

**Date:** 13-02-2026

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

**Sub: - Statement of deviation(s) or variation(s) for the quarter ended 31<sup>st</sup> December 2025 under regulation 32(1) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)**

Pursuant to Regulation 32(1) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015, a Statement confirming no deviation or variation in the utilization of proceeds raised through issuance of Warrants to promoter group of the company on preferential basis for quarter ended 31<sup>st</sup> December 2025 is enclosed herein, in the format as prescribed.

We request you to kindly take the above information on your record.

**Yours faithfully,  
For Brand Concepts Limited**

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

**Encl:** A/a

**STATEMENT ON DEVIATION OR VARIATION FOR PROCEEDS OF PUBLIC ISSUE, RIGHTS ISSUE,  
PREFERENTIAL ISSUE, QUALIFIED INSTITUTIONS PLACEMENT ETC.**

<b>Statement on deviation / variation in utilisation of funds raised</b>						
Name of listed entity		Brand Concepts Limited				
Mode of Fund Raising		Preferential Issue – Convertible Warrants				
Date of Raising Funds		23.09.2025				
Amount Raised (In Rs.)		4,99,89,500				
Report filed for Quarter ended		31-12-2025				
Monitoring Agency		NA				
Monitoring Agency Name, if applicable		NA				
Is there a Deviation/ Variation in use of funds raised		No				
If yes, whether the same is pursuant to change in terms of contract or objects which was approved by the shareholders		Not Applicable				
If yes, Date of shareholder Approval		Not Applicable				
Explanation for the Deviation/ Variation		Not Applicable				
Comments of the Audit Committee after review		No comment				
Comments of the auditors, if any		No comments from auditors				
Objects for which funds have been raised and where there has been a deviation, in the following table: Not Applicable						
Original Object	Modified Object, if any	Original Allocation (In Rs.)	Modified allocation, if any	Funds Utilized (In Rs.)	Amount of Deviation/ Variation for the quarter according to applicable object	Remarks, if any
Working Capital, Expansion of Manufacturing Facility, Investment in Brand Building & Acquiring New Brands.		4,99,89,500	-	7091822.78		-
<b>Deviation or variation could mean:</b>						
a. Deviation in the objects or purposes for which the funds have been raised or						
b. Deviation in the amount of funds actually utilized as against what was originally disclosed or						
c. Change in terms of a contract referred to in the fund-raising document i.e. prospectus, letter of offer, etc.						

For **Brand Concepts Limited**

**Swati Gupta**

**Company Secretary & Compliance Officer**

**M No. A33016**