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

Date: 09th March 2021

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,

Ref: Scrip Code BCONCEPTS

Sub: Disclosure under Regulation 7(1)(c) of SEBI (Prohibition of Insider Trading) Regulation, 2015.

Dear Sir,

Pursuant to Regulation of 7(1)(c) of Securities Exchange Board of India (Prohibition of Insider Trading), Regulation, 2015 we are filing the disclosure received from Mr. Abhinav Kumar, Whole Time Director, with respect to the purchase of 63000 equity shares of Brand Concepts Limited.

Please find enclosed herewith the necessary disclosure under Regulation 7(1)(c) read with Regulation 6(2) of SEBI (Prohibition of Insider Trading), Regulation 2015.

Please take this in record as compliance.

Thanking You,
Yours faithfully
For Brand Concepts Limited,

Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016

Format for disclosure of transactions

(To be submitted within two days of transaction / dealing in securities of the Company)

To,
The Compliance Officer,
Brand Concepts Limited,
Indore

I hereby inform that I
- have not bought / sold/ subscribed any securities of the Company OR
- have bought/~~sold/subscribed~~ to 63000 securities as mentioned below on 08th March 2021 (date)

Name of holder	No. of securities dealt with	Bought/sold/subscribed	DP ID/Client ID / Folio No	Price per security (Rs.)
Abhinav Kumar	63000	Bought	120669000024440	Rs. 22.35/-

In connection with the aforesaid transaction(s), I hereby undertake to preserve, for a period of 3 years and produce to the Compliance officer / SEBI any of the following documents:

1. Broker"s contract note.
2. Proof of payment to/from brokers.
3. Extract of bank passbook/statement (to be submitted in case of demat transactions).
4. Copy of Delivery instruction slip (applicable in case of sale transaction).

I agree to hold the above securities for a minimum period of six months. In case there is any urgent need to sell these securities within the said period, I shall approach the Compliance Officer for necessary approval. (*applicable in case of purchase / subscription*).

I declare that the above information is correct and that no provisions of the Company"s Code and/or applicable laws/regulations have been contravened for effecting the above said transactions(s).

Signature:

Name: Abhinav Kumar

Designation: Whole Time Director & CFO
Date: 09th March 2021

FORM C

SEBI (Prohibition of Insider Trading) Regulations, 2015
[Regulation 7 (2) read with Regulation 6(2) – Continual Disclosure]

Name of the company: **BRAND CONCEPTS LIMITED**
ISIN of the company: **INE977Y01011**

Details of change in holding of Securities of Promoter, Member of the Promoter Group, Designated Person or Director of a listed company and immediate relatives of such persons and other such persons as mentioned in Regulation 6(2).

Name, PAN, CIN/DIN, & address with contact nos.	Category of Person (Promoter/member of the promoter group/designated person/ Directors/immediate relative to/others etc.)	Securities held prior to acquisition/ disposal		Securities acquired/Disposed				Securities held post acquisition/ disposal		Date of allotment advice/ acquisition of shares/ disposal of shares, specify		Date of intimation to company	Mode of acquisition /disposal (on market/ public/ rights/ preferential offer/ off market/ Inter-se transfer, ESOPs, etc.)	Exchange on which the trade was executed
		Type of securities (For eg. – Shares Warrants, Convertible Debentures, Rights entitlements etc.)	No. and % of shareholding	Type of securities (For eg. – Shares, Warrants, Convertible Debentures, Rights entitlement, etc.)	No.	Value	Transaction Type (Purchase/sale Pledge / Revocation / Invocation/ Others- please specify)	Type of securities (For eg. – Shares, Warrants, Convertible Debentures, Rights entitlement, etc.)	No. and % of shareholding	From	To			
Name: Abhinav Kumar Address: 103, Maya Regency, 3/6, New Palasia, Indore – 452010. Email: abhinav@brandconcepts.in	Director	Equity shares	6.61%	Equity Shares	63000	1408050	Purchase	Equity Shares	763000 & 7.21%	08.03.2021	08.03.2021	09.03.2021	On Market	NSE

Note: ***(i)*** *"Securities" shall have the meaning as defined under regulation 2(1)(i) of SEBI (Prohibition of Insider Trading) Regulations, 2015.*
(ii) *Value of transaction excludes taxes/brokerage/any other charges*

Details of trading in derivatives on the securities of the company by Promoter, member of the promoter group, designated person or Director of a listed company and immediate relatives of such persons and other such persons as mentioned in Regulation 6(2).

Trading in derivatives (Specify type of contract, Futures or Options etc.)						Exchange on which the trade was executed
Type of contract	Contract specifications	Buy		Sell		
		Notional Value	Number of units (contracts * lot size)	Notional Value	Number of units (contracts * lot size)	
NA	NA	NA	NA	NA	NA	NA

Note: *In case of Options, notional value shall be calculated based on Premium plus strike price of options.*

Name & Signature: Abhinav Kumar

Designation: Whole Time Director (Acquirer)

Date: 09.03.2021

Place: Indore