



BRAND
CONCEPTS

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

Date: 20.03.2021

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,

Script Code: [BCONCEPTS]

Sub: Outcome of the Board Meeting of "Brand Concepts Limited" (Company) held on Saturday 20th day of March 2021 at 12:00 pm.

Dear Sir,

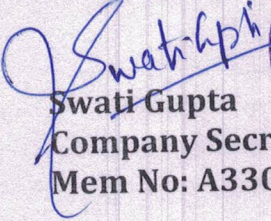
The Board of Directors of the Company at their meeting held on 20th March 2021 at 12:00 pm, at the corporate office of the Company situated at 140/2/2, Musakhedi Square, Ring Road, Indore - 452010, inter alia transacted the following businesses.

- 1) Considered and approved the Investment of Rs. 73,50,000 in the company to be incorporated with the name of **"7E Wellness India Private Limited"**.
- 2) Approved the Grant of Option of 75000 shares to the eligible employees of the company under the Employee Stock Option Plan Scheme titled as ESOP-2020.

The meeting was commenced at 12:00 pm and got concluded at 01:05 pm.

You are therefore requested to take this into your official records and oblige.

**Thanking You
Yours faithfully
For Brand Concepts Limited**

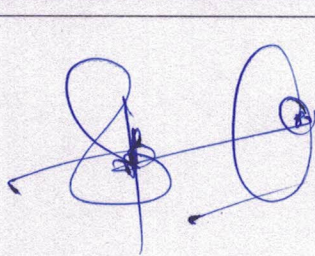

Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016



Registered Office: Lotus Star, Plot No. D-5, Road No. 20, Marol MIDC,
Andheri East Mumbai - 400093 (MH)

Investment in 7E Wellness India Private Limited

S.No	Particulars	
1	Proposed Name of the Company	7E Wellness India Private Limited
2	Investment	73,50,000
3	Object of the Company	One which will revolutionize the beauty industry in India and to make the Indian beauty market free from invasive surgical procedures and make widespread the use of advanced micro-current machines and technologies for health, wellness and beauty. The company aims to use E-commerce platforms as well as offline markets and these shall be the tools to reach customers at large.



Terms and Condition for Grant of Option under ESOP-2020

Sr No.	Particulars	Details
1.	Brief details of options granted	75,000 (Seventy Five Thousand) Options to the eligible employees of the Company as determined by the Nomination, Remuneration and Compensation Committee
2.	Total number of shares covered by these options	75,000 (Seventy Five Thousand) Equity shares of Rs. 10/- each (each option is convertible into 1 equity share of Rs. 10/- each)
3.	Exercise Price	Rs. 25/- per option upon exercise of stock option
4.	Time within which option may be exercised	The Vested Options shall be exercisable within a period of 3 (three) months from the date of vesting of the Options
5.	Options lapsed	During resignation/surrender/termination if not exercise within time limit prescribed.
6.	Brief details of significant terms	Vesting Schedule: • At the end of the 1st year from the Grant Date - 33% • At the end of the 2nd year from the Grant Date - 33% • At the end of the 3rd year from the Grant Date - 33%
7.	Diluted earnings per share pursuant to issue of equity shares on exercise of options.	NA. No options have been exercised yet

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