

Date: 23rd March 2022

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 - 400051

Symbol: BCONCEPTS

Scrip Code: 543442

Sub: Outcome of the Board Meeting of "Brand Concepts Limited" (Company) held on Wednesday, 23rd March 2022 at 04:20 pm.

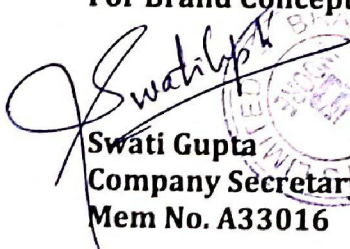
Dear Sir/Mam,

The Board of Directors of the Company at their meeting held on 23rd March 2022 at 04:20 pm, inter alia transacted the following business.

- Appointment of Independent Director of the Company. (Annexure -A)
- Grant of Option under Employee Stock Option Plan ESOP-2020 is not been granted to any employee as decided by Board of Directors.

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

Annexure - A

Additional Details as required under Regulation 30 and other relevant provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015.

Appointment of Mr. Govind Shridhar Shrikhande (DIN: 00029419) as an Independent Director of the Company.

S.No	Particulars	Details
1	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment
2	Date of Appointment	23 rd March 2022
3	Brief Profile (In case of Appointment)	Mr. Govind Shrikhande aged 62 years is a Retail Professional with a Degree in Textile Technology (B.Text) from VJTI, Mumbai and Masters in Marketing (MBA) from Symbiosis Institute of Management, Pune. He is having about 34 years of rich experience in the entire chain of Fabrics to Apparel to Multi Format Retailing including Department Stores, Hypermarket, Airport Retail, Beauty, Home, Books and Music etc. across Marquee Companies like Mafatlal, Johnson, Arvind, Bombay Dyeing and Shoppers Stop. He is also working as an Independent Director on the board of V Mart Retail, IR & H Pvt Ltd & Donear Industries Ltd. He is also on the Board of WeSchool & Symbiosis. He has been a Mentor with the Bombay Chamber of Commerce for the last 3 years under the shadow The Leader Programme. He has been awarded with "n" number of Awards like Retail Icons of India in 2019 by Images Magazine, Movers of Time by Samay Bharti 2012, Award of Excellence 2012- For creating & nurturing excellence in the field of Business (Award by ASM Group of Institutes Pune) and many more.
4	Disclosure of relationship between Directors (in case of appointment of director)	Mr. Govind Shridhar Shrikhande is not related to any of the Directors of the Company.
5	Information as required under Circular No. LIST/COMP/14/2018-19 and NSE/CML/2018/02 dated June, 20, 2018 issued by NSE respectively.	Mr. Govind Shridhar Shrikhande is not debarred from holding office of a director by virtue of any SEBI Order or any other such authority.

Swat

