

**Date:** 21.05.2026

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: Report under Regulation 10(7) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Dear Sir/Madam,

With reference to the captioned subject, Brand Concepts Limited (the “**Company**”) has received the enclosed report along with supporting documents from Mr. Prateek Maheshwari, Member of Promoter Group pursuant to Regulation 10(7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“**SEBI SAST Regulations**”), in relation to the off-market inter-se transfer of 1,624,220 (Sixteen Lakhs Twenty Four Thousand Two Hundred and Twenty) equity shares of the Company from Mr. Pradeep Maheshwari, the promoter of the Company.

Please note that this transaction, being an inter-se transfer of shares between Mr. Pradeep Maheshwari & Mr. Prateek Maheshwari, falls within the exemption provided under Regulation 10(1)(a)(i) of the SEBI SAST Regulations.

We kindly request you that this information be taken on record and suitably disseminated to all concerned.

Thanking you,

For **Brand Concepts Limited**

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

Date: 21.05.2026

<b>Securities &amp; Exchange Board of India,</b>  SEBI Bhawan, Plot No. C4-A, 'G' Block, Bandra Kurla Complex, Bandra (East), Mumbai- 400051	<b>National Stock Exchange of India Limited,</b>  Listing Department, Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East) Mumbai – 400051  Scrip Symbol: <b>BCONCEPTS</b>	<b>BSE Limited,</b>  Listing Department, Phiroze Jeejeeboy Towers Dalal Street, Mumbai - 400001  Scrip Code: <b>543442</b>	<b>Brand Concepts Limited</b>  Company Secretary & Compliance Officer  04 <sup>th</sup> Floor, UNO Business Park, Bypass Road, Opp. Sahara City, Bicholi Mardana Indore, MP - 452016
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Dear Sir/ Madam,

**Sub: Filing of Report under Regulation 10(7) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.**

With reference to the captioned subject, we have enclosed herewith the disclosure in the prescribed format under Regulation 10(7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“**SEBI SAST Regulations**”) in respect of the proposed acquisition of 1,624,220 (Sixteen Lakhs Twenty Four Thousand Two Hundred and Twenty) equity shares constituting 13.01% (Thirteen Point Zero One percent) of the total shareholding capital of Brand Concepts Limited, through an off-market inter se transfer from Mr. Pradeep Maheshwari (Promoter of Brand Concepts Limited) to Mr. Prateek Maheshwari (Member of Promoter Group).

The respective intimations and reports as required under Regulation 10(5) & 10(6) of the SEBI SAST Regulations have already been submitted with NSE, BSE & Brand Concepts Limited.

Please note that this transaction, being an inter-se transfer of shares between Mr. Pradeep Maheshwari & Mr. Prateek Maheshwari, falls within the exemption provided under Regulation 10(1)(a)(i) of the SEBI SAST Regulations.

Further the applicable fee of INR 1,50,000 (One Lakh Fifty Thousand Only) plus GST @18% OF INR 27,000 (Twenty-Seven Thousand Only) aggregating to amount INR 1,77,000 (One Lakh Seventy-Seven Thousand Only) has been remitted through RTGS/ NEFT having **NEFT UTR NO. SBIN326139301239** dated 19.05.2026

We kindly request you to take this information on record.

**Prateek Maheshwari**

Member of Promoter Group – Brand Concepts Limited  
DIN:00039340

**CC:**

Company Secretary & Compliance Officer  
Brand Concepts Limited  
04<sup>th</sup> Floor, UNO Business Park, Bypass Road, Opp. Sahara City,  
Bicholi Mardana Indore, MP – 452016

**Encl: A/a**

**Annexure- I****Regulation 10(7) – Report to SEBI in respect of any acquisition made in reliance up on exemption provided for in regulation 10(1)(a)(i) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

