

To,  
National Stock Exchange of India Limited  
Listing & Compliance Department  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No, C/1, G Block,  
Bandra Kurla complex,  
Bandra East, Mumbai – 400051

Date: 30<sup>th</sup> July 2020

**Sub: Outcome of the Board Meeting of “Brand Concepts Limited” (Company)  
held on Thursday, 30<sup>th</sup> day of July 2020, at 12:30 pm.**

Dear Sir,

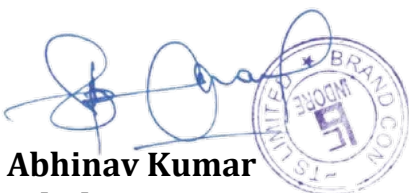
The Board of Directors of the Company at their meeting held on 30<sup>th</sup> day of July 2020 at 12:30 pm, at the corporate office, of the Company situated at 140/2/2, Musakhedi Square, Ring Road, Indore- 452010, inter alia transacted the following businesses.

- 1) Considered and approved the Audited Financial Results for the half year and year ended on 31.03.2020, along with the Statement of Assets and Liabilities as on 31<sup>st</sup> March 2020, in compliance with Regulation 33 of the Listing Regulations.
- 2) Took on record the Auditor’s Report on the Audited Financial Result of the Company for the half year and year ended on 31.03.2020.

The meeting was commenced at 12:30 pm and got concluded at 3:15 pm.

You are therefore requested to take this into your official records and oblige.

**Thanking You,  
Yours Faithfully  
For Brand Concepts Limited,**

  
**Abhinav Kumar**  
**Whole Time Director**  
**DIN: 06687880**

## **Declaration**

To,  
National Stock Exchange of India Limited  
Listing & Compliance Department  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No, C/1, G Block,  
Bandra Kurla complex,  
Bandra East, Mumbai – 400051

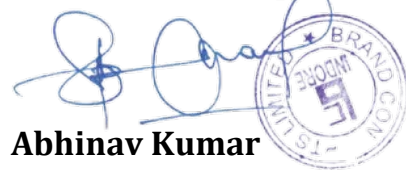
Date: 30<sup>th</sup> July 2020

### **Sub: Declaration (Pursuant to Regulation 33 of SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015.**

Pursuant to the requirement as specified by Regulation 33 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 as amended by SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2016 it is hereby declared Auditors Report issued by the Statutory Auditors for the financial year ended as on 30<sup>th</sup> July 2020, contains unmodified opinion on Audited Financial Results of the Company for the half year and year ended 31<sup>st</sup> March 2020, approved by the Board Meeting held on 30<sup>th</sup> July 2020.

You are kindly requested to take the above declaration in your records.

**For Brand Concepts Limited**



**Abhinav Kumar**  
**Whole Time Director**  
**DIN: 06687880**



**Auditor's Report on half yearly and yearly Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015**

To  
The Board of Directors  
**Brand Concepts Limited**  
Mumbai

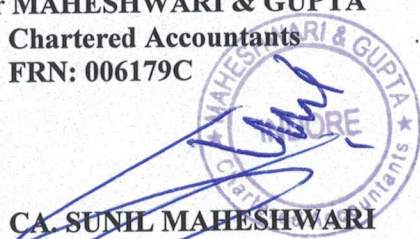
We have audited the financial results of **Brand Concepts Limited** for the half year ended 31<sup>st</sup> March, 2020 attached herewith and year to date results for the period 1st April, 2019 to 31st March, 2020 attached herewith, being submitted by the company pursuant to the requirement of regulation 33 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015. These half yearly and yearly financial results have been prepared on the basis of the interim financial statements, which are the responsibility of Company's management. Our responsibility is to express an opinion on these financial results based on our audit of such interim financial statements, which have been prepared in accordance with the recognition and measurement principles laid down in Accounting Standard for interim financial reporting (IND AS 34) prescribed under Section 133 of the Companies Act, 2013 read with relevant rules issued thereunder; or by the Institute of Chartered Accountants of India as applicable, and other accounting principles generally accepted in India.

We conducted our audit in accordance with the auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial results are free from material misstatements. An audit includes examining on a test basis, evidence supporting the amount disclosed as financial results. An audit also includes assessing the accounting principles used and significant estimates made by the management. We believe that our audit provides a reasonable basis for our opinion.

