

Date: 14.11.2025

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: Announcement for Extension and Expansion of Our Licensing Agreement with ABG Juicy Couture LLC.

Dear Sir/Madam,

We wish to inform you that Brand Concepts Limited has executed an amendment to its existing long-term licensing agreement with ABG Juicy Couture LLC, the brand owner and licensor of “**Juicy Couture**.”

In line with the Company’s increasing investments in marketing and brand-building initiatives, and with a view to further protect and strengthen its long-term strategic interests, the tenure of the licensing agreement has been extended by an additional 5 years, thereby converting it into a **10 + 10-year long-term arrangement**.

Further, the amendment also provides for the inclusion of select new product categories, including **apparel**, under the “**Juicy Couture**” brand portfolio. This expansion will enable the Company to broaden, diversify, and reinforce its product offerings in the Indian market.

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

**Yours faithfully,
For Brand Concepts Limited**

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