



BRAND CONCEPTS LIMITED

CIN - L51909MP2007PLC066484
140/2/2, Musakhedi Square, Ring Road, Indore 452001 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 09.08.2023

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

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400001

Symbol: [BCONCEPTS]

Scrip Code: 543442

Subject: Revised Scrutinizer Report as per Regulation 44(3) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.

With reference to the above captioned subject, Brand Concepts Limited is herewith enclosing the Revised Scrutinizer Report of 15th Extra Ordinary General Meeting held on Thursday, 13th July, 2023 at 11:00 a.m. In pursuance to Regulation 44 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 as per requirement of the National Stock Exchange (NSE).

We hereby request to kindly take the notice of above information on your record.

Yours Sincerely,

For Brand Concepts Limited

Swati

Gupta

Swati Gupta

Company Secretary & Compliance Officer

Mem No. A33016

Digitally signed by
Swati Gupta
Date: 2023.08.09
17:08:05 +05'30'



**MANJU MUNDRA & CO.
COMPANY SECRETARIES**

122 Brajeshwari Extension, Behind Kalyan
Marble Near World Cup Square,

Indore MP 452016

Phone-4993107, 9303223239

Email-mmanjucs@gmail.com

REVISED SCRUTINIZER'S REPORT

[Pursuant to the provisions of section 108 and 109 of the Companies Act, 2013 read with Rules 20 (xii) of the Companies (Management and Administration) Rules, 2014 as amended]

Name of the Company	Brand Concepts Limited CIN: L51909MP2007PLC066484
Meeting	Extra-Ordinary General Meeting
Day, Date & Time	Thursday, 13th July 2023 at 11:00 A.M. (IST)
Deemed Venue	Registered office situated at 140/2/2 Musakhedi Square G.P.O. Indore MP 452001 IN
Mode	Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM")

To,
The Chairman,
Brand Concepts Limited
Extra-Ordinary General Meeting of the Shareholders

Subject: Revised Scrutinizer's Report on resolution passed through remote e-voting and voting electronically conducted pursuant to the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended and Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations,





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2015 at the Extra-Ordinary General Meeting of Brand Concepts Limited held on Thursday, 13th July 2023 at 11:00 A.M. (IST) through video conferencing ('VC') or other audio visual means ('OAVM')

1. I, Manju Mundra, Practicing Company Secretary (Membership No. 4431/C.P. No. 3454), having office at 122 Brajeshwari Extension, Behind Kalyan Marble Near World Cup Square, Indore MP 452016 have been appointed as the Scrutinizer by the Board of Directors of Brand Concepts Limited ("**the Company**") in their meeting held on 16-06-2023 for the remote e-voting as well as the e-voting by members at the Extra-Ordinary General Meeting ("EGM") of "the Company" held on Thursday, 13th July 2023 at 11:00 A.M. (IST) held through Video Conferencing ("VC") or Other Audio-Visual Means ("OAVM") pursuant to Section 108 of the Companies Act, 2013 ("the Act") read with Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended and in accordance with Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015 ("SEBI Listing Regulations") as amended. My responsibility as a Scrutinizer was to ensure that the voting process was conducted in a fair and transparent manner and submit a Scrutinizer's report on the voting on the resolutions based on the reports generated from the electronic voting system. This revised report is being issued at the request of the company due to certain developments after EGM.

The proceedings of the EGM will be deemed to be conducted at the Registered Office of the Company which shall be the deemed venue of the EGM.

I submit my report as under:

DISPATCH OF NOTICE

2. The Company has published an advertisement in The Free Press Journal, English newspaper and in Navshakti, Marathi Newspaper on 20th June, 2023 specifying the date and time of the EGM, availability of the notice on Company's website, and Stock Exchange website, manner of registration of email ids, manner of voting through remote e-voting and e-voting during the EGM etc.





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3. The Company has completed the dispatch of notice of EGM by email to all the members by 19th June, 2023 on the basis of the Register of Members and the list of beneficial owners made available by Big Share Services Private Limited, the Registrar and Transfer Agent (RTA) as email ids of all were registered with the Company in accordance with the MCA circulars.
4. The Company has hosted the notice of EGM on its website, website of CDSL, the agency providing the platform for remote e-voting and e-voting during EGM and also intimated the same to BSE timely.
5. The company had emailed corrigendum to the notice of Extra Ordinary General Meeting dated 06/07/2023 to the shareholders on 10/07/2023 by 5:21 p.m., and also published on 07/07/2023 in the same newspaper as it was published earlier, for disclosure of additional information as required by law; the information specified the "basis on which price has been arrived at", "Identity of the natural persons who are ultimate beneficial owners of the shares proposed to be allotted and/or who ultimately control the proposed allottees", "Certificate from Practising Company Secretary".
6. As per the requirement of the National Stock Exchange of India Limited, the company had again emailed the corrigendum to the notice of EGM dated June 19, 2023 on 20th July, 2023 (after the holding of EGM) to those shareholders who had voted without having knowledge of corrigendum i.e. shareholders who voted before receiving the corrigendum email on 10th July, 2023. The Company had provided an opportunity to aforesaid shareholders to raise concerns if any during a period of 3 days from 21st July, 2023 to 24th July, 2023. As per the confirmation given by the company no response has been received from any of the shareholders who had done remote e-voting on 10th July, 2023 i.e. before receiving the corrigendum to notice of EGM. A list of those shareholders who voted before 5:21 p.m. on 10th July, 2023 and did not respond on the email sent by the company on 20th July, 2023 is enclosed herewith as Annexure A. This report is in suppression to the revised scrutinizer report dated July 27, 2023 submitted to the stock exchanges on July 28, 2023.





