



BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484
4th 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

Date: 19.11.2025

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 Jesejeebhoy Towers
Dalal Street,
Mumbai – 400001

Symbol: [BCONCEPTS]

Scrip Code: 543442

Subject: Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 regarding Intimation of “In-Principle” approval for issuance of 6,10,000 warrants aggregating to Rs. 19,99,58,000 Convertible into Equity Shares of the Company on a preferential basis to Promoter Group of the Company.

Dear Sir/ Madam,

We hereby inform you that the Stock Exchange i.e. NSE Limited and BSE Limited has granted “In Principle” approval vide Letter No. Ref: NSE/LIST/51056 and LOD/PREF/GB/FIP/1204/2025-26 dated 19th November, 2025 respectively for issuance of 6,10,000 Warrants convertible into equity shares of the company on preferential basis to promoter group of the company aggregating to Rs. 19,99,58,000 (Nineteen Crores Ninety Lakhs Fifty-Eight Thousand Only) at an issue price of not less than Rs. 327.80 per warrant.

We request to take the above intimation on your records.

For Brand Concepts Limited

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