



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: 22-12-2025

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

Sub: Intimation of new ISIN with respect to Issuance of Warrants as per Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/ Madam,

We inform you that Central Depository Services (India) Limited (CDSL) have assigned a new ISIN: **INE977Y13016** for Warrants Convertible into Equity shares of the company on Preferential basis to the Promoter group of the Company.

In compliance with Regulation 30 and other applicable provisions of the Listing In compliance with Regulation 30 and other applicable provisions of the Listing Regulations, please find enclosed herewith the activation letter received from CDSL for the above-mentioned ISIN.

Kindly take the above information on record.

Thanking You,

Yours faithfully

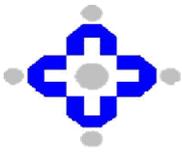
For **Brand Concepts Limited**

Swati Gupta Digitally signed by Swati
Gupta
Date: 2025.12.22 17:33:28
+05'30'

Swati Gupta

Company Secretary & Compliance Officer

M No. A33016



Central Depository Services (India) Limited



CDSL/SAC/KR/WR/14619

22-Dec-2025

**THE COMPANY SECRETARY
BRAND CONCEPTS LIMITED**
MUSAKHEDI SQUARE
RING ROAD
INDORE - 452001

Dear Sir/Madam,

Sub: ISIN Activation

We are pleased to inform you that ISIN(s) as per the attached annexure have been made live in the CDSL system as per the application made by you. Your esteemed investors can now avail the depository services with any of the Depository Participants registered with CDSL which are spread over the length and breadth of our country.

For further clarifications, if any, kindly contact: Ms. Rupali Bhoval/ Ms. Rensi Nadar /Mr. Harshal Kirjat on 022-6234 3117 / 6234 3118 / 6234 3147. Emails may be sent at: rupalip@cdslindia.com / rensin@cdslindia.com / harshalk@cdslindia.com.

Thanking you,

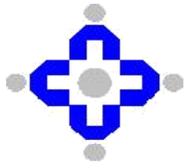
Yours faithfully,
For **Central Depository Services (India) Limited**

Rupali Kinalekar
AVP - Admission Cell

CC: BIGSHARE SERVICES PRIVATE LIMITED

Regd. Office : Marathon Futurex, A-Wing, 34th floor, NM Joshi Marg, Lower Parel (East), Mumbai-400013, Phone : 91-22-6234 3333 Website : www.cdslindia.com
CDSL: L67120MH1997PLC11244

Internal



Central Depository Services (India) Limited

Annexure

Activation Date	ISIN	Name of the Issuer	Security Description	Coupon Rate	Face Value per Security	Allotment / Issue Date	Date of Maturity / Conversion	Maturity % / Maturity Amount per Security	Total Issue Size	Type of convertibility	Electronic RTA
22-Dec-2025	INE977Y13016	BRAND CONCEPTS LIMITED	Warrants		10	03-Dec-2025	03-Jun-2027	10	6100000	01 - Fully Convertible	BIGSHARE SERVICES PRIVATE LIMITED

A. K. Sinha