BRAND CONCEPTS LIMITED
CIN – L51909MH2007PLC174702
140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 07/06/2022

To,
National Stock Exchange of India Limited
Listing and 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 - 400051

Scrip Code: 543442

Subject: Half Yearly Disclosure of Related Party Transactions for the period ended March 31, 2022 under Regulation 23(9) of SEBI (Listing Obligations & Disclosure Requirements) Regulation 2015.

Dear Sir,

Pursuant to the Regulation 23(9) of SEBI (Listing Obligations & Disclosure Requirements) Regulation 2015, enclosed herewith the half yearly disclosure of Related Party Transaction for the period ended on March 31, 2022.

Kindly take the note of the same and acknowledge the receipt.

Yours sincerely,
For Brand Concepts Limited

Swati Gupta
Company Secretary & Compliance Officer

Annex

Related Party Transaction for Half Year Ended on March 31, 2022

S. No	Details of the party (listed entity /subsidiary) entering into the transaction		Details of the counterparty			Type of related party transaction (*see Note 5*)	Value of the related party transaction as approved by the audit committee (*see Note 6a*)	Value of transaction during the reporting period (*see Note 6b*)	In case monies are due to either party as a result of the transaction (*see Note 1*)		Additional disclosure of related party transactions - applicable only in case the related party transaction relates to loans, inter-corporate deposits, advances or investments made or given by the listed entity/subsidiary. These details need to be disclosed only once, during the reporting period when such transaction was undertaken.							
											In case any financial indebtedness is incurred to make or give loans, inter-corporate deposits, advances or investments			Details of the loans, inter-corporate deposits, advances or investments				
	Name	PAN	Name	PAN	Relationship of the counterparty with the listed entity or its subsidiary				Opening balance as on October 1, 2021	Closing balance as on March 31, 2022	Nature of indebtedness (loan/ issuance of debt/ any other etc.)	Cost (*see Note 7*)	Tenure	Nature (loan/ advance/ inter-corporate deposit/ investment	Interest Rate (%)	Tenure	Secured/ unsecured	Purpose for which the funds will be utilised by the ultimate recipient of funds (end-usage)
1	Brand Concepts Limited	AADCB2474K	Prateek Maheshwari	AHIPM7063L	Managing Director (Promoter Group)	Loan Received	50000000	3950000	1874409	-	-	-	-	-	-	-	-	-
						Remuneration Paid	As per policy approved	2837500	267965	-	-	-	-	-	-	-	-	-
						Interest Paid	-	49845	-	-	-	-	-	-	-	-	-	-
2			Abhinav Kumar	AOXPK1790C	Whole Time Director & CFO	Remuneration Paid	As per policy approved	2700000	244792	242000	-	-	-	-	-	-	-	-
3			7E Wellness India Pvt Ltd	AABCZ7161P	Associate Company	Sales (Inc GST)	200000	128503	-	128503	-	-	-	-	-	-	-	-
						Investment in Equity	As per approved by the Board & Committee.	2351000	-	-	-	-	-	Investment	-	-	-	Capital for Running Business
4			IFF Overseas Pvt Ltd	AAACI3958A	Sister Concern	Purchase (Inc GST)	90000000	13769812	623250	1109280	-	-	-	-	-	-	-	-
						Electricity Reimbursement	At Actuals	59164	-	-	-	-	-	-	-	-	-	-
						Rent (Inc GST)	2400000	885000	-	-	-	-	-	-	-	-	-	-

Notes:

1. The details in this format are required to be provided for all transactions undertaken during the reporting period. However, opening and closing balances, including commitments, to be disclosed for existing related party transactions
2. Where a transaction is undertaken between members of the consolidated entity (between the listed entity and its subsidiary or between subsidiaries), it may be reported once.
3. Listed banks shall not be required to provide the disclosures with respect to related party transactions involving loans, inter-corporate deposits, advances or investments made or given by the listed banks.
4. For companies with financial year ending March 31, this information has to be provided for six months ended September 30 and six months ended March 31. Companies with financial years ending in other months, the six months period shall apply accordingly.
5. Each type of related party transaction (for e.g. sale of goods/services, purchase of goods/services or whether it involves loan, inter-corporate deposit, advance or investment) with a single party shall be disclosed separately and there should be no clubbing or netting of transactions of same type. However, transactions with the same counterparty of the same type may be aggregated for the reporting period. For instance, sale transactions with the same party may be aggregated for the reporting period and purchase transactions may also be disclosed in a similar manner. There should be no netting off for sale and purchase transactions. Similarly, loans advanced to and received from the same counterparty should be disclosed separately, without any netting off.
6. In case of a multi year related party transactions: a)The aggregate value of such related party transaction as approved by the audit committee shall be disclosed in the column"Value of the related party transactions as approved by the audit committee". b) The value of related party transaction undertaken in the reporting period shall be reported in the column "Value of related party transaction during the reporting period"
7. Cost referes to the cost of borrowed funds for the listed entity.
8. PAN will not be displayed on the website of the Stock Exchange(s).
9. Transactions such as acceptance of fixed deposits by banks/NBFCs, undertaken with related parties, at the terms uniformly applicable/offered to all shareholders/public shall also be reported.

BRAND CONCEPTS LIMITED INDORE