

Date: 15th March, 2021

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

Sub: - Notice of the Board Meeting to dated 20th March 2021.

Dear Sir,

We wish to inform you that as per the Regulation 29 (2) and other applicable Regulations, if any, of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby informed that a meeting of Board of Directors of the Company is scheduled to be held on Saturday, March 20th, 2021 at Corporate Office Musakhedi Square, Ring Road, Indore (M.P.) - 452001 to inter alia review, consider and approve.

- a) Investment as subscriber in proposed private company to be incorporated in India, and
- b) Grant of option under ESOP Scheme and other routine business.

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

Yours faithfully,
For Brand Concepts Limited


Swati Gupta
Company Secretary & Compliance Officer

Mem No: A33016