In our opinion and to the best of our information and according to the explanations given to us these half yearly and yearly financial results:

- (i) are presented in accordance with the requirements of regulation 33 of SEBI ( Listing Obligations & Disclosure Requirements ) Regulations , 2015 in this regard; and
- (ii) give a true and fair view of the net loss and other financial information for the year ended 31<sup>st</sup> March 2020 as well as the year to date result for the period from April 1, 2019 to March 31, 2020.

For **MAHESHWARI & GUPTA**  
Chartered Accountants  
FRN: 006179C

  
**CA. SUNIL MAHESHWARI**  
Partner  
M. No. 403346  
UDIN: 20403346AAAAET9986  
PLACE : INDORE  
DATE : 30/07/2020

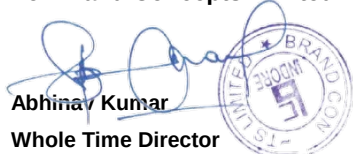
**Brand Concepts Limited (L51909MH2007PLC174702)**

**AUDITED STATEMENT OF ASSETS AND LIABILITIES**

(Rs. In Lacs)

| Particulars                        | As at 31st March, 2020 | As at 31st March, 2019 |
|------------------------------------|------------------------|------------------------|
|                                    | Rs.                    | Rs.                    |
| <b>EQUITY &amp; LIABILITIES</b>    |                        |                        |
| <b>(1) Shareholders' funds</b>     |                        |                        |
| (a) Share Capital                  | 1,058.28               | 1,058.28               |
| (b) Reserves & Surplus             | 1,444.93               | 1,555.76               |
| <b>(2) Non-current liabilities</b> |                        |                        |
| (a) Long-term borrowings           | 587.23                 | 406.62                 |
| (b) Long-term provisions           | 129.56                 | 81.60                  |
| <b>(3) Current liabilities</b>     |                        |                        |
| (a) Short-term borrowings          | 1,610.55               | 1,671.43               |
| (b) Trade payables                 | 2,768.59               | 2,198.89               |
| (c) Other current liabilities      | 505.70                 | 684.20                 |
| (d) Short term provisions          | 191.91                 | 210.14                 |
| <b>Total (1+2+3)</b>               | <b>8,296.75</b>        | <b>7,866.92</b>        |
| <b>ASSETS</b>                      |                        |                        |
| <b>(1) Non-current assets</b>      |                        |                        |
| (a) Fixed assets                   |                        |                        |
| (i) Tangible assets                | 366.02                 | 431.51                 |
| (ii) Intangible assets             | 11.76                  | 17.56                  |
| (iii) Capital (W.I.P.)             | 19.61                  |                        |
| (b) Non-current Investments        | 0.00                   | -                      |
| (c) Deferred tax assets (Net)      | 127.57                 | 99.00                  |
| (d) Long-term loans & advances     | 135.71                 | 122.22                 |
| <b>(2) Current assets</b>          |                        |                        |
| (a) Current Investments            | 0.00                   | -                      |
| (b) Inventories                    | 2636.63                | 2,000.98               |
| (c) Trade receivables              | 4177.35                | 4,611.42               |
| (d) Cash & cash equivalents        | 422.65                 | 191.56                 |
| (e) Short-term loans & advances    | 358.94                 | 372.54                 |
| (f) Other Current Assets           | 40.51                  | 20.13                  |
| <b>Total (1+2)</b>                 | <b>8,296.75</b>        | <b>7,866.92</b>        |

