



BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484
04th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,
Bicholi Mardana, Indore – 452016 (M. P.)
Phone: 91-731-4223000, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 06th September, 2024

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: Outcome of the Circular Resolution passed by the Board of Directors for allotment of equity shares under ESOP 2020 Scheme.

Dear Sir/Madam,

In compliance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with circular no. CIR/CFD/CMD/4/2015 dated September 09, 2015, it is hereby informed that the Board of Directors of the Company has approved and allotted 60,000 equity shares by way of passing of circular resolution on 06th September, 2024 to the grantees who has exercised their options under ESOP scheme as below: -

- **Total 60,000 equity shares of Rs.25/-** each on account of exercise of vested Employee Stock Options by employees under Brand Concepts Employee Stock Option Plan 2020 (ESOP 2020 Scheme).

The details as required under Regulation 10(c) of Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021 (SBEB & SE) is given in 'Annexure -I' to this intimation.

Since, this being circular resolution, the start time and end time of the Meeting is not mentioned for same.

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

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

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

Annexure- I

S. No.	Particulars	Disclosure
1.	Company name and address of Registered Office:	Brand Concepts Limited 04 th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City, Bicholi Mardana, Indore – 452016 (M.P.)
2.	Name of the recognised Stock Exchanges on which the company's shares are listed:	<ul style="list-style-type: none"> • BSE Limited (BSE) • National Stock Exchange of India Limited (NSE)
3.	Filing date of the statement referred in regulation 10(b) of the Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021 with the recognised Stock Exchange:	<p>ESOP 2020 Scheme (Filing Date – NSE: 29th June 2022, BSE: 23rd June 2022.)</p> <ul style="list-style-type: none"> • The Company had received 'in-principle' approval from BSE vide letter dated September 02, 2022 for 5,29,140 equity shares. of Rs. 10/- each of to be issued under ESOP PLAN 2020. • The Company had received 'in-principle' approval from NSE vide letter dated August 26, 2022 for 5,29,140 equity shares. of Rs. 10/- each of to be issued under ESOP PLAN 2020.
4.	Filing Number, if any:	<p>ESOP 2020 Scheme</p> <ul style="list-style-type: none"> • NSE/LIST/31636 • DCS/IPO/MJ/ESOP-IP/2474/2022-23
5.	Title of the Scheme pursuant to which shares are issued, if any:	Employees Stock Options Plan 2020
6.	Kind of security to be listed:	Equity Shares
7.	Par value of the shares:	Rs.10/- (Rupee Ten)
8.	Date of issue of shares:	September 06th, 2024
9.	Number of shares issued:	60,000
10.	Share Certificate No., if applicable:	Not Applicable
11.	Distinctive number of the share, if applicable:	1,11,57,801-1,12,17,800
12.	ISIN Number of the shares if issued in Demat:	INE977Y01011
13.	Exercise price per share:	Rs.25/- (Rupees Twenty Five)



BRAND CONCEPTS LIMITED

CIN - L51909MP2007PLC066484

04th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,
Bicholi Mardana, Indore - 452016 (M. P.)

Phone: 91-731-4223000, Fax- 4221222/444

Email: info@brandconcepts.in

14.	Premium per share:	Rs.15/- (Rupees Fifteen)
15.	Total issued shares after this issue:	1,12,17,800
16.	Total issued share capital after this issue:	11,21,78,000
17.	Details of any lock-in on the shares:	Not Applicable
18.	Date of expiry of lock-in:	Not Applicable
19.	Whether shares are identical in all respects to existing shares? If not, when will they become identical? :	All equity shares of the Company allotted pursuant to exercise of stock options shall be rank pari-passu with the existing equity shares of the Company.
20	Details of listing fees, if payable:	Not Applicable