convertible into equivalent equity shares of the Company to the promoter's group at Rs. 327.80 per warrant. The Company has received 25% upfront payment of Rs. 499.69 lakhs on December 02, 2025 pursuant to which the allotment of share warrants was completed on December 03, 2025 and the remaining 75% balance consideration amounting to Rs. 1,499.68 lakhs, shall be payable on exercise of the options against each such warrant within 18 months from the date of allotment. The Company has further received an ad hoc payment of Rs. 500 lakhs on July 06, 2026 against the balance consideration of 75%. The fund received till September 30, 2026 has been fully utilized for the objects for which the funds have been raised.

**For Brand Concepts Limited**

**Prateek Maheshwari**
**Managing Director**
**DIN : 00039340**

**Date : 5th November 2026**
**Place : Indore**

# FADNIS & GUPTE LLP

**CHARTERED ACCOUNTANTS**

B-14, Ratlam Kothi, Kanchan Bagh Main Road, Indore- 452001 (M.P.) INDIA
Phone: 0731-2514448, 2527716, 2528730
E-mail: mail@fngca.com, Website: www.fngca.in


**Independent Auditor's Review Report on the Unaudited Quarterly and Year to date Consolidated Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended**

To,
The Board of Directors of
**Brand Concepts Limited**
Indore

We have reviewed the accompanying statement of unaudited consolidated financial results of **Brand Concepts Limited** ("the Parent") and its share of the net loss after tax and total comprehensive loss of its associate entity **7E Wellness Private Limited**, (the Parent and its associate together referred to as the "Group") for the quarter ended September 30, 2026 and year to date from April 01, 2026 to September 30, 2026 (the "Statement") attached herewith, being submitted by the Parent pursuant to the Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended (the "Listing Regulations").

This Statement, which is responsibility of the Parent's management and approved by the Board of Directors of the Parent company, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34, (Ind AS 34) "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 as amended, read with relevant rules issued thereunder, as amended and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. Our responsibility is to express a conclusion on the Statement based on our review.

We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free from material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing specified under Section 143(10) of the Companies Act ,2013 and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

We also performed procedures in accordance with the Circular No. CIR/CFD/CMD1/44/2019 dated March 29, 2019 issued by the SEBI under Regulation 33(8) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, to the extent applicable.

FADNIS & GUPTE LLP CHARTERED ACCOUNTANTS FRN 006600C/ C400324

The accompanying Statement includes the unaudited financial information of the associate company, '7E Wellness Private Limited'.

Based on our review conducted and procedures performed as stated in paragraph above, and based on the considerations referred to in paragraph below, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard (Ind AS) specified under Section 133 of the Companies Act, 2013, as amended, read with relevant rules issued thereunder, as amended and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations, has not disclosed the information required to be disclosed in terms of the Listing Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.

We did not review the interim financial statements/ financial information/ financial results of the associate company, '7E Wellness Private Limited', whose interim financial results and other financial information, without giving effect to the elimination of intra-group transaction reflect group's share of net loss after tax of Rs.19.94 Lakhs and total comprehensive loss of Rs. 19.94 Lakhs, for the quarter ended on September 30, 2026, not included in the accompanying Statement since the Company's share of total losses has exceeded its interest in the said Associate and which has been reviewed by the respective independent auditor.

The unaudited interim financial results and other unaudited financial information of the associate has been reviewed by its independent auditor and has been approved and furnished to us by the Management of the Parent Company and our conclusion on the Statement, in so far as it relates to the amounts and disclosures in respect of the associate, is based solely on such unaudited interim financial results and other unaudited financial information. According to the information and explanations given to us by the Management, these interim financial results are not material to the Group.

Our conclusion on the Statement in respect of matters stated in para above is not modified with respect to our reliance on the work done and the financial results certified by the Management.