For Brand Concepts Limited

  
 Abhinav Kumar  
 Whole Time Director  
 DIN: 06687880

Date : 30th July, 2020

Place: Indore

| Brand Concepts Limited (L51909MH2007PLC174702)                                                                             |                       |                         |                       |                       |                       |
|----------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-----------------------|
| STATEMENT OF AUDITED FINANCIAL RESULTS FOR THE HALF YEAR AND YEAR ENDED 31ST MARCH 2020                                    |                       |                         |                       |                       |                       |
| (Rs. In Lacs)                                                                                                              |                       |                         |                       |                       |                       |
| Particulars                                                                                                                | Half Year Ended       |                         |                       | Year Ended            |                       |
|                                                                                                                            | Audited<br>31/03/2020 | Unaudited<br>30/09/2019 | Audited<br>31/03/2019 | Audited<br>31/03/2020 | Audited<br>31/03/2019 |
| <b>1. Income from Operations</b>                                                                                           |                       |                         |                       |                       |                       |
| (a) Net Sales/Income from Operations (Net of Excise Duty)                                                                  | 3530.53               | 3597.83                 | 4781.57               | 7128.36               | 8180.58               |
| (b) Other Income                                                                                                           | 12.94                 | 6.36                    | 10.96                 | 19.30                 | 15.51                 |
| <b>Total Income from Operations (net)</b>                                                                                  | <b>3543.47</b>        | <b>3604.19</b>          | <b>4792.53</b>        | <b>7147.66</b>        | <b>8196.09</b>        |
| <b>2. Expenses:</b>                                                                                                        |                       |                         |                       |                       |                       |
| (a) Cost of Materials Consumed                                                                                             | -                     | -                       | -                     | -                     | -                     |
| (b) Purchase in stock-in-trade                                                                                             | 2108.02               | 1762.90                 | 2401.87               | 3870.92               | 4319.21               |
| (c) Changes in Inventories of Finished Goods, Work in Progress and Stock in Trade                                          | (686.43)              | 50.78                   | 70.28                 | (635.65)              | (362.81)              |
| (d) Employee benefit expenses                                                                                              | 714.89                | 693.45                  | 624.69                | 1408.34               | 1252.06               |
| (e) Finance Cost                                                                                                           | 240.18                | 196.45                  | 167.54                | 436.63                | 336.98                |
| (f) Depreciation and amortization expenses                                                                                 | 74.88                 | 71.48                   | 60.59                 | 146.36                | 117.90                |
| (g) Other expenses (Any Item exceeding 10% of the total expenses relating to continuing operations to be shown separately) | 1077.18               | 983.29                  | 1119.86               | 2060.47               | 2155.13               |
| <b>Total Expenses</b>                                                                                                      | <b>3528.71</b>        | <b>3758.35</b>          | <b>4444.83</b>        | <b>7287.06</b>        | <b>7818.47</b>        |
| <b>3.Profit/(Loss) from operations before income, finance costs and exceptional item.(1-2)</b>                             | <b>14.76</b>          | <b>(154.16)</b>         | <b>347.70</b>         | <b>(139.40)</b>       | <b>377.62</b>         |
| 4. Exceptional Items                                                                                                       | 0.00                  | 0.00                    | 0.00                  | 0.00                  | 0.00                  |
| <b>5. Profit/ (Loss) from ordinary activities before tax (3-4)</b>                                                         | <b>14.76</b>          | <b>(154.16)</b>         | <b>347.70</b>         | <b>(139.40)</b>       | <b>377.62</b>         |
| <b>6.Tax expenses:</b>                                                                                                     | <b>(32.41)</b>        | <b>3.84</b>             | <b>84.91</b>          | <b>(28.57)</b>        | <b>110.81</b>         |
| <b>7.Net Profit /(Loss) from Ordinary activities after tax (5-6)</b>                                                       | <b>47.17</b>          | <b>(158.00)</b>         | <b>262.79</b>         | <b>(110.83)</b>       | <b>266.80</b>         |
| 8. Extraordinary items (net of tax expenses)                                                                               | 0.00                  | 0.00                    | 0.00                  | 0.00                  | 0.00                  |
| <b>9. Net Profit /(Loss) for the period (7-8)</b>                                                                          | <b>47.17</b>          | <b>(158.00)</b>         | <b>262.79</b>         | <b>(110.83)</b>       | <b>266.80</b>         |
| 10. Share of Profit/(Loss) of Associates*                                                                                  | 0.00                  | 0.00                    | 0.00                  | 0.00                  | 0.00                  |
| 11. Minority Interest *                                                                                                    | 0.00                  | 0.00                    | 0.00                  | 0.00                  | 0.00                  |
| <b>12. Net Profit/(Loss) after taxes, minority interest and share of profit /(loss) of associates (9-10-11)</b>            | <b>47.17</b>          | <b>(158.00)</b>         | <b>262.79</b>         | <b>(110.83)</b>       | <b>266.80</b>         |
| 13. Paid-up equity share capital (Face Value of the share @ 10 Rs. / Share)                                                | 1058.28               | 1058.28                 | 1058.28               | 1058.28               | 1058.28               |
| 14. Reserves excluding Revaluation Reserves as per Balance Sheet of Previous accounting year.                              | 1444.93               | 1397.76                 | 1555.76               | 1444.93               | 1555.76               |
| 15.(i) Earning Per Share (before extraordinary items)<br>(of Rs. 10/- each) (not annualised)                               |                       |                         |                       |                       |                       |
| a) Basic                                                                                                                   | 0.45                  | (1.49)                  | 2.48                  | (1.05)                | 2.52                  |
| b) Diluted                                                                                                                 | 0.45                  | (1.49)                  | 2.48                  | (1.05)                | 2.52                  |
| <b>16.(ii) Earning Per Share (after extraordinary items) of Rs.10/- each) (not annualised):</b>                            |                       |                         |                       |                       |                       |
| (a) Basic                                                                                                                  | 0.45                  | (1.49)                  | 2.48                  | (1.05)                | 2.52                  |
| (b) Diluted                                                                                                                | 0.45                  | (1.49)                  | 2.48                  | (1.05)                | 2.52                  |

