BRAND CONCEPTS LIMITED
CIN – L51909MH2007PLC174702
140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444

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,

Date: 18.06.2020

Script Code: **[BCONCEPTS]**

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulation 2015, - Disclosure relating to impact of COVID-19 pandemic on the Company.

Dear Sir/Madam,

Pursuant to SEBI Circular SEBI/HO/CFD//CMD1/CIR/P/2020/84 dated May 20, 2020, please find enclosed herewith disclosure on Material Impact of COVID-19 pandemic on the Company.

This is for your information and record.

Thanking You

Yours faithfully
For Brand Concepts Limited

For Brand Concepts Limited

Director

Abhinav Kumar
Whole Time Director
DIN: 06687880

Material Impact of Covid-19

Impact of Covid-19 pandemic on the business:- The COVID-19 is spreading throughout the world, including India which affected the business substantially from mid of March, 2020 due to closure of malls and shop across the country which had impacted the sale of the company for the Q4 2019-20.

Schedule, if any, for restarting the operations: - Following the guidelines and condition issued by the Central/State Governments and appropriate authorities head office with the partial strength is resumed with effect from 25th May 2020. Further to this remaining employees are still working from home.

Steps taken to ensure the smooth functioning of the business:- We are trying our best to fight with COVID-19 implications and also strictly following the government guidelines and taking all safety measures for the staff with strict social distancing norms.

Estimation of the future impact of COVID-19 on its operational results and financial health:- The future impact of COVID-19 will depend on the future spread of COVID-19. Therefore, if spread of COVID-19 is reduced or controlled in near future we will try our best to normalize our operation soon.

Our business is largely dependent on the retail sector including Malls, showrooms which are badly affected in current scenario. There are less hopes of revival of turnover with the current category of product. So we will definitely try to come up with the launch of new category of product. We already started selling the outdoor face Mask of our existing Brands.

Capital and financial resources, profitability and Liquidity Position:- Financial Results for the year ended on March, 31 2020 are in the stage of preparation. Profitability and liquidity position will be disclosed in the Financial Results of March 31, 2020.

Ability to service debt and other financing arrangement:- COVID-19 has certainly brought many challenges and uncertainties to the business. However, company is making all the efforts to pay the loans or other debts to the concern parties. As we all know that COVID-19 consequences continue to evolve and the lockdown is still not fully lifted, hence it is not feasible for us to estimate the

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Director

condition of retailers. So, there are some delays in payment and receivables, but we are confident that this temporary in nature.

Asset:- None of our assets got impaired due to COVID-19 effect till date.

Internal Financial reporting and control:- All the internal financial reporting and controls have been maintained adequately.

Supply Chain:- Due to imposition of restriction by government at various levels, we are and will suffer in supply chain till June, 20.

Demand for the Product:- Since the Company products falls under the non-essential categories, the demand for its product will remain low and will tend to witness a recovery in demand once the situations get normalize.

Existing Contracts/ Agreements where non fulfillment of the obligations by any party will have significant impact on the listed entity's business:- There is no such contracts/arrangement which will lead to non-fulfillment of the obligations by any party or shall have any significant impact on the business.

Other relevant material updates about the listed entity's business:- We are trying very hard to comply with all the regulatory requirements and all the compliance till date has been done on time. The Company is facing Challenges in completing the closure and audit of book of accounts due to implied restriction.

For Brand Concepts Limited

Director