For Fadnis & Gupte LLP
Chartered Accountants
FRN 006600C/C400324




Bhavika

(CA. Bhavika Chandwani)
Partner
M. No.: 440574

Place: Indore
Date: November 05, 2026
UDIN: 26440574IAONOC6152

## BRAND CONCEPTS LIMITED (L51909MP2007PLC066484)

### STATEMENT OF CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER & HALF YEAR ENDED 30TH SEPTEMBER, 2026

(Rs. in Lacs)

| Particulars | For The Quarter Ended | | | For The Half Year Ended | | For The Year Ended |
|---|---|---|---|---|---|---|
| | 30.09.2026 | 30.06.2026 | 30.09.2025 | 30.09.2026 | 30.09.2025 | 31.03.2026 |
| | (Unaudited) | (Unaudited) | (Unaudited) | (Unaudited) | (Unaudited) | (Audited) |
| **1. Revenue** | | | | | | |
| (a) Revenue from Operations | 9,620.80 | 7,956.55 | 9,761.90 | 17,577.36 | 16,931.22 | 34,806.91 |
| (b) Other Income | 74.92 | 113.79 | 33.77 | 188.71 | 90.37 | 187.76 |
| **Total Revenue** | **9,695.72** | **8,070.34** | **9,795.67** | **17,766.07** | **17,021.59** | **34,994.67** |
| **2. Expenses:** | | | | | | |
| (a) Cost of Material Consumed | 1,344.79 | 1,193.09 | 1,537.63 | 2,537.88 | 2,085.53 | 4,717.85 |
| (b) Purchase of stock-in-trade | 3,029.65 | 2,385.62 | 4,673.75 | 5,415.27 | 7,852.29 | 14,604.18 |
| (c) Changes in Inventories of Finished Goods, Work-in-Progress & Stock-in-Trade | 57.04 | 234.86 | (1,746.24) | 291.90 | (2,139.72) | (3,936.69) |
| (d) Employee benefit expenses | 1,377.62 | 1,222.04 | 1,281.91 | 2,599.66 | 2,471.25 | 4,967.32 |
| (e) Finance Cost | 510.05 | 454.27 | 406.72 | 964.32 | 738.45 | 1,614.05 |
| (f) Depreciation and amortization expenses | 404.22 | 395.24 | 462.50 | 799.45 | 792.55 | 1,300.96 |
| (g) Other expenses | 2,830.03 | 2,493.91 | 2,915.17 | 5,323.94 | 5,262.23 | 11,584.68 |
| **Total Expenses** | **9,553.40** | **8,379.03** | **9,531.44** | **17,932.42** | **17,062.58** | **34,852.35** |
| **3.Profit/(Loss) from operations before exceptional item & Tax (1-2)** | 142.32 | (308.69) | 264.23 | (166.35) | (40.99) | 142.32 |
| **4. Exceptional Items** | - | - | - | - | - | (76.28) |
| **5. Profit/ (Loss) from ordinary activities before tax (3+4)** | 142.32 | (308.69) | 264.23 | (166.35) | (40.99) | 66.04 |
| **6.Tax expenses:** | | | | | | |
| **Current Tax** | - | - | - | - | - | 6.71 |
| **Mat Credit Entitlement** | - | - | - | - | - | (6.71) |
| **Deferred Tax** | 28.75 | (38.47) | 30.67 | (9.72) | (2.96) | 35.21 |
| **Short (excess) provision for tax relating to prior year** | 6.03 | 12.92 | - | 18.95 | - | (77.81) |
| **7.Net Profit /(Loss) for the period atfer tax but before share of profit / (loss) of associates** | **107.54** | **(283.14)** | **233.56** | **(175.58)** | **(38.03)** | **108.64** |
| **8. Other Comprehensive Income** | | | | | | |
| A) Items that will not be reclassified to the statement of profit or loss | | | | | | |
| a. Gain / (loss) on remeasurement of the defined benefit plans | 3.05 | (3.55) | 7.02 | (0.50) | 16.91 | (15.13) |
| b. Income tax relating to these items | - | - | - | - | - | 3.93 |
| **Total other comprehensive income** | **3.05** | **(3.55)** | **7.02** | **(0.50)** | **16.91** | **(11.20)** |
| **9. Total Comprehensive Income for the period (7+8)** | 110.59 | (286.70) | 240.58 | (176.08) | (21.12) | 97.45 |
| **10. Paid-up equity share capital (Face Value of the share @ 10 Rs. / Share)** | 1,248.19 | 1,248.19 | 1,248.19 | 1,248.19 | 1,248.19 | 1,248.19 |
| **11. Reserves excluding Revaluation Reserves as at balance sheet date** | - | - | - | - | - | 6,307.66 |
| **12.(i) Earning Per Share (before extraordinary items)** (of Rs. 10/- each) (not annualised for quarter) | | | | | | |
| a) Basic | 0.86 | (2.27) | 1.88 | (1.41) | (0.31) | 0.87 |
| b) Diluted | 0.85 | (2.25) | 1.85 | (1.39) | (0.30) | 0.86 |

