



BRAND CONCEPTS LIMITED

CIN - L51909MH2007PLC174702

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To,
National Stock Exchange of India Limited
Surveillance Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra East, Mumbai - 400051,

Date: 13.04.2022

Script Code: [BCONCEPTS]

Sub: Clarification regarding the price movement.

Dear Sir/Madam,

In reference to your letter dated 12.04.2022 regarding the price movement at the exchange. We would like to inform you that the company is in compliance with SEBI (LODR) regulations and has been promptly informing the stock exchanges on all events and information, which have a bearing on operation or performance of the company.

There is no undisclosed/price sensitive information or any impending announcement /corporate action which needs to be informed to the exchange at this point of time.

Besides information available in public domain, we are not aware of any specific reason/information causing sudden movement in the price of our shares. The movement in the share price is purely market driven and due to the prevailing market conditions. The management of the Company is in no way connected with such movement in prices of shares.

Further, we would like to assure you that the Company will, as required under SEBI (LODR) regulations 2015, continue to promptly inform the exchanges of all material events/information/actions.

We hope the above clarifies and request you to kindly take the same on your records please.

Thanking You

**Yours faithfully
For Brand Concepts Limited**


Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33106