

Date: 23rd July, 2020

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

Sub: - Notice of the Board Meeting to Consider Audited Financial Results for the year ended on 31st March 2020.

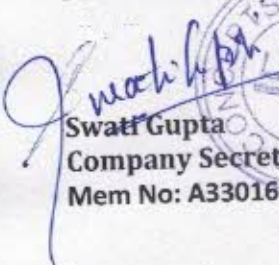
Dear Sir,

We wish to inform you that as per the Regulation 29 and other applicable Regulations, if any, of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby informed that a meeting of Board of Directors of the Company is scheduled to be held on Thursday, July 30th, 2020 at Corporate Office Musakhedi Square, Ring Road, Indore (M.P.) - 452001 to inter alia consider, approve and take on record the Audited financial results for the year ended on 31st March 2020 and other routine business with the permission of Chair.

In pursuance of SEBI (Prohibition of Insider Trading) Regulation 2015, and further pursuant to clarification regarding the trading restriction period provided by NSE Vide Circular dated 02nd April 2019 bearing reference No. NSE/CML/2019/11, the company has already intimated Exchange on 31st March, 2020 regarding closure of Trading Window of the Equity Shares of the Company w.e.f 01st April 2020 and which will remain closed till the expiry of 48 hours after the declaration of financial results for the Half Year and Year Ended on 31st March 2020. Therefore Trading Window will open on 03rd August 2020.

We request you to kindly take the above information on your record.

Yours faithfully,
For Brand Concepts Limited


Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016