Notes :

1) The Consolidated Financial Results include Brand Concepts Limited ("the Parent") and it's associate entity 7E Wellness India Private Limited (the Parent and it's Associate together referred to as "the Group").

2) The above consolidated unaudited financial results of the Company for the quarter ended on September 30,2026 have been reviewed by the Audit Committee and taken on record and approved by the Board of Directors of Parent Company at their respective meetings held on November 05th, 2026. The statutory auditors of the Company have reviewed the financial results pursuant to Regulations 33 of SEBI (Listing obligation and Disclosure Requirements) Regulation 2015, as amended.

3) The above unaudited financial results have been prepared in accordance with the recognition and measurement principles stated in the Companies (Indian Accounting Standard) Rules, 2015 (Ind AS) as amended, prescribed under Section 133 of the Companies Act, 2013 read with the relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulations 33 of SEBI (Listing obligation and Disclosure Requirements), 2015 as amended.

4) The management of the Company has identified "Travel Gear and related accessories" as the single reportable operating segment for the continued operations in the standalone and consolidated financial statements as per Ind AS 108- Operating Segment.

5) The figures for the quarter ended September 30, 2026 are balancing figures between the unaudited figures in respect of half year ended September 30, 2026 and the unaudited published figures upto June 30, 2026.

6) The Company has not accounted for its share of loss of the Associate company amounting to Rs. 11.39 Lakhs & Rs. 19.94 Lakhs for the quarter and half year ended on September 30, 2026, since its share of total loss have exceeded the carrying value of investments which is in accordance with Ind AS 28 'Investment in Associate & Joint Ventures'.

**For Brand Concepts Limited**

**Prateek Maheshwari**
**Managing Director**
**DIN : 00039340**

**Date : 5th November 2026**
**Place : Indore**

## BRAND CONCEPTS LIMITED (L51909MP2007PLC066484)
## Balance Sheet as at September 30, 2026

(Rs. In Lacs)

