



BRAND
CONCEPTS

BRAND CONCEPTS LIMITED

CIN - L51909MH2007PLC174702

140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA

Phone: 91-731-422300, Fax- 4221222/444

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,

Date: 09th March 2021

Sub: Reply to Clarification regarding "Brand Concepts Limited to enter into new business with US based company 7E Wellness dt. 05th March 2021.

Dear Sir,

With reference to your mail dated 05th March 2021 regarding, regarding Clarification on Brand Concepts Limited to enter into new business with US based company 7E Wellness, kindly find point wise clarification.

1. Name of the target entity, details in brief such as size, turnover etc.-

There is no target entity. A new company is proposed to be incorporated in India with the name of "7E Wellness India Pvt Ltd". by our company and US based corporation 7E Wellness The object of the company is to carry on the business of Trader, Retailer, distributor, processors, purchasers, sellers, blenders, makers, exporter, importer, marketing, franchiser, researchers and otherwise dealers in all kinds and varieties of microcurrent machines and products for health, wellness and beauty, wellness & health care products, beauty and skin care products, cosmetic products, personal care products, non- prescribed drugs, health aids, glamour products, devices and lubricants.

2. Brief details of any governmental or regulatory approvals required for the acquisition:

The object of the business does not attract any government restriction as it is not the acquisition it is mutual consent of US Based company 7E Wellness and we "Brand Concepts Limited" for incorporating new Indian Private Limited Company with the above mention object.

3. Indicative time period for completion of the acquisition: NA

The operations in the new company will be started after incorporation of company.

Registered Office: Lotus Star, Plot No. D-5, Road No. 20, Marol MIDC,
Andheri East Mumbai - 400093 (MH)



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4. Cost of acquisition or the price at which the shares are acquired:

No cost of acquisition but investment in capital in the ratio of 51% by US Corporation and 49% by our company.

5. Nature of consideration - whether cash consideration or share swap and details of the same: NA

You are therefore requested to take this into your official records and oblige.

Thanking You,
Yours faithfully

For Brand Concepts Limited,


Abhinav Kumar
CFO & Whole Time Director
DIN: 06687880

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