



BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484
4th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,
Bicholi Mardana, Indore – 452016 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 18th June, 2025

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,

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

Symbol: BCONCEPTS

Scrip Code: 543442

Sub: Announcement for Adding New Brand “Off-White” to our Brand Portfolio.

Dear Sir/Madam,

In pursuance of regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we are pleased to announce that your company Brand Concepts Limited has entered a long-term distribution contract with Sportlux General Trading FZCO for ‘**Off-White**’ Brand to launch their products in India.

Enclosed herewith the glance for the same.

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

**Yours faithfully,
For Brand Concepts Limited,**

**Swati Gupta
Company Secretary & Compliance Officer**



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Brand Concepts Partners with Sportlux to Bring Global Fashion Powerhouse Off-White™ to the Indian Market.

Brand Concepts Ltd is pleased to inform the exchanges that Brand Concepts Limited has entered into a long-term distribution contract with **Sportlux General Trading FZCO**, a distinguished global distributor of luxury brands. This strategic agreement grants Brand Concepts Limited the rights to launch and operate the iconic fashion and lifestyle brand, **Off-White™**, in the Republic of India.

Under the terms of the agreement, Brand Concepts Ltd. will be responsible for the exclusive distribution and retail of a comprehensive range of Off-White™ products. The categories covered under this contract include, but are not limited to:

- Men's, Women's, Boy's and Girl's ready-to-wear apparel
- Footwear
- Bags, wallets, and belts
- Swimwear and other fashion accessories

This collaboration marks a pivotal expansion for Brand Concepts Ltd. into the high-fashion and luxury apparel segment. The introduction of Off-White™, a cultural phenomenon and a leader in luxury streetwear, strategically positions the company to cater to the discerning and aspirational Indian consumer.

Mr. Abhinav Kumar, Co-founder of Brand Concepts Ltd., commented on the agreement, "Partnering with Sportlux to bring Off-White™ to India is a landmark achievement for our company. This isn't just about launching a brand; it's about introducing a cultural movement to the Indian market. The comprehensive product portfolio, from apparel to footwear and accessories, allows us to offer a complete Off-White™ experience. We are poised to leverage our retail expertise to build a powerful presence for Off-White™ and solidify our leadership in the premium and luxury fashion landscape in India."

The first collection is anticipated to be launched in Q4 of the current financial year (FY 2025-26) and will be available through exclusive brand outlets, Modern Retail Outlets and select Lux e-commerce platforms and D2C website.

Joint Press Note to follow soon.