<b>1</b>	<b>General Details</b>		
	a.	Name, address, telephone no., e-mail of Acquirer(s) {In case there are multiple acquirers, provide full contact details of any one acquirer (the correspondent acquirer) with whom SEBI shall correspond.}	Mr. Prateek Maheshwari Address: 09, Pragati Vihar, Bicholi Mardana Indore, Madhya Pradesh -452016 Email: <a href="mailto:prateek@brandconcepts.in">prateek@brandconcepts.in</a>
	b.	Whether sender is the acquirer (Y/N)	Yes
	c.	If not, whether the sender is duly authorized by the acquirer to act on his behalf in this regard (enclose copy of such authorization)	-
	d.	Name, address, Tel. no. and e-mail of sender, if the sender is not the acquirer	-
<b>2.</b>	<b>Compliance of Regulation 10(7)</b>		
	a.	Date of report	21.05.2026
	b.	Whether report has been submitted to SEBI within 21 working days from the date of the acquisition	Yes
	c.	Whether the report is accompanied with fees as required under Regulation 10(7)	Yes, the applicable fee of INR 1,50,000 (One Lakh Fifty Thousand Only) plus GST @18% OF INR 27,000 (Twenty-Seven Thousand Only) aggregating to amount INR 1,77,000 (One Lakh Seventy-Seven Thousand Only) has been remitted through RTGS/NEFT having NEFT UTR NO. SBIN326139301239 dated 19.05.2026
<b>3.</b>	<b>Compliance of Regulation 10(5)</b>		
	a.	Whether the report has been filed with the Stock Exchanges where the shares of the Company are listed within 4 working days of the acquisition	Yes
	b.	Date of Report	04-05-2026
<b>4.</b>	<b>Compliance of Regulation 10(6)</b>		
	a.	Whether the report has been filed with the Stock Exchanges where the shares of the Company are listed within 4 working days of the acquisition	Yes

	b.	Date of Report	12-05-2026			
<b>5.</b>	<b>Details of the Target Company (TC)</b>					
	a.	Name & address of TC	Brand Concepts Limited 04 <sup>th</sup> Floor, UNO Business Park, Bypass Road, Opp. Sahara City Bicholi Mardana Indore, MP -452016			
	b.	Name of the Stock Exchange(s) where the shares of the TC are listed	NSE & BSE			
<b>6.</b>	<b>Details of the acquisition</b>					
	a.	Date of Acquisition	08-05-2026			
	b.	Acquisition Price Per Share (In Rs.)	Not Applicable. As it is inter-se transfer by way of gift.			
	c.	Regulation which would have triggered had the report not been filed under Regulation 10(7) (whether Regulation 3(1), 3(2), 4 or 5)	Regulation 3(2)			
	d.	Shareholding of acquirer/s and PACs individually in TC (in terms of no. & as a percentage of the total share / voting capital of the TC)(*)	<b>Before the acquisition</b>		<b>After the acquisition</b>	
			No. of Shares	% w.r.t total share capital /voting rights of TC (*)	No. of Shares	% w.r.t total share capital /voting rights of TC
		Name of the acquirer(s)(**) <b>Prateek Maheshwari</b>	1376154	11.03 %	3000374	24.04%
	e.	Shareholding of seller/s in TC (in terms of no. & as a percentage of the total share / voting capital of the TC)(*)	<b>Before the acquisition</b>		<b>After the acquisition</b>	
			No. of Shares	% w.r.t total share capital /voting rights of TC (*)	No. of Shares	% w.r.t total share capital /voting rights of TC
		Name of the seller(s)(**) <b>Pradeep Maheshwari</b>	2468853	19.78 %	844633	6.77%
<b>7</b>	<b>Information specific to the exemption category to which the instant acquisition belongs) – Regulation 10(1)(a)(i)</b>					
	a.	Provide the name of seller/s	Mr. Pradeep Maheshwari Promoter of TC			
	b.	Specify the relationship between the acquirer/s and the seller/s	The acquirer and seller are immediate relatives. The acquirer is member of promoter group and seller is promoter of Target Company.			
	c.	Confirm that the acquirer(s) and the seller/s satisfy the relationship as defined in Regulations 10(1)(a)(i) of the Takeover	Yes, the acquirer and seller satisfy the relationship as defined in Regulations 10(1)(a)(i) of the Takeover Regulations.			

