

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,

**Date: 10<sup>th</sup> March 2021**

Sub: Reply to Clarification regarding "Brand Concepts Limited to enter into new business with US based company 7E Wellness dt. 09th March 2021.

Dear Sir,

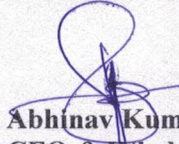
With reference to your mail dated 09th March 2021 regarding, regarding Clarification on Brand Concepts Limited to enter into new business with US based company 7E Wellness, kindly find point wise clarification.

**1. The price at which 49% of shares will be acquired.**

The proposed capital with which company will be incorporated is Rs. 1.5Cr which proportionately divided as 49% will be contributed by Brand Concepts Limited and 51% by 7E Wellness US. The matter will be considered in ensuing Board Meeting.

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**

