



BRAND CONCEPTS LIMITED

CIN - L51909MH2007PLC174702

140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA

Phone: 91-731-422300, Fax- 4221222/444

Email: info@brandconcepts.in

To
The Manager
NSE EMERGE,
Listing & Compliance Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra East, Mumbai-400051

Date: 25.06.2021

Ref: - Brand Concepts Limited (BCONCEPTS- ISIN: INE977Y01011)

Sub: - Non-Applicability of Provisions pursuant to Regulation 15(2) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 to the Company.

Dear Sir/Madam,

With reference to the above-mentioned subject we would like to inform you that the Company is a listed entity on SME Platform of National Stock Exchange Limited (NSE-EMERGE). As per Regulation 15(2) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, the compliance with the corporate governance provisions as specified in regulations 17, 17A, 18, 19, 20, 21, 22, 23, 24, 24A, 25, 26, 27 and clauses (b) to (i) of sub-regulation (2) of regulation 46 and para C, D and E of Schedule V shall not apply to the listed entity which has listed its specified securities on the SME Exchange.

Accordingly, the requirement regarding Annual Secretarial Compliance Report under Regulations 24A of SEBI (Listing Obligation and Disclosure Requirements) (Amendment) Regulations, 2018 is not applicable to our Company.

You are requested to kindly take the same on record.

Yours faithfully,

For Brand Concepts Limited

Swati Gupta

Company Secretary & Compliance Officer

Mem No: A33016