		Regulations.	
	d.	If shares of TC are frequently traded, VWAP of such shares for a period of sixty trading days preceding the date of issuance of notice regarding the proposed acquisition of the stock exchange where the TC is listed	Not Applicable. As transaction is undertaken inter-se by way of gift.
	e.	If the shares of TC are Infrequently traded, the prices as determined in terms of clause (e) of sub regulation (2) of regulation 8.	Not Applicable.
	f.	Confirm whether the acquisition price per share is not higher by more than twenty five percent of the price as calculated in (d) or (e) above as applicable.	Not Applicable. There is no consideration as transaction is undertaken inter-se by way of gift.
	g.	Date of issuance of notice regarding the proposed acquisition to the stock exchange where the TC is listed	May 04, 2026
	h.	1. Whether the acquirers as well as sellers have complied (during 3 years prior to the date of acquisition) with the provisions of Chapter V of the Takeover Regulations  2. If yes, specify applicable regulation(s) as well as date on which the requisite disclosures were made and furnish copies of the same.	Yes, both the acquirer and seller have complied with the applicable disclosures requirements under Chapter V of the Takeover Regulations, 2011.  Yes all the applicable disclosures as specified w.r.t Regulation 10(5), 10(6) and Regulation 29(2) of SEBI (SAST) Regulations, 2011 and Disclosure Under Regulation 4(1) Of The Securities And Exchange Board Of India (Prohibition Of Insider Trading) Regulations, 2015 ('Insider Trading Regulations') Paragraph 8.1(A) Of The Code Of Conduct For Prevention Of Insider Trading Of Brand Concepts Limited (The 'Code'); And Under Regulation 7(2) Of The Insider Trading Regulations is attached as an annexure below.
	i.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a)(i) with respect to exemptions has been duly complied with.	Yes, the acquirer hereby declares that all the conditions specified under regulation 10(1)(a)(i) with respect to exemptions has been duly complied with.

I hereby declare that the information provided in the instant report is true and nothing has been concealed therefrom.

**Prateek Maheshwari**

Member of Promoter Group – Brand Concepts Limited

**DIN:00039340**

**Note: -**

(\* ) In case, percentage of shareholding to the total capital is different from percentage of voting rights, indicate percentage of shareholding and voting rights separately.

(\*\* ) Shareholding of each shall be shown separately as well as collectively.

**Date: 04-05-2026**

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

**Dear Sir/Madam,**

**Sub: Disclosure of inter-se transfer of shares pursuant to Regulation 10(5) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

With reference to the captioned subject, we have enclosed herewith the disclosure in the prescribed format under Regulation 10(5) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("SEBI SAST Regulations") in respect of the proposed acquisition of 1,624,220 (Sixteen Lakhs Twenty Four Thousand Two Hundred and Twenty) equity shares constituting 13.01% (Thirteen Point Zero One percent) of the total shareholding capital of Brand Concepts Limited, through an off-market inter se transfer from Mr. Pradeep Maheshwari (Promoter of Brand Concepts Limited) to Mr. Prateek Maheshwari (Member of Promoter Group).

<b>Date of Proposed Transaction</b>	<b>Name of the Transferor</b>	<b>Name of the Transferee</b>	<b>No. of shares proposed to be transferred</b>	<b>Percentage Holding of proposed share</b>
On or before 08 <sup>th</sup> May, 2026	Mr. Pradeep Maheshwari	Mr. Prateek Maheshwari	1,624,220	13.01%

Please note that this transaction, being an inter-se transfer of shares between Mr. Pradeep Maheshwari (Promoter of Brand Concepts Limited) to Mr. Prateek Maheshwari (Member of Promoter Group), falls within the exemption provided under Regulation 10(1)(a)(i) of the SEBI SAST Regulations. In this connection, necessary disclosure under Regulation 10(5) of the SEBI SAST Regulations in respect of aforesaid acquisition in the prescribed format is enclosed herewith for your kind information and records.

