



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: 23-09-2025

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
East, Mumbai - 400051

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001 Bandra

Symbol: [BCONCEPTS]

Scrip Code: 543442

Sub: Outcome of Board Meeting held on Tuesday 23rd September, 2025

Dear Sir/ Madam,

In furtherance to our intimation dated 18th September, 2025 and in accordance with Regulation 30 of the Listing Regulations read with Schedule - III thereto, we wish to inform you that the Board of Directors of the Company at its meeting held today i.e., Tuesday, 23rd September, 2025 have considered and approved the following:

1. Raising of funds through issuance of 6,10,000 warrants convertible into Equity Shares of Face Value of Rs. 10/- each at a price of Rs. 327.80/- per Warrant aggregating to Rs. 19,99,58,000 (Rupees Nineteen Crores Ninety Nine Lakhs Fifty Eight Thousand Only) to Mr. Prateek Maheshwari (Managing Director & Member of Promoter Group) on a preferential basis in accordance with Chapter V of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI ICDR Regulations"), subject to the approval of regulatory/ statutory authorities and the shareholders of the Company at the ensuing Extra-Ordinary General Meeting and such other permissions, sanctions and statutory approvals, as may be required.

The Relevant Date in terms of SEBI ICDR Regulations is **Tuesday 16th September, 2025.**

2. Convening of Extra-Ordinary General Meeting (EGM) of the shareholders of the Company on **Thursday, 16th October, 2025**, through video conferencing or other audio-visual means, for seeking necessary approval of the Members for the aforesaid matter.



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

*A detailed disclosure in adherence to Listing Regulations read with SEBI Circulars No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11 November, 2024 and No. SEBI/HO/CFD/CFD-PoD-2/CIR/P/2024/185 dated 31 December, 2024 is disclosed in **Annexure - A**.*

The meeting commenced at 05:45 P.M. and concluded at 05:50 P.M.

This information will also be hosted on the website of the Company at www.brandconcepts.in

You are requested to kindly take the same on record.

Thanking you,
Yours faithfully,

For, **Brand Concepts Limited**

Swati Gupta
Company Secretary & Compliance Officer
M No. A33016

Encl.: as above

Annexure A

Disclosure in terms of Regulation 30 of the Listing Regulations read with SEBI Circulars

Preferential Issue

Sl. No.	Particulars	Details						
1	Type of securities proposed to be issued (<i>viz.</i> equity shares, convertibles, etc.)	Warrants convertible into Equity Shares of Rs. 10/each, i.e., 1 equity share for 1 warrant						
2	Type of issuance (further public offering, rights issue, depository receipts (ADR/GDR), qualified institutions placement, preferential allotment etc.)	Preferential Allotment of Warrants, on a private placement basis in accordance with Chapter V of the SEBI ICDR Regulations and other applicable laws.						
3	Total number of securities proposed to be issued or the total amount for which the securities will be issued (approximately)	The Company will issue and allot 6,10,000 Warrants, convertible into equivalent number of fully paid-up equity shares having Face Value of Rs. 10/- each at a price of Rs.327.80/- per Warrant aggregating up to Rs.19,99,58,000 (Rupees Nineteen Crores Ninety-Nine Lakhs Fifty-Eight Thousand Only) to Mr. Prateek Maheshwari (Member of Promoter Group)						
4	Additional Information in case of Preferential Issue:							
i.	Name of the Investors	a.) Mr. Prateek Maheshwari						
ii.	Post allotment of securities - outcome of the subscription	Name of Proposed Allottees	Pre-Issue holding (no. of shares as on 16/09/2025)	Pre Issue holding (%)	No. of warrants to be issued	Post-Issue holding (no. of shares)*	Post Issue holding (%)	
		Prateek Maheshwari	13,76,154	11.08%	6,10,000	19,86,154	15.24 %	
iii.	in case of convertibles - intimation on conversion of securities or on lapse of the tenure of the instrument;	Each Warrant will be convertible into 1 equity share of Rs. 10/- each and the rights attached to the Warrants can be exercised in one or more tranches at any time within the period of 18 (eighteen) months from the date of allotment of the Warrants, subject to other terms and conditions as applicable. An amount equivalent to 25% of the consideration of the Warrants shall be payable at the time of						



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

		application and the balance 75% shall be payable in one or more tranches within 18 months from the date of In principal approval from the stock exchanges.
5.	any cancellation or termination of proposal for issuance of securities including reasons thereof.	Not applicable