

Date: 20th March, 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

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

Symbol: BCONCEPTS

Scrip Code: 543442

Sub: Outcome of the Board Meeting of "Brand Concepts Limited" (Company) held on Monday, 20th March, 2023 at 04:10 p.m.

Dear Sir/Madam,

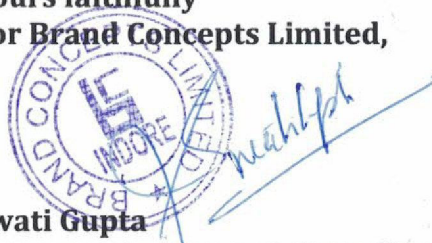
In compliance with Regulation 30(2) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with circular no. CIR/CFD/CMD/4/2015 dated September 09, 2015, it is hereby informed that the Board of Directors of the Company at their meeting held on 20th March, 2023 at 04:10 p.m. inter alia transacted the following business.

- The first Interim Dividend is declared by the company at Rs. 0.50 per equity share of face value of Rs. 10 (5%) for financial year 2022-23 which will be paid to the shareholders whose name appear on the Register of Members of the Company on the Record Date which is 29th March, 2023 fixed for the purpose.

The meeting commenced at 04:10 p.m. and was concluded at 5:10 p.m.

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

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


**Swati Gupta
Company Secretary & Compliance Officer
Mem No. A33016**