We kindly request you that this information be taken on record and suitably disseminated to all concerned.

Thanking you,

PRATEEK  
MAHESHWARI

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Date: 2026.05.04 17:48:08  
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**Prateek Maheshwari**  
Managing Director (Member of Promoter Group)  
DIN:00039340

**CC To:**  
**Company Secretary and Compliance Officer**  
Brand Concepts Limited

**Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1	Name of the Target Company (TC)	Brand Concepts Limited
2.	Name of the acquirer(s)	Mr. Prateek Maheshwari
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes, Mr. Prateek Maheshwari is a member of the Promoter Group of Brand Concepts Limited.
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	Mr. Pradeep Maheshwari, Promoter of Brand Concepts Limited
	b. Proposed date of acquisition	On or before 08 <sup>th</sup> May, 2026
	c. Number of shares to be acquired from each person mentioned in 4(a) above	1,624,220 equity shares from Mr. Pradeep Maheshwari
	d. Total shares to be acquired as % of share capital of TC	13.01%
	e. Price at which shares are proposed to be acquired	There is no consideration for this transaction as it is inter-se by way of gift.
	f. Rationale, if any, for the proposed transfer	Inter-se transfer by way of gift
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	Regulation 10(1)(a)(i) of the Securities and Exchange Board of India (“SEBI”) (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“SEBI SAST Regulations”)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	Not Applicable. Inter-se transfer by way of gift.
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Not Applicable. Inter-se transfer by way of gift.
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	Not Applicable. Inter-se transfer by way of gift.
9.	i. Declaration by the acquirer, that the transferor and transferee have complied (during 3 years prior to the date of proposed acquisition) / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations, 1997)  ii. The aforesaid disclosures made during previous 3 years prior to the date of proposed acquisition to be furnished.	With respect to proposed inter-se transfer of shares in terms of Regulation 10(1)(a)(i) of SEBI SAST Regulations and subsequent amendments thereto, the Acquirer hereby declares that the transferor and the transferee have complied with the applicable disclosure requirements under Chapter V of the Takeover Regulations 2011.  [The copies of the disclosures made by the transferor and the transferee during the previous 3 years prior to the date of the proposed acquisition in accordance with Chapter V of the Takeover Regulations, 2011 are enclosed as <b>Annexure – A.</b> ]
10.	Declaration by the acquirer that all the conditions specified under regulation	The Acquirer hereby declares (in <b>Annexure – B</b> ) that all the conditions specified under Regulation 10(1)(a) with respect to exemptions have been duly complied with.

	10(1)(a) with respect to exemptions has been duly complied with.					
11. Shareholding details			<b>Before the proposed transaction</b>		<b>After the proposed transaction</b>	
			No. of shares /voting rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
	a.	Acquirer(s) and PACs (other than sellers) (*)				
	1.	Mr. Prateek Maheshwari	1376154	11.03 %	3000374	24.04%
	b.	Seller(s)				
	1.	Mr. Pradeep Maheshwari	2468853	19.78 %	844633	6.77%

**Note:**

- (\*) Shareholding of each may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

PRATEEK  
MAHESHWARI

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**Prateek Maheshwari**  
Managing Director (Member of Promoter Group)  
DIN:00039340

Date: **04.05.2026**

Date: 12-05-2026

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

Dear Sir/Madam,

**Sub: Filing of Report under Regulation 10(6) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

With reference to the captioned subject and in continuation of our intimation under Regulation 10(5) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“SEBI SAST Regulations”), we have enclosed herewith the disclosure under Regulation 10(6) of the SEBI SAST Regulations, with respect to the off-market inter-se transfer of 1,6,24,220 (Sixteen Lakhs Twenty Four Thousand Two Hundred and Twenty) equity shares constituting 13.01% (Thirteen Point Zero One percent) of the total shareholding capital of Brand Concepts Limited, from Mr. Pradeep Maheshwari (Promoter of Brand Concepts Limited) to Mr. Prateek Maheshwari (Member of Promoter Group).