Notes:

- 1) The above results after being reviewed by the Audit Committee and approved by the Board of Directors in its meeting held on 30th July 2020.
- 2) Previous Periods figures have been regrouped/rearranged, wherever necessary to confirm to current periods classifications.
- 3) The Company is dealing in Travel Gear & Related Accessories. The company does not have any geographical /other segments hence no separate reportable segment as defined in Accounting Standard 17 on Segment Reporting notified under Companies (Accounting Standards) Rules, 2017.
- 4) The figures for the half year ended 31.03.2020 are the balancing figures between audited figures in respect of full financial year ended on 31.03.2020 and the unaudited figures of preeceeding half year ended on 30.09.2019.

For Brand Concepts Limited

Abhinav Kumar  
Whole Time Director  
DIN: 06687880

Date : 30th July, 2020  
Place : Indore

**Brand Concepts Limited (L51909MH2007PLC174702)****Notes forming part of the financial Statements for the period ended 31 March, 2020**

(Rs. In Lacs)

| Particulars                                                      | For the Year Ended<br>31st March, 2020 | For the Year Ended<br>31st March, 2019 |
|------------------------------------------------------------------|----------------------------------------|----------------------------------------|
| <b>A. CASH FLOW FROM OPERATING ACTIVITIES</b>                    |                                        |                                        |
| Net Profit before tax and extraordinary items                    | (139.40)                               | 377.62                                 |
| Adjustments for:                                                 |                                        |                                        |
| Depreciation & Misc. expenditure written off                     | 146.36                                 | 117.90                                 |
| Interest and other charges                                       | 436.63                                 | 336.98                                 |
| Interest Income                                                  | (19.08)                                | (4.93)                                 |
| Operating profit before working capital changes                  | <b>424.50</b>                          | <b>827.57</b>                          |
| Adjustments for:                                                 |                                        |                                        |
| Trade and other receivables                                      | 413.81                                 | (890.94)                               |
| Inventories                                                      | (635.65)                               | (362.81)                               |
| Trade & other Payables                                           | 420.93                                 | 1002.77                                |
| Cash generated from operations                                   | <b>623.58</b>                          | <b>576.58</b>                          |
| Direct taxes                                                     | <b>0.00</b>                            | <b>(135.87)</b>                        |
| Net Cash from operating activities                               | <b>623.58</b>                          | <b>440.71</b>                          |
| <b>B. CASH FLOW FROM INVESTING ACTIVITIES</b>                    |                                        |                                        |
| Purchase of Fixed Assets                                         | (94.67)                                | (167.48)                               |
| Deposits                                                         |                                        |                                        |
| Interest Received                                                | 19.08                                  | 4.93                                   |
| Net Cash from/ (used) in investment activities                   | <b>(75.59)</b>                         | <b>(162.55)</b>                        |
| <b>C. CASH FLOW FROM FINANCING ACTIVITIES</b>                    |                                        |                                        |
| Proceeds from long / short term borrowings (Net)                 | 119.73                                 | 104.32                                 |
| Interest and other charges paid                                  | (436.63)                               | (336.98)                               |
| Dividend including Dividend Distribution Tax paid                |                                        |                                        |
| Net Cash (used) / from financing activities                      | <b>(316.90)</b>                        | <b>(232.66)</b>                        |
| <b>D. Net increase / (decrease) in cash and cash equivalents</b> | <b>231.10</b>                          | <b>45.50</b>                           |
| Opening balance of Cash and cash equivalents                     | 191.56                                 | 146.06                                 |
| Closing balance of Cash and cash equivalents                     | <b>422.65</b>                          | <b>191.56</b>                          |