| Particulars | Standalone | | Consolidated | |
|---|---|---|---|---|
| | As at 30.09.2026 (Unudited) | As at 31.03.2026 (Audited) | As at 30.09.2026 (Unudited) | As at 31.03.2026 (Audited) |
| **ASSETS** | | | | |
| **(1) Non-current assets** | | | | |
| (a) Property, Plant & Equipment | 10,177.19 | 10,476.44 | 10,177.19 | 10,476.44 |
| (b) Investment Property | 34.67 | 34.67 | 34.67 | 34.67 |
| (c) Other Intangible Assets | 6.69 | 8.29 | 6.69 | 8.29 |
| (d) Financial Assets | | | | |
| (i) Investments | 21.31 | 35.52 | - | - |
| (ii) Other Financial Assets | 377.49 | 467.22 | 377.49 | 467.22 |
| (e) Deferred tax assets (net) | 571.68 | 561.96 | 571.68 | 561.96 |
| **Total non-current assets** | **11,189.03** | **11,584.10** | **11,167.72** | **11,548.58** |
| **(2) Current assets** | | | | |
| (a) Inventories | 12,551.99 | 12,767.73 | 12,551.99 | 12,767.73 |
| (b) Financial Assets | | | | |
| (i)Trade receivables | 10,788.90 | 9,873.82 | 10,788.90 | 9,873.82 |
| (ii) Cash & cash equivalents | 26.22 | 10.57 | 26.22 | 10.57 |
| (iii) Bank Balances other than (ii) above | 662.00 | 589.57 | 662.00 | 589.57 |
| (iv) Other financial assets | 288.72 | 251.70 | 288.72 | 251.70 |
| (c) Current Tax Assets (Net) | 6.38 | 21.10 | 6.38 | 21.10 |
| (d) Other current assets | 2,191.31 | 1,146.45 | 2,191.31 | 1,146.45 |
| **Total current assets** | **26,515.53** | **24,660.94** | **26,515.53** | **24,660.94** |
| | | | | |
| **Total Assets** | **37,704.56** | **36,245.04** | **37,683.25** | **36,209.52** |
| **EQUITY & LIABILITIES** | | | | |
| **Equity** | | | | |
| (a) Equity share capital | 1,248.19 | 1,248.19 | 1,248.19 | 1,248.19 |
| (b) Other equity | 7,621.08 | 7,057.55 | 7,599.76 | 7,022.03 |
| **Total equity** | **8,869.26** | **8,305.74** | **8,847.95** | **8,270.22** |
| **Liabilities** | | | | |
| **(1) Non-current liabilities** | | | | |
| (a) Financial Liabilities | | | | |
| (i) Borrowings | 3,531.48 | 2,017.92 | 3,531.48 | 2,017.92 |
| (ii) Lease liabilities | 3,440.57 | 3,661.76 | 3,440.57 | 3,661.76 |
| (iii) Other financial liabilities | 175.70 | 228.60 | 175.70 | 228.60 |
| (b) Provisions | 412.91 | 321.31 | 412.91 | 321.31 |
| **Total non-current liabilities** | **7,560.66** | **6,229.59** | **7,560.66** | **6,229.59** |
| **(2) Current liabilities** | | | | |
| (a) Financial liabilities | | | | |
| (i) Borrowings | 10,704.89 | 11,526.15 | 10,704.89 | 11,526.15 |
| (ii) Lease liabilities | 903.07 | 949.97 | 903.07 | 949.97 |
| (iii) Trade payables | | | | |
| (a) Total Outstanding Dues of micro enterprises and small enterprises | 826.39 | 632.46 | 826.39 | 632.46 |
| (b) Total Outstanding Dues of creditors other than micro and small enterprises | 6,459.91 | 6,408.66 | 6,459.91 | 6,408.66 |
| (iv) Other financial liabilities | 521.19 | 418.95 | 521.19 | 418.95 |
| (b) Other current liabilities | 1,772.20 | 1,611.74 | 1,772.20 | 1,611.74 |
| (c) Provisions | 87.00 | 161.78 | 87.00 | 161.78 |
| **Total current liabilities** | **21,274.65** | **21,709.71** | **21,274.65** | **21,709.70** |
| | | | | |
| **Total liabilities** | **28,835.31** | **27,939.30** | **28,835.31** | **27,939.30** |
| | | | | |
| **Total equity and liabilities** | **37,704.56** | **36,245.04** | **37,683.25** | **36,209.52** |