Please note that this transaction, being an inter-se transfer of shares between Mr. Pradeep Maheshwari (Promoter of Brand Concepts Limited) to Mr. Prateek Maheshwari (Member of Promoter Group), falls within the exemption provided under Regulation 10(1)(a)(i) of the SEBI SAST Regulations. In this connection, necessary disclosure under Regulation 10(6) of the SEBI SAST Regulations in respect of aforesaid acquisition in the prescribed format is enclosed herewith for your kind information and records.

We kindly request you that this information be taken on record and suitably disseminated to all concerned.

Thanking you,

PRATEEK  
MAHESHWARI

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**Prateek Maheshwari**  
Managing Director (Member of Promoter Group)  
DIN:00039340

**CC To:**  
**Company Secretary and Compliance Officer**  
Brand Concepts Limited

**Disclosures under Regulation 10(6) – Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1	Name of the Target Company (TC)	Brand Concepts Limited	
2.	Name of the acquirer(s)	Mr. Prateek Maheshwari	
3.	Name of the stock exchange where shares of the TC are listed	BSE Limited (BSE) National Stock Exchange of India Limited (NSE)	
4.	Details of the transaction including rationale, if any, for the transfer/ acquisition of shares.	Inter-se transfer by way of gift	
5.	Relevant regulation under which the acquirer is exempted from making open offer.	Regulation 10(1)(a)(i) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“SEBI SAST Regulations”).	
6.	Whether disclosure of proposed acquisition was required to be made under regulation 10 (5) and if so, - whether disclosure was made and whether it was made within the timeline specified under the regulations. - date of filing with the stock exchange.	Yes  The disclosure was made within the timeline specified under Regulation 10(5) of the SEBI SAST Regulations.  04 <sup>th</sup> May, 2026	
7.	Details of the proposed acquisition	Disclosures required to be made under regulation 10(5)	Whether the disclosures under regulation 10(5) are actually made
	a.	Name of the transferor / seller	Mr. Pradeep Maheshwari Yes
	b.	Proposed date of acquisition	08 <sup>th</sup> May, 2026 Yes
	c.	Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above	From Mr. Pradeep Maheshwari, Promoter of Brand Concepts Limited inter-se transfer to Mr. Prateek Maheshwari, Member of Promoter Group of Brand Concepts Limited 1,6,24,220 equity shares. Yes
	d.	Total shares proposed to be acquired / actually acquired as a % of diluted share capital of TC	1,6,24,220 equity shares constituting 13.01% of the total share capital of the TC There is no consideration for this transaction as it is inter-se by way of gift.
	e.	Price at which shares are proposed to be acquired / actually acquired	Not applicable as there is no consideration for this transaction as it is inter-se transfer by way of gift. Yes

11. Shareholding details		Before the proposed transaction		After the proposed transaction	
		No. of shares /voting rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
a.	Acquirer(s) and PACs (other than sellers) (*)				
1.	Mr. Prateek Maheshwari	1376154	11.03 %	3000374	24.04%
b.	Seller(s)				
1.	Mr. Pradeep Maheshwari	2468853	19.78 %	844633	6.77%

**Note:**

- (\*) Shareholding of each may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

PRATEEK  
MAHESHWARI

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PRATEEK MAHESHWARI  
Date: 2026.05.12  
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**Prateek Maheshwari**

Managing Director (Member of Promoter Group)

DIN:00039340

Date: **12.05.2026**

Place: Indore

**Date:** 12.05.2026

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**

Dear Sir/Madam,

- 1. Disclosure under Regulation 4(1) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 (“Insider Trading Regulations”) paragraph 8.1(a) of the Code of Conduct for Prevention of Insider Trading of Brand Concepts Limited (the “Code”); and**
- 2. Disclosure under Regulation 7(2) of the Insider Trading Regulations.**

With reference to the captioned subject, Brand Concepts Limited (“**the Company**”) has received disclosures dated 12.05.2026 from Pradeep Maheshwari, Promoter of the Company for disposal of 1,624,220 (Sixteen Lakhs Twenty-Four Thousand Two Hundred and Twenty) equity shares constituting 13.01% (Thirteen Point Zero One percent) of the shareholding of the Company pursuant to an off-market transaction with Mr. Prateek Maheshwari, Member of Promoter Group of the Company. The transaction was executed pursuant to proviso (i) to Regulation 4 (1) of the Insider Trading Regulations.

Accordingly, we are enclosing herewith the copy of above disclosures received from Mr. Pradeep Maheshwari under Regulation 4(1) and Regulation 7(2) of the Insider Trading Regulations.

We request to kindly take the same on record.

Thanking you,

**For Brand Concepts Limited**

**Swati Gupta**  
Digitally signed by Swati  
Gupta  
Date: 2026.05.12 17:30:29  
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**Swati Gupta**  
**Company Secretary & Compliance Officer**  
**M No. A33016**

**Date:** 12.05.2026

To,

**Swati Gupta**

**Company Secretary & Compliance Officer**

Brand Concepts Limited

04<sup>th</sup> Floor, UNO Business Park, Bypass Road,

Opp. Sahara City, Bicholi Mardana

Indore, Madhya Pradesh – 452016

Email: [swati.gupta@brandconcepts.in](mailto:swati.gupta@brandconcepts.in)

Ref: Report & disclosure under:

- (i) Disclosure under Regulation 4(1) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 (“Insider Trading Regulations”) and paragraph 8.1 (a) of the Code of Conduct for Prevention of Insider Trading of Brand Concepts Limited (the “Code”); and
- (ii) Regulation 7(2) of Insider Trading Regulations.

Dear Sir/Madam,

I wish to inform you that on 08<sup>th</sup> May, 2026 I have disposed of 16,24,220 equity shares of Brand Concepts Limited (the “**Company**”) pursuant to an off-market transaction with Mr. Prateek Maheshwari, Member of Promoter Group of the Company.

The transaction was executed pursuant to proviso (i) to Regulation 4 (1) of the Insider Trading Regulations. Since the Insider trading regulations do not prescribe a format for such reporting, please treat the aforesaid as a report for Regulation 4(1) of Insider Trading Regulations.

Please find enclosed **Annexure-I**, the disclosure required under Regulations 7(2) of Insider Trading Regulations and paragraph 8.1 (a) of the code.

I request you to take note of the transaction and notify the stock exchange as required.

Thanking You.

Yours Faithfully,

**PRADEEP**

**MAHESHWARI**

Digitally signed by  
PRADEEP MAHESHWARI  
Date: 2026.05.12  
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**Pradeep Maheshwari**

Promoter – Brand Concepts Limited

Note: (i) "Securities" shall have the meaning as defined under Regulation 2(1)(i) of SEBI (Prohibition of Insider Trading) Regulations, 2015.

(ii) Value of Transaction excludes taxes/ brokerage/ any other charges.

\*Value is not applicable for the transaction as there is no consideration as Mr. Pradeep Maheshwari is selling the shares through inter-se transfer by way of gift.

