



# BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484  
4<sup>th</sup> Floor ,UNO Business Park , Indore Bypass Road Oppo. Sahara City ,Bicholi  
Mardana ,Indore 452016 (M.P) INDIA  
Phone: 91-731-4223000, Fax- 4221222/444  
Email: info@brandconcepts.in

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Date: 28.08.2024

To,  
National Stock Exchange OF India  
Limited  
Listing & Compliance Department  
Exchange Plaza 5<sup>th</sup> 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 - 400001

Symbol: [BCONCEPTS]

Scrip Code: 543442

**Subject: Declaration of Results of Remote E-Voting as per Regulation 44 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.**

With reference to the above captioned subject, Brand Concepts Limited is herewith enclosing the Voting Results of 17<sup>th</sup> Annual General Meeting held on Wednesday, 28<sup>th</sup> August, 2024 at 11 a.m. In pursuance to Regulation 44 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, the Voting results along with Scrutinizer Report annexed with this Letter.

We hereby request to kindly take the notice of above information on your record.

**Yours Sincerely,  
For Brand Concepts Limited**

**Swati**  
**Gupta**  
**Swati Gupta**

Digitally signed  
by Swati Gupta  
Date: 2024.08.28  
14:19:37 +05'30'

**Company Secretary & Compliance Officer  
(Mem No.: A33016)**



**MANJU MUNDRA & CO.**

**COMPANY SECRETARIES**

122 Brajeshwari Extension, Behind  
Kalyan Marble Near World Cup Square,  
Indore MP 452016

Phone-4993107, 9303223239

Email-mmanjucs@gmail.com

**CONSOLIDATED SCRUTINIZER'S REPORT**

[Pursuant to the provisions of section 108 and 109 of the Companies Act, 2013 read with Rules 20 (xii) of the Companies (Management and Administration) Rules, 2014 as amended]

<b>Name of the Company</b>	<b>Brand Concepts Limited CIN: L51909MP2007PLC066484</b>
<b>Meeting</b>	<b>17<sup>th</sup> Annual General Meeting</b>
<b>Day, Date &amp; Time</b>	<b>Wednesday, 28<sup>th</sup> August, 2024 at 11:00 A.M. (IST)</b>
<b>Deemed Venue</b>	<b>Registered office situated at 4<sup>th</sup> Floor UNO Business Park, Indore Bypass Road, Oppo. Sahara City, Bicholi Mardana, Indore 452016 (MP)</b>
<b>Mode</b>	<b>Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM")</b>

To,  
The Chairman,  
Brand Concepts Limited  
17<sup>th</sup> Annual General Meeting of the Equity Shareholders

**Subject: Consolidated Scrutinizer's Report on resolutions passed through remote e-voting and voting electronically conducted pursuant to the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended and Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 at the 17<sup>th</sup> Annual General Meeting of Brand Concepts Limited held on Wednesday, 28<sup>th</sup> August, 2024 at 11.00 a.m. IST through video conferencing ('VC') or other audio visual means ('OAVM')**





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1. I, Manju Mundra, Practicing Company Secretary (Membership No. 4431/C.P. No. 3454), having office at 122 Brajeshwari Extension, Behind Kalyan Marble Near World Cup Square, Indore MP 452016 have been appointed as the Scrutinizer by the Board of Directors of Brand Concepts Limited (“the Company”) in their meeting held on 02-08-2024 for the remote e-voting as well as the e-voting by members at the 17<sup>th</sup> Annual General Meeting (“AGM”) of “the Company” held on **Wednesday, 28<sup>th</sup> August, 2024 at 11.00 a.m. IST** held through Video Conferencing (“VC”) or Other Audio-Visual Means (“OAVM”) pursuant to Section 108 of the Companies Act, 2013 ("the Act") read with Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended and in accordance with Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015 ("SEBI Listing Regulations") as amended. My responsibility as a Scrutinizer was to ensure that the voting process was conducted in a fair and transparent manner and submit a Scrutinizer’s report on the voting on the resolutions based on the reports generated from the electronic voting system.

The proceedings of the AGM will be deemed to be conducted at the Registered Office of the Company which shall be the deemed venue of the AGM.

**I submit my report as under:**

**DISPATCH OF NOTICE**

2. The Company has published an advertisement in **Free Press** (English newspaper) and in **Chautha Sansar** (Hindi Newspaper) on 6<sup>th</sup> August, 2024 specifying the date and time of the AGM, availability of the notice on Company’s website, and Stock Exchange website, manner of registration of email ids, manner of voting through remote e-voting and e-voting during the AGM etc.
3. The Company has completed the dispatch of notice of AGM and Annual Report 2023-24 by email to all the members by 5<sup>th</sup> August, 2024 on the basis of the Register of Members and the list of beneficial owners made available by Big Share Services Private Limited, the Registrar and Transfer Agent (RTA) as email ids of all were registered with the Company in accordance with the MCA circulars.
4. The Company has hosted the notice of AGM on its website, website of CDSL, the agency providing the platform for remote e-voting and e-voting during AGM and also intimated the same to BSE timely.





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**CUT OFF DATE**

5. The shareholders of the Company holding shares as on the "cut-off" date of **Thursday, 21<sup>st</sup> August, 2024** were entitled to vote on the resolutions as contained in the Notice of the AGM.

**MANAGEMENT RESPONSIBILITY**

6. The Management of the company is responsible to ensure the compliance with the requirements of the Companies Act, 2013 and Rules relating to remote e-voting and e voting at AGM on the resolutions contained in the notice to the 17<sup>th</sup> Annual General Meeting (AGM) of the members of the Company. My responsibility as a scrutinizer for the remