

Date: 16th June, 2023

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
Symbol: BCONCEPTS

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001

Scrip Code: 543442

Sub: Outcome of the Board Meeting of “Brand Concepts Limited” (Company) held on Friday, 16th June, 2023.

Dear Sir/Madam,

In furtherance of our earlier intimation dated 13th June, 2023 and pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulation 2015 we would like to inform you that the Board of Directors of the company at its meeting held on Friday, June 16th, 2023 which commenced at 04:30 P.M. and concluded at 05:10 P.M. have inter alia approved the following:

1. Preferential Issue of 5,00,000 (Five Lacs only) equity shares of the Company.

Issuance of 5,00,000 (Five Lacs only) Equity shares of face value of Rs. 10/- each ("Equity Shares"), on a preferential basis ("Preferential Issue") in accordance with Chapter V of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI ICDR Regulations"), as amended, and other applicable laws, at a price of Rs. 309.21/- per Equity Share aggregating tot 15,46,05,000 /- (Rupees Fifteen Crores Forty-Six Lacs and Five thousand Only), subject to the approval of the Members of the Company and such regulatory/ statutory authorities as may be applicable. The information in this regards pursuant to Regulation 30 of the SEBI Listing Regulations read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015, is enclosed as **Annexure I** to this letter.

2. Approval of Notice of Extra Ordinary General Meeting to be held on 13th July 2023.

The Board has also approved Notice for convening of an Extra Ordinary General Meeting of the Members of the Company to be held on 13th July, 2023 for seeking their approval for the aforementioned Preferential Issue.

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

**Thanking You,
Yours faithfully**

For Brand Concepts Limited,

Swati

Gupta

Swati Gupta

Company Secretary & Compliance Officer

Mem No.: ACS 33016

Digitally signed by
Swati Gupta
Date: 2023.06.16
17:17:26 +05'30'

Annexure I
Disclosures a required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

S.no.	Particulars	Description																																				
1.	Type of securities proposed to be issued	Equity shares																																				
2.	Type of issuance	Preferential Issue in accordance with the provisions of the Companies Act, 2013 and the rules made thereunder and SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("ICDR Regulations") and other applicable laws.																																				
3.	Total number of securities proposed to be issued or the total amount for which the securities will be issued (approximately)	5,00,000 equity shares of face value of Rs. 10/per shares to be issued at Rs. 309.21/- per Equity shares arrived as per the relevant provisions of SEBI ICDR Regulations, aggregating to Rs. 15,46,05,000 /- (Rupees Fifteen Crores Forty-Six Lacs and Five thousand Only).																																				
4.	Additional information in case of preferential issue:																																					
(i)	Name of the Investor	<table><tr><th>S.no.</th><th>Name of proposed investors</th><th>Maximum number of Equity shares to be allotted</th></tr><tr><td>1.</td><td>Augmenta Value Trust</td><td>1,50,000</td></tr><tr><td>2.</td><td>Sugandhi Agarwal</td><td>1,50,000</td></tr><tr><td>3.</td><td>Vineet Kaul</td><td>1,00,000</td></tr><tr><td>4.</td><td>Surendra Kumar Jain</td><td>1,00,000</td></tr><tr><td></td><td>Total</td><td>5,00,000</td></tr></table>	S.no.	Name of proposed investors	Maximum number of Equity shares to be allotted	1.	Augmenta Value Trust	1,50,000	2.	Sugandhi Agarwal	1,50,000	3.	Vineet Kaul	1,00,000	4.	Surendra Kumar Jain	1,00,000		Total	5,00,000																		
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(ii)	Post allotment of securities - outcome of the subscription, issue price / allotted price (in case of convertibles), number of investors	<table><tr><th colspan="6">Outcome of the subscription:</th></tr><tr><th colspan="2">Particulars</th><th colspan="2">Pre-preferential Allotment Shareholding</th><th colspan="2">Post preferential Allotment Shareholding # (Assuming the full allotment of 500000 equity shares.)</th></tr><tr><td colspan="2">Augmenta Value Trust</td><td>Nil</td><td>0</td><td>1,50,000</td><td>1.35%</td></tr><tr><td colspan="2">Sugandhi Agarwal</td><td>Nil</td><td>0</td><td>1,50,000</td><td>1.35%</td></tr><tr><td colspan="2">Vineet Kaul</td><td>4,338</td><td>0.04%</td><td>104338</td><td>0.94%</td></tr><tr><td colspan="2">Surendra Kumar Jain</td><td>52,559</td><td>0.50%</td><td>1,52,559</td><td>1.38%</td></tr></table>	Outcome of the subscription:						Particulars		Pre-preferential Allotment Shareholding		Post preferential Allotment Shareholding # (Assuming the full allotment of 500000 equity shares.)		Augmenta Value Trust		Nil	0	1,50,000	1.35%	Sugandhi Agarwal		Nil	0	1,50,000	1.35%	Vineet Kaul		4,338	0.04%	104338	0.94%	Surendra Kumar Jain		52,559	0.50%	1,52,559	1.38%
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(iii)	in case of convertibles- intimation on conversion of securities or on lapse of the tenure of the instrument;	NA																																				
5.	Any cancellation or termination of proposal for issuance of securities including reasons thereof	NA																																				