Details of trading in derivatives on the securities of the company by Promoter, member of the promoter group, designated person or Director of a listed company and immediate relatives of such persons and other such persons as mentioned in Regulation 6(2)

Trading in derivatives (Specify type of contract, Futures or Options etc.)						Exchange on which the trade was executed
Type of Contract	Contract Specifications	Buy		Sell		
		Notional Value	Number of Units (contracts * lot size)	Notional Value	Number of Units (contracts * lot size)	
Nil	Nil	Nil	Nil	Nil	Nil	Nil

PRADEEP  
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**Pradeep Maheshwari**

Promoter – Brand Concepts Limited

**Date:** 12.05.2026

**Place:** Indore



												et/ Inter- se Trans fer/ ESOP s, etc.				
Name: Mr. Pradeep Maheshwari PAN: AHIPM7063L Address: 09, Pragati Vihar, Bicholi Mardana Indore, Madhya Pradesh – 452016 Email: <a href="mailto:pradeep@iffgroup.com">pradeep@iffgroup.com</a>		Type of securities (for e.g. Share Warrants, Convertible debentures, Rights entitlement etc.	No. and % of share holding	Type of securities (for e.g. Share Warrants, Convertible debentures, Rights entitlement etc.	No.	Value (In INR.)	Transaction Type (Purchase / sale / pledge/ Revocation/ Invocation/Others please specify)	Type of securities (for e.g. Share Warrants, Convertible debentures, Rights entitlement etc.	No. and % of share holding	From	To	Inter-se transfer by way of gift.	NA			
		Equity Shares	2468853 19.78%	Equity Shares	1,6,24,220 13.01%	Nil Consideration. As it is inter-se by way of gift	Sale Equity shares  844633 6.77%	08 <sup>th</sup> May, 2026	08 <sup>th</sup> May 2026	08 <sup>th</sup> May, 2026	08 <sup>th</sup> May, 2026					

**Format for Disclosures under Regulation 29(1)/29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A- Details of the Acquisition / Disposal**

Name of the Target Company (TC)	<b>BRAND CONCEPTS LIMITED</b>		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	<b>PRADEEP MAHESHWARI</b>		
Whether the acquirer belongs to Promoter/Promoter group			
Name(s) of the Stock Exchange(s) where the shares of TC are Listed			
Details of the acquisition / disposal as follows	<b>Number</b>	<b>% w.r.t. total share/voting capital wherever applicable(*)</b>	<b>% w.r.t. total diluted share/voting capital of the TC (**)</b>
<b>Before the acquisition / disposal under consideration, holding of acquirer along with PACs of:</b>			
a) Shares carrying voting rights	2468853.00	19.78	19.78
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
c) Voting rights (VR) otherwise than by equity shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			
e) Total (a+b+c+d)			
<b>Details of acquisition /</b>	1624220	13.01	13.01

disposal	TC 1223	TC 31	TC 31
<p>a) Shares carrying voting rights acquired</p> <p>b) VRs acquired otherwise than by equity shares</p> <p>c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired</p> <p>d) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)</p> <p>e) Total (a+b+c+/-d)</p>			
<b>After the acquisition / disposal, holding of acquirer along with PACs of:</b>	844633.00	6.77	6.77
<p>a) Shares carrying voting rights</p> <p>b) VRs otherwise than by equity shares</p> <p>c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition / disposal</p> <p>d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)</p> <p>e) Total (a+b+c+d)</p>			

Mode of acquisition / disposal (e.g. open market / public issue / rights issue	
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	
Date of acquisition / disposal of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	08 May 2026
Equity share capital / total voting capital of the TC before the said acquisition / disposal	2468853.00
Equity share capital/ total voting capital of the TC after the said acquisition / disposal	844633.00
Total diluted share/voting capital of the TC after the said acquisition / disposal	

**Part - B \*\*\***

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter/ Promoter group	PAN of the acquirer and/ or PACs
PRADEEP MAHESHWARI	Promoter	

