

**Date: 16<sup>th</sup> September, 2022**

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

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

**Symbol: BCONCEPTS**

**Scrip Code: 543442**

**Sub: Disclosure under Regulation 7(2) of SEBI (Prohibition of Insider Trading) Regulation, 2015.**

Dear Sir,

Pursuant to Regulation of 7(2) of Securities Exchange Board of India (Prohibition of Insider Trading), Regulation, 2015 we are hereby disclosing that IFF Overseas Private Limited (Promoter) is disposing shares equivalent to 2,70,214 (Two Lakhs Seventy Thousands Two Hundreds and Fourteen Only) equity shares of Brand Concepts Limited in the Open Market.

Please find enclosed herewith the necessary disclosure under Regulation 7(2) read with Regulation 6(2) of SEBI (Prohibition of Insider Trading), Regulation 2015.

Please take this in record as compliance.

Thanking You,

**Yours faithfully**

**For Brand Concepts Limited,**

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

**FORM C**  
**SEBI (Prohibition of Insider Trading) Regulations, 2015**  
**[Regulation 7 (2) read with Regulation 6(2) – Continual Disclosure]**

Name of the company: **BRAND CONCEPTS LIMITED**  
 ISIN of the company: **INE977Y01011**

Details of change in holding of Securities of Promoter, Member of the Promoter Group, Designated Person or Director of a listed company and immediate relatives of such persons and other such persons as mentioned in Regulation 6(2).

| Name, PAN, CIN/DIN, & address with contact nos.                                                                                                                                          | Category of Person (Promoter/Member of the promoter group/designated person/Director/s/Immediate relative to/other entities etc.) | Securities held prior to acquisition/disposal | No. and % of share holding | Type of securities (For eg. Shares, Warrants, Convertible Debentures, Rights entitlements etc.) | Securities acquired/Disposed | No.             | Value | Transaction Type (Purchase/sale/Pledge/Revocation/Invocation/Others-please specify) | Securities held post acquisition/disposal | Type of securities (For eg. Shares, Warrants, Convertible Debentures, Rights entitlements etc.) | No. and % of share holding | Date of allotment advice/ acquisition of shares/ disposal of shares, specify | From        | To        | Date of intimation to company | Mode of acquisition /disposal (on market/public/ rights/ preferential offer/ off market/ Inter-se transfer, ESOPs, etc.) | Exchange on which The trade was executed |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|----------------------------|-------------------------------------------------------------------------------------------------|------------------------------|-----------------|-------|-------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------------------------------------------------------------|----------------------------|------------------------------------------------------------------------------|-------------|-----------|-------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| Name: IFF Overseas Private Limited<br>PAN: <b>AAACI315BA</b><br>CIN: U51102MP1994PTC008165<br>Address: Ring Road Square, Musakhedi, Indore. MP 452001 IN<br>Email: iffgroup@iffgroup.com | Promoter                                                                                                                          | Equity shares                                 | 588000<br>5.55%            | Equity Shares                                                                                   | 2,70,214<br>2.55%            | 5,01,92.3<br>27 | Sale  | Equity Shares                                                                       | 3,17,786<br>3.00%                         | 14.09.2022                                                                                      | 15.09.2022                 | 16.09.2022                                                                   | Market Sell | NSE & BSE |                               |                                                                                                                          |                                          |
|                                                                                                                                                                                          |                                                                                                                                   |                                               |                            |                                                                                                 |                              |                 |       |                                                                                     |                                           |                                                                                                 |                            |                                                                              |             |           |                               |                                                                                                                          |                                          |

For IFF Overseas Private Limited, "Securities" shall have the meaning as defined under regulation 2(1)(i) of SEBI (Prohibition of Insider Trading) Regulations, 2015.

(ii) Value of transaction excludes taxes/brokerage/any other charges

Director

Details of trading in derivatives on the securities of the company by Promoter, member of the promoter group, designated person or Director of a listed company and immediate relatives of such persons and other such persons as mentioned in Regulation 6(2).

| Trading in derivatives (Specify type of contract, Futures or Options etc.) |                         |                |                                        |                |                                        | Exchange on which the trade was executed |
|----------------------------------------------------------------------------|-------------------------|----------------|----------------------------------------|----------------|----------------------------------------|------------------------------------------|
| Type of contract                                                           | Contract specifications | Buy            |                                        | Sell           |                                        |                                          |
|                                                                            |                         | Notional Value | Number of units (contracts * lot size) | Notional Value | Number of units (contracts * lot size) |                                          |
| NA                                                                         | NA                      | NA             | NA                                     | NA             | N A                                    | NSE/BSE                                  |

Note: In case of Options, notional value shall be calculated based on Premium plus strike price of options.

Name & Signature: Prateek Maheshwari

Designation: Director/Authorised Signatory (Seller)

Date: 16.09.2022

Place: Indore

For IFFOVERSEAS PVT. LTD.  
Director