

**DISCLOSURE PURSUANT TO REGULATION 31(4) OF SEBI (SECURITIES AND EXCHANGE  
BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS)  
REGULATIONS, 2011**

Dear Sir/Madam,

Pursuant to Regulation 31(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, a declaration is hereby being made that no other Encumbrance on shares of Brand Concepts Limited has been made directly or indirectly, other than those already disclosed to the Stock Exchanges during the Financial Year ending on 31<sup>st</sup> March, 2023.

**Name of Entity/Person submitting the Declaration:**

Pradeep Maheshwari

**Details of Entity/Person on who's behalf the declaration is being submitted**

| <b>Name of Entity/Person</b> | <b>Category</b> |
|------------------------------|-----------------|
| Pradeep Maheshwari           | Promoter        |
| Pradeep Maheshwari HUF       | Promoter        |
| Prateek Maheshwari           | Promoter Group  |
| Annapurna Maheshwari         | Promoter Group  |
| Sakshi Rathi Maheshwari      | Promoter Group  |

**Declaration: -**

I hereby declare that the disclosure being submitted is true and correct.

**Date:** 06.04.2023

**Place:** Indore

**Signature:**