**\*Disclaimer:** Pursuant to SEBI Circular CIR/CFD/DCR/17/2015 dated December 01, 2015, in the matter of "Introduction of system-driven disclosures in securities market", BSE Ltd. has started accepting system generated disclosures from the Registrars and Share Transfer Agents (RTAs) of BSE listed companies and displaying the same on website of BSE Ltd. The disclosures provided in this section are provided by the RTAs for their client companies based on the change in holdings of the promoters. The change in Demat holdings of the Promoters has been provided to the RTAs by the Depositories while the change in Physical holding is maintained by the RTA themselves. BSE Ltd. is merely receiving the disclosures and disseminating the same for the benefit of the Investors. BSE Ltd. disseminates these disclosures as submitted by the RTAs and does not verify the accuracy or truthfulness of the disclosures. The information contained in the disclosures is based on material we believe to be reliable; however, we do not represent that it is accurate, correct, complete or error free. BSE Ltd. disclaims any responsibility or loss arising out of any action, directly or indirectly taken, by any

market intermediary pursuant to the dissemination of these Disclosures. In case of any errors or discrepancies in these Disclosures, promoters and listed companies may take up the same with the concerned RTAs for rectification and resubmission.

Exchanges have commenced collating the data received from CDSL and NSDL and generating SAST related data for the purpose of System Based Disclosures under Regulation 29 of SAST.

**\*Reg 29**

- The disclosures displayed here are made on the basis of data as provided by the Depositories in terms of the SEBI circular dated December 21, 2016 and May 28, 2018 in relation to System Driven Disclosures.
- Since these files are received from the Depositories, hence the data displayed is based on the reports received from depositories and the exchange will not be responsible for any inaccurate/incorrect data, incase any discrepancy is noticed same can be informed to Listed companies, Stock Exchanges and Depositories within a reasonable period of time.
- Please take a note that the calculations for 2% and 5% (as per regulation 29 of SAST) are re-started from March 01, 2022. Thus all the calculations are being done taking March 01, 2022 as the base for calculation the change in %. All are requested to refer the disclosures submitted by the promoter/non-promoter directly (not system driven disclosures) for the disclosures prior to the re-start date ie. March 01, 2022.

**Format for Disclosures under Regulation 29(1)/29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A- Details of the Acquisition / Disposal**

Name of the Target Company (TC)	<b>BRAND CONCEPTS LIMITED</b>		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	<b>PRATEEK MAHESHWARI</b>		
Whether the acquirer belongs to Promoter/Promoter group			
Name(s) of the Stock Exchange(s) where the shares of TC are Listed			
Details of the acquisition / disposal as follows	<b>Number</b>	<b>% w.r.t. total share/voting capital wherever applicable(*)</b>	<b>% w.r.t. total diluted share/voting capital of the TC (**)</b>
<b>Before the acquisition / disposal under consideration, holding of acquirer along with PACs of:</b>			
a) Shares carrying voting rights	1376154.00	11.03	11.03
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
c) Voting rights (VR) otherwise than by equity shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			
e) Total (a+b+c+d)			
<b>Details of acquisition / disposal</b>			
a) Shares carrying voting rights acquired	1624220	13.01	13.01
b) VRs acquired otherwise than by equity shares			

<p>c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired</p> <p>d) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)</p> <p>e) Total (a+b+c+/-d)</p>			
<p><b>After the acquisition / disposal, holding of acquirer along with PACs of:</b></p>	3000374.00	24.04	24.04
<p>a) Shares carrying voting rights</p> <p>b) VRs otherwise than by equity shares</p> <p>c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition / disposal</p> <p>d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)</p> <p>e) Total (a+b+c+d)</p>			
<p>Mode of acquisition / disposal (e.g. open market / public issue / rights issue)</p>			
<p>Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.</p>			
<p>Date of acquisition / disposal of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the</p>	08 May 2026		

acquirer to receive shares in the TC.	
Equity share capital / total voting capital of the TC before the said acquisition / disposal	1376154.00
Equity share capital/ total voting capital of the TC after the said acquisition / disposal	3000374.00
Total diluted share/voting capital of the TC after the said acquisition / disposal	

**Part - B \*\*\***

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter/ Promoter group	PAN of the acquirer and/ or PACs
PRATEEK MAHESHWARI	Promoter	

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Exchanges have commenced collating the data received from CDSL and NSDL and generating SAST related data for the purpose of System Based Disclosures under Regulation 29 of SAST.

**\*Reg 29**

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