

Date: 18.01.2023

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,

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

Symbol: [BCONCEPTS]

Scrip Code : 543442

Sub: Opening of our New Store at Sarath City Capital Mall, Hyderabad, Telangana in the name of “BAGLINE”.

Dear Sir/Madam,

With reference to the above captioned subject, we are delighted to inform the Exchange, Investors and Public at large that our company has added one more store in our bunch in the name of “**BAGLINE**” at 1F-141, 1st Floor, Sarath City Capital Mall, Gachibowli - Miyapur Rd, Whitefields, HITEC City, Kondapur, Telangana 500084 on Tuesday January 17th, 2023.

We request you to kindly take the above information in your records. .

Thanking You

**Yours faithfully
For Brand Concepts Limited**

Swati Digitally signed
by Swati Gupta
Date:
Gupta 2023.01.18
15:04:50 +05'30'

**Swati Gupta
Company Secretary & Compliance Officer
(M. No.: ACS 33016)**

BAGLINE



TOMMY



