

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,

Date: 25th March 2021

Sub: Reply to Clarification "announcement submitted regarding outcome of the Board Meeting dt. 20th March 2021.

Dear Sir,

With reference to your mail dated 25th March 2021 regarding, announcement submitted regarding outcome of the Board Meeting dt. 20th March 2021, kindly find point wise clarification.

1. Brief details of any governmental or regulatory approvals required for the acquisition.-

There is no acquisition. A totally new company is proposed to be incorporated in India with the name of "7E Wellness India Pvt Ltd" by our company and US based corporation 7E Wellness. The object of the business does not attract any government or government approvals or restriction.

2. Indicative time period for completion of the acquisition: NA

The operations in the new company will be started after incorporation of company.

3. Percentage of shareholding / control acquired and / or number of shares acquired

In the said Board Meeting it was decided by the Board of Directors that initially the new company is proposed to be incorporated with Rs. 50000 paid up share capital in which Brand Concepts will subscribe for 4990 equity shares of Rs. 10/- which is equivalent to 99.9%. There after both Brand Concepts Limited & 7E Wellness US will invest Rs. 1.5 Cr in which 49% will be invested by Brand Concepts Limited and 51% by 7E Wellness USA.



BRAND
CONCEPTS

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

You are therefore requested to take this into your official records and oblige.

Thanking You,

Yours faithfully

For Brand Concepts Limited,

Abhinav Kumar

CFO & Whole Time Director

DIN: 06687880

