



BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484
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Mardana, Indore, Madhya Pradesh, India, 452016
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Date: 26.07.2025

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,

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400051

Symbol: [BCONCEPTS]

Scrip Code: 543442

Sub: - Intimation regarding new store openings under the name of “BAGLINE”

Dear Sir/Madam,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform the Stock Exchange, our esteemed investors, and the general public that the Company has recently launched new retail stores under the name “BAGLINE” at the following locations:

S. No.	Location
1.	BAGLINE, 25 Ground Floor, Roongta Estella Near Anuvrat Dwar, Near VNSG University, Um Road, City Light Surat, Gujarat 395007, India
2.	BAGLINE, First Floor, Bial Bld. Code T1, Departure Terminal Building Domestic Security Hold Area, Kempe Gowda International Airport, Devanahalli Bangalore, Karnataka 560300, India
3.	BAGLINE, World mark 1, Shop No. G-11A, Ground Floor Aerocity, Nh-8, New Delhi Delhi, 110037, India
4.	BAGLINE, Shop No, 3A, Lower Ground Floor Poonam Mall, Vip Road, Ramdas Peth Nagpur, Maharashtra 440010, India


The Company remains committed to its growth trajectory and this strategic expansion reflects our ongoing efforts to enhance customer accessibility, strengthen our market presence, and provide superior service across key regions.

Enclosed are a few Photographs of the newly launched stores for a quick glance.

We request you to take the above on record.

Thanking you

**Yours faithfully,
For Brand Concepts Limited**


Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016

**KEMPE GOWDA INTERNATIONAL AIRPORT,
DEVANAHALLI BANGALORE, KARNATAKA**



BAGLINE, AEROCITY, NEW DELHI



**BAGLINE, RAMDAS PETH
NAGPUR, MAHARASHTRA**



ROONGTA ESTELLA NEAR ANUVRAT DWAR,
NEAR VNSG UNIVERSITY, UM ROAD,
CITY LIGHT SURAT, GUJARAT

