

**Date:** 13.03.2026

To,  
**National Stock Exchange of India Limited**  
Listing & Compliance Department  
Exchange Plaza, 5<sup>th</sup> 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: Intimation under Regulation 30 of SEBI (LODR) Regulations, 2015 – Brand Concepts Limited Announces Tommy Hilfiger Travel Gear as Official Travel Partner of Lucknow Super Giants for IPL 2026 Season.**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform that Brand Concepts Limited, the official licensee for Tommy Hilfiger Travel Gear in India, has entered into a brand association with Lucknow Super Giants for the upcoming IPL 2026 season.

Under this association, Tommy Hilfiger Travel Gear has been appointed as the Official Travel Accessories Partner of the team. As part of this partnership, the team will be equipped with a curated range of premium travel accessories, including backpacks and luggage, designed to support the squad during their travel schedule throughout the tournament.

The association is expected to enhance brand visibility and reinforce the positioning of Tommy Hilfiger Travel Gear among aspirational and style-conscious consumers across India.

Please find attached the detailed press release for your information and records.

Thanking You.

For **Brand Concepts Limited**

Swati Gupta  
Digitally signed by Swati  
Gupta  
Date: 2026.03.13  
15:39:44 +05'30'

**Swati Gupta**  
**Company Secretary & Compliance Officer**  
**M No. A33016**

*Encl: A/a*

**Brand Concepts Limited Announces Tommy Hilfiger Travel Gear as  
Official Travel Partner of Lucknow Super Giants for the Indian Premier  
League 2026 Season**



**February 2026, India: Brand Concepts Limited (BCL)**, the official licensee for **Tommy Hilfiger Travel Gear** in India, today announced its association with **Lucknow Super Giants as the Official Travel Accessories Partner for the Indian Premier League 2026 season**. Celebrated for its distinctive blend of global style, innovation and functionality, Tommy Hilfiger Travel Gear will equip the squad with a curated range of **backpacks** and **Las Vegas Luggage**, supporting the team’s rigorous travel schedule while reinforcing the brand’s strong association with performance, movement and the modern lifestyle.

This association further reinforces Brand Concepts Limited’s strategic focus on expanding the footprint of Tommy Hilfiger Travel Gear in India through partnerships with high-impact sporting platforms. By collaborating with Lucknow Super Giants, a formidable and fast-growing franchise known for its competitive edge and strong fan following, the brand aligns itself with a team that embodies ambition and performance. As one of the most celebrated sporting events in the country, the Indian Premier League provides a compelling stage to connect with a nationwide audience of aspirational and style-conscious consumers.

Commenting on the association, **Mr Abhinav Kumar, CEO at Brand Concepts Limited**, said, *“Tommy Hilfiger Travel Gear represents a spirit of movement, performance and modern ambition. We are delighted to partner with Lucknow Super Giants for IPL 2026, as this collaboration reflects our shared commitment to resilience and excellence both on and off the field.”*

As IPL 2026 unfolds, this partnership is set to strengthen Tommy Hilfiger Travel Gear’s visibility across one of India’s most dynamic sporting platforms, reinforcing its positioning as the preferred travel companion for individuals who are constantly on the move. With performance at its core and style at its forefront, Brand Concepts Limited continues to drive meaningful brand associations that resonate with today’s ambitious and globally inspired consumers.

Tommy Hilfiger Travel Gear, the premium travel accessories brand synonymous with global style, innovation, and functionality, is proud to announce its association as the **Official Travel Partner of Lucknow Super Giants** for the IPL 2026 season.

This strategic partnership brings together two dynamic brands that embody performance, ambition, and modern lifestyle. As the official travel partner, Tommy Hilfiger Travel Gear will equip the Lucknow Super Giants squad with a curated range of premium luggage and travel

essentials designed to support the team through their rigorous travel schedule during the tournament.

The collaboration underscores Tommy Hilfiger Travel Gear's focus on blending style with functionality, ensuring that the players travel with comfort, durability, and iconic design, both on and off the field.

Lucknow Super Giants, known for their spirited gameplay and rapidly growing fan base, continue to strengthen their off-field partnerships with brands that resonate with their ethos of excellence and forward-thinking.

This association is set to elevate the travel experience of the team while reinforcing Tommy Hilfiger Travel Gear's presence in India's high-energy sporting ecosystem during one of the country's most celebrated sporting seasons.

**About Tommy Hilfiger Travel Gear**  
Tommy Hilfiger Travel Gear offers a premium range of luggage, backpacks, and travel accessories designed for the modern global traveller, combining timeless style with innovation and functionality.

**About Lucknow Super Giants**  
Lucknow Super Giants is a franchise cricket team competing in the Indian Premier League, representing the city of Lucknow and known for its competitive spirit and passionate fan following.