



BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484
4th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,
Bicholi Mardana, Indore – 452016 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 21st June, 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 Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001

Symbol: BCONCEPTS

Scrip Code: 543442

Subject: Outcome of the Resolution passed by circulation by the Board of Directors for allotment of Equity shares pursuant to the Scheme of Merger of IFF Overseas Private Limited (“Transferor Company”) with Brand Concepts Limited (“Transferee Company”)

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015, we hereby inform that the Board of Directors of the Company have on 21st June, 2025 passed a resolution by circulation, thereby approving the following:

Allotment of Equity Shares pursuant to the Scheme of Merger: -

The Board has approved the allotment of **12,04,077 (Twelve Lakhs Four Thousand and Seventy-Seven)** equity shares of face value ₹10/per share to the shareholders of **IFF Overseas Private Limited** (Transferor Company) pursuant to the Scheme of Merger, which has been approved by the Hon’ble National Company Law Tribunal (NCLT), Indore Bench.

The said shares are allotted in the swap ratio of **100 (One Hundred) equity shares of ₹10/- each of Brand Concepts Limited** for every **353 (Three Hundred Fifty-Three) equity shares of ₹10/- each held in IFF Overseas Private Limited**.

This allotment is made as per the approved Scheme of Merger and is in compliance with applicable laws. Please note that since this resolution was passed by way of circulation, the start and end time of the meeting are not applicable.

You are requested to take the above on record and treat the same as compliance under the applicable provisions of the SEBI Listing Regulations.

Thanking You,

For, **Brand Concepts Limited**

Swati Gupta
Company Secretary & Compliance Officer
M No. 33016