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

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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