BRAND CONCEPTS LIMIT

CIN – L51909MH2007PLC174
140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) I
Phone: 91-731-422300, Fax- 4221222,

Date- 09.06.202

To
The Manager
NSE EMERGE,
Listing & Compliance Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra East, Mumbai-400051

Ref: - Brand Concepts Limited (BCONCEPTS- ISIN: INE977Y01011)
Sub: - Non-Applicability pf Provisions pursuant to Regulation 15(2) of SEBI (Listing Obligation a Disclosure Requirements) Regulations, 2015 to the Company.

Dear Sir/Madam,

With reference to the above-mentioned subject we would like to inform you that the Company is a lis entity on SME Platform of National Stock Exchange Limited (NSE-EMERGE). As per Regulation 15(2) SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, the compliance with corporate governance provisions as specified in regulations 17, 17A, 18, 19, 20, 21,22, 23, 24, 24A, 25, 27 and clauses (b) to (i) of sub-regulation (2) of regulation 46 and para C , D and E of Schedule V shall apply to the listed entity which has listed its specified securities on the SME Exchange.

Accordingly, the requirement regarding Annual Secretarial Compliance Report under Regulations 24A SEBI (Listing Obligation and Disclosure Requirements) (Amendment) Regulations, 2018 is not applica to our Company.

You are requested to kindly take the same on record.

Yours faithfully,
For Brand Concepts Limited
For Brand Concepts Limited
Swati Gupta
Company Secretary
Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016