



# BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484

4<sup>th</sup> Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,  
Bicholi Mardana, Indore, Madhya Pradesh, India - 452016

Phone: 91-731-4223000, Fax- 4221222/444

Email: [info@brandconcepts.in](mailto:info@brandconcepts.in)

**Date: 17-07-2025**

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

**Sub: Commencement of Commercial Production at Newly Established Manufacturing Plant of Brand Concepts Limited, located at Vikram Udyog Puri, Ujjain (M.P.)**

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para B of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that **Brand Concepts Limited** has successfully commenced **commercial production** at its newly established **manufacturing plant** located at **Vikram Udyog Puri, Ujjain, Madhya Pradesh** effective from **16<sup>th</sup> July 2025**.

The plant has been set up across 8 acres of industrial land, with Phase 1 development covering 1 acre, with an installed capacity of **3Lacs+** units per annum. This manufacturing plant represents a significant leap in our operational and industrial capabilities. Purposefully designed to align with our forward-looking business strategy, the plant is dedicated to the production of **Premium Luggage, Polycarbonate & ABS+PC** reinforcing our positioning as a leading player in the lifestyle accessories and products.

Our State-of-the-art plant is equipped with cutting edge machinery featuring **technologically advanced machinery, digitally integrated assembly lines, and high-precision quality assurance lab**, our setup ensures **production efficiency, global quality standards and scalable growth**, reflecting our commitment to creating a future-ready manufacturing environment.

With the commencement of production facility, Brand Concepts Limited takes a definitive step forward in enhancing its manufacturing footprint and increasing its self-reliance in core product categories. This strategic development not only augments our production capabilities but also strengthens our value proposition in terms of **delivery timelines, quality assurance, and innovation-led design execution**.

We are also delighted to share a few glimpses of this newly operational manufacturing plant, which stands as a symbol of our continuous pursuit of excellence in manufacturing and product innovation.

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

**Thanking you,**

**Yours faithfully,**

***For Brand Concepts Limited***

**Swati Gupta**

**Company Secretary & Compliance Officer**

**Membership No.: A33016**