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CUT OFF DATE

7. The shareholders of the Company holding shares as on the "cut-off" date of **Thursday, 6th July, 2023** were entitled to vote on the resolutions as contained in the Notice of the EGM.

MANAGEMENT RESPONSIBILITY

8. The Management of the company is responsible to ensure the compliance with the requirements of the Companies Act, 2013 and Rules relating to remote e-voting and e voting at EGM on the resolutions contained in the notice to the Extra-Ordinary General Meeting (EGM) of the members of the Company. My responsibility as a scrutinizer for the remote e-voting process is restricted to make a Scrutinizer's Report of the Votes cast "in favour" or "against" the resolutions, based on the reports generated from e-voting system provided by Central Depository Services (India) Limited (CDSL), the authorized agency engaged by the company to provide remote e-voting facilities and e-voting facility at the EGM.

REMOTE E-VOTING

9. The Company had availed the e-voting facility offered by Central Depository Services (India) Limited ("CDSL") at <https://www.evotingindia.com> for conducting remote e-voting by the Shareholders of the Company.
10. The voting period for remote e-voting commenced on 9:00 a.m. (IST) on Monday, 10th July, 2023 and ended on 5:00 p.m. (IST) on Wednesday, 12th July, 2023 and the CDSL e-voting platform was disabled thereafter.

VOTING AT EGM

11. In keeping view with Regulation 44(1) and 44(2) of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 and as prescribed under Rule 20(4)(xiii) of the Companies (Management & Administration) Rules, 2014 for the purpose of ensuring that Members who have cast their votes through remote e-voting do not vote again during the general meeting, the Scrutinizer shall have access after closure of period of





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remote e-voting and before the start of general meeting, to only such details relating to members who have cast their votes through remote e-voting, such as their names, DP ID & Client ID/ folios, number of shares held but not the manner in which they have voted.

12. Accordingly, CDSL, the remote e-voting agency provided us with the names, DP ID & Client ID / folios and shareholding of the members who had casted their votes through remote e-voting.
13. On completion of e-voting during the EGM, I unblocked the results of the remote e-voting and e-voting by members at the EGM on 13th July, 2023 in the presence of two witnesses, Mr. Palash Jain and Ms. Aayushi Mangal, who are not in the employment of the Company. They have signed at end in confirmation thereof. Thereafter, the details containing inter alia, list of shareholders, who voted "for" / "against" each of the resolution that were put to vote, were generated from the e-voting website of CDSL.
14. The votes received electronically (remote e-voting and e-voting at the EGM) were duly scrutinized and the shareholding was matched/confirmed with the Register of Members of the Company as provided by the RTA.

RESULTS

15. I submit herewith the Scrutinizer's Report on the Results of the remote e-voting and e-voting at the EGM based on the reports generated by CDSL copy of which is enclosed as **Annexure- "A"** and relied upon by me as under:

Number of members who cast their votes through remote e-voting and e-voting at EGM	Total no. of Votes cast by them	Total no. of valid votes	Total No. of invalid votes
25	6253210	6253210	0





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The resolution wise list is as under:

Resolution No. 1: Special Resolution

ISSUANCE OF EQUITY SHARES ON A PREFERENTIAL BASIS FOR AN AGGREGATE CONSIDERATION NOT EXCEEDING RS. 15,46,05,000 (Fifteen Crore, Forty Six Lacs and Five Thousand Only).

Manner of Voting	Votes in the favour of the resolution			Votes against the resolution			Invalid/ Abstained Votes
	No. of members	No. of Shares	%	No. of members	No. of Shares	%	No. of Shares
Remote E-voting	24	6253209	100	1	1	0	0
E-voting at EGM	0	0	0	0	0	0	0
TOTAL	24	6253209	100	1	1	0	0

16. The electronic data and all other relevant records relating to e-voting are under my safe custody and will be handed over to Ms. Swati Gupta, Company Secretary and compliance Officer, for preserving safely after the Chairman considers, approve and signs the minutes of the EGM.

17. The Resolution mentioned in the EGM Notice as per the details above stands passed under Remote E-voting and voting conducted at EGM electronically with the requisite majority and hence deemed to be passed as on the date of the EGM.





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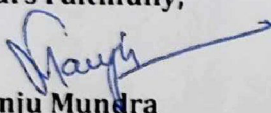
Indore MP 452016

Phone-4993107, 9303223239

Email-mmanjucs@gmail.com

18. The company may accordingly declare the result of the voting to the respective authorities.

Thanking You,
Yours Faithfully,

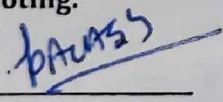

Manju Mundra
Practising Company Secretary
FCS: 4431 CP: 3454
UDIN: F004431E000766456

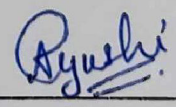
MANJU MUNDRA
Company Secretary
FCS 4431 CP 3454

Place: Indore

Date: 08-08-2023

The following were the witnesses to the unblocking the votes cast through remote e-voting.


Palash Jain


Aayushi Mangal

Countersigned by:
For Brand Concepts Limited


Ms. Swati Gupta
Company Secretary and compliance officer

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older Su	Memberid	Member Name	Address	No. of Shares	Resoluti on Number	No. of Votes for Yes	No. of Votes for No	No. of Votes for Abstain	Entity Voted	User ID	Date of Voting	Status of Vote	BR File name	POA File name
		DNYANESHWAR KAMALAKAR	D 304 RIDDHI SIDDHI SOC GORAI ROAD BEHIND RAMESHWAR BANK BORIVALI WEST MUMBAI											
Substatur	120437000043342	BHAGWAT	MAHARASHTRA INDIA 400091	1 000	1	0 000	1 000	0 000	INVESTOI	00433421	12043700 2023-07-10 16 33 33 0	VOTED	null	NONE
		ANURAG	4A 13 SANGEETA APTS JUHU RD SANTACRUZ WEST NR LIDO CINEMA MUMBAI											
Substatur	1208160001987961	KANIKA PANDIT	MAHARASHTRA INDIA 400049	2100 000	1	2100 000	0 000	0 000	INVESTOI	01987969	12081600 2023-07-10 15 54 36 0	VOTED	null	NONE
		ANURAG	FF-6 ESSEL APARTMENT 13/41 WEST PUNJABI BAGH NEW DELHI DELHI INDIA 110026	182 000	1	182 000	0 000	0 000	INVESTOI	11623471	12081600 2023-07-10 19 38 02 0	VOTED	null	NONE
		AYUSH GUPTA	4/1144 MAIN ROAD BHOLANATH NAGAR SHAHADARA DELHI DELHI INDIA 110032	1 000	1	1 000	0 000	0 000	INVESTOI	07635382	13041400 2023-07-10 09 36 41 0	VOTED	null	NONE
		ANIL S GABRIA	202 LORD SHIVA APT NR BEWAS CHOWK ULHASNAGAR 421001	10 000	1	10 000	0 000	0 000	INVESTOI	10392090	IN300214 2023-07-10 09 10 49 0	VOTED	null	NONE
		SATISH JAYANTILAL	D/6 1ST FLOOR IRE SOCIETY CHARAT SINGH COLONY ANDHERI GHATKOPAR LINK ROAD CHAKALA	1 000	1	1 000	0 000	0 000	INVESTOI	40102132	IN300636 2023-07-10 09 21 22 0	VOTED	null	NONE
		LEKHA SATISH	MUMBAI 400093 D/6 1ST FLOOR IRE SOCIETY CHARAT SINGH COLONY ANDHERI GHATKOPAR LINK ROAD CHAKALA	1 000	1	1 000	0 000	0 000	INVESTOI	40102157	IN300636 2023-07-10 09 57 43 0	VOTED	null	NONE
		RAJESH KEWALRAM	ANDHERI EAST MUMBAI 400093 BLOCK D 41 4TH FLOOR SELF HELP CD OP SOCIETY ST FRANCIS ROAD VILE PARLE WEST	1 000	1	1 000	0 000	0 000	INVESTOI	62620907	IN301549 2023-07-10 11 22 56 0	VOTED	null	NONE
		PARMOD KUMAR	MUMBAI 400056 702 URJAVIHAR C G H S SECTOR 45 FARIDABAD 121001	5 000	1	5 000	0 000	0 000	INVESTOI	10339406	IN302236 2023-07-10 13 37 24 0	VOTED	null	NONE
		JAIN	4454 GALI JATAN PAHARI DHIRAJ SADAR BAZAR DELHI 110006	1 000	1	1 000	0 000	0 000	INVESTOI	10082531	IN302994 2023-07-10 09 04 53 0	VOTED	null	NONE
				2303										