**For Brand Concepts Limited**

**Prateek Maheshwari**
**Managing Director**
**DIN : 00039340**

**Date : 5th November 2026**
**Indore**

**BRAND CONCEPTS LIMITED (L51909MP2007PLC066484)**
**Statement of Cash Flow for the half year ended September 30, 2026**

| Particulars | Standalone | | Consolidated | |
|---|---|---|---|---|
| | Half Year ended Sep 30, 2026 | Year ended March 31, 2026 | Half Year ended Sep 30, 2026 | Year ended March 31, 2026 |
| **A. Cash flow from operating activities** | | | | |
| Profit before tax | -180.55 | 54.20 | -166.35 | 66.04 |
| **Adjustments for:** | | | | |
| Depreciation and amortisation expense | 260.54 | 398.80 | 260.54 | 398.80 |
| Depreciation on Right-of-use asset | 538.91 | 902.15 | 538.91 | 902.15 |
| Remeasurement of Security Deposit | -39.30 | - | -39.30 | - |
| Net Foreign Exchange differences (Unrealised) | -32.37 | 55.30 | -32.37 | 55.30 |
| Impairment of Investment | 14.21 | 11.84 | - | - |
| Finance costs | 644.33 | 1,064.21 | 644.33 | 1,064.21 |
| Finance Charges on Finance Lease | 203.98 | 366.96 | 203.98 | 366.96 |
| Interest income on Fixed Deposits | -14.80 | -37.41 | -14.80 | -37.41 |
| Interest income on Security Deposits | -19.54 | -36.16 | -19.54 | -36.16 |
| Gain on Early Termination / Remeasurement of lease liabilities | -81.15 | -50.63 | -81.15 | -50.63 |
| Allowance for Expected Credit Loss | 14.41 | 17.09 | 14.41 | 17.09 |
| Share based payment expense | 28.80 | 89.80 | 28.80 | 89.80 |
| Loss on Disposal of Asset | 46.26 | - | 46.26 | - |
| **Operating profit before working capital changes** | 1,383.73 | 2,836.15 | 1,383.72 | 2,836.15 |
| Movements in working capital: | | | | |
| (Increase)/ decrease in inventories | 215.74 | -5,153.27 | 215.74 | -5,153.27 |
| (Increase)/ decrease in trade receivables | -929.49 | -2,487.83 | -929.49 | -2,487.83 |
| (Increase)/ decrease in other bank balances | -72.44 | 346.75 | -72.44 | 346.75 |
| (Increase)/ decrease in other financial assets | -72.40 | -61.43 | -72.40 | -61.43 |
| (Increase)/ decrease in other current assets | -1,048.75 | 117.80 | -1,048.75 | 117.80 |
| (Increase)/ decrease in other non-current financial assets | 144.55 | -244.78 | 144.55 | -244.78 |
| (Increase)/ decrease in other non-current assets | - | 134.38 | - | 134.38 |
| Increase / (decrease) in trade payables | 277.56 | 1,909.19 | 277.56 | 1,909.19 |
| Increase / (decrease) in other current financial liabilities | 96.36 | 54.24 | 96.36 | 54.24 |
| Increase / (decrease) in other current liabilities | 160.46 | 1,235.01 | 160.46 | 1,235.01 |
| Increase / (decrease) in other non-current financial liabilities | -52.90 | 14.20 | -52.90 | 14.20 |
| Increase / (decrease) in provisions | 16.32 | 159.50 | 16.32 | 159.50 |
| **Cash generated from operations** | 118.74 | -1,140.09 | 118.73 | -1,140.10 |
| Income tax paid | -6.38 | -24.04 | -6.38 | -24.04 |
| **Net cash generated from operating activities (A)** | **112.36** | **-1,164.13** | **112.35** | **-1,164.13** |
| B. Cash flow from investing activities | | | | |
| Payments for purchase of property plant and equipment including capital work-in-progress, intangible assets and intangible assets under development | -321.28 | -1,886.64 | -321.28 | -1,886.64 |
| Proceeds from Loans & Advances | - | - | - | - |
| Interest received | 51.81 | 67.18 | 51.81 | 67.18 |
| **Net cash (used in) / from investing activities (B)** | **-269.47** | **-1,819.46** | **-269.47** | **-1,819.46** |
| C. Cash flow from financing activities | | | | |
| Increase (Repayment) of borrowings | 692.30 | 4,316.66 | 692.30 | 4,316.66 |
| Proceeds from Exercise of Share Options | - | 6.00 | - | 6.00 |
| Proceeds from issue of Share Warrants | 725.00 | 749.90 | 725.00 | 749.90 |
| Receipt of Securities Premium on Exercise of share options | - | 9.00 | - | 9.00 |
| Interest paid | -638.45 | -1,064.09 | -638.45 | -1,064.09 |
| Payment of principal portion of lease liabilities | -606.07 | -1,049.73 | -606.07 | -1,049.73 |
| **Net cash used in financing activities (C)** | **172.78** | **2,967.74** | **172.78** | **2,967.74** |
| **Net increase/ (decrease) in cash and cash equivalents (A+B+C)** | **15.67** | **-15.85** | **15.66** | **-15.85** |
| Cash and cash equivalents at the beginning of the year | 10.57 | 26.42 | 10.57 | 26.42 |
| **Cash and cash equivalents at the end of the half year** | **26.24** | **10.57** | **26.23** | **10.57** |

**For Brand Concepts Limited**

**Prateek Maheshwari**
**Managing Director**
**DIN : 00039340**

# BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484
4th Floor UNO Business Park, Indore Bypass Road, Opposite Sahara City, Bicholi Mardana,
Indore, Madhya Pradesh, India, 452016
Phone: 91-731-4223000, Fax- 4221222/444
Email: info@brandconcepts.in


**Date:** 05.11.2026

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

**Symbol: BCONCEPTS**

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001

**Scrip Code: 543442**

**Sub: Statement of deviation(s) or variation(s) for the quarter and half year ended 30th September, 2026 under regulation 32(1) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")**

Pursuant to Regulation 32(1) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015, a Statement confirming no deviation or variation in the utilization of proceeds raised through issuance of Warrants to promoter group of the company on preferential basis for quarter and half year ended 30th September, 2026 is enclosed herein, in the format as prescribed.

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

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**For Brand Concepts Limited**

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

**Encl:** A/a

# BRAND CONCEPTS LIMITED

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## STATEMENT ON DEVIATION OR VARIATION FOR PROCEEDS OF PUBLIC ISSUE, RIGHTS ISSUE, PREFERENTIAL ISSUE, QUALIFIED INSTITUTIONS PLACEMENT ETC.

| **Statement on deviation / variation in utilisation of funds raised** | |
|---|---|
| Name of listed entity | Brand Concepts Limited |
| Mode of Fund Raising | Preferential Issue – Convertible Warrants |
| Date of Raising Funds | 23.09.2025 |
| Amount Raised (In Rs.) | 14,74,89,500 (Rs. 9,74,89,500 + Rs. 5,00,00,000) |
| Report filed for Quarter ended | 30-09-2026 |
| Monitoring Agency | NA |
| Monitoring Agency Name, if applicable | NA |
| Is there a Deviation/ Variation in use of funds raised | No |
| If yes, whether the same is pursuant to change in terms of contract or objects which was approved by the shareholders | Not Applicable |
| If yes, Date of shareholder Approval | Not Applicable |
| Explanation for the Deviation/ Variation | Not Applicable |
| Comments of the Audit Committee after review | No comment |
| Comments of the auditors, if any | No comments from auditors |

Objects for which funds have been raised and where there has been a deviation, in the following table: Not Applicable

| **Original Object** | **Modified Object, if any** | **Original Allocation (In Rs.)** | **Modified allocation, if any** | **Funds Utilized (In Rs.)** | **Amount of Deviation/ Variation for the quarter according to applicable object** | **Remarks, if any** |
|---|---|---|---|---|---|---|
| Working Capital, Expansion of Manufacturing Facility, Investment in Brand Building & Acquiring New Brands. | - | 14,74,89,500 | - | 14,74,89,500 | - | - |

**Deviation or variation could mean:**

a. Deviation in the objects or purposes for which the funds have been raised or
b. Deviation in the amount of funds actually utilized as against what was originally disclosed or
c. Change in terms of a contract referred to in the fund-raising document i.e. prospectus, letter of offer, etc.

For **Brand Concepts Limited**

**Swati Gupta**
**Company Secretary & Compliance Officer**
**Mem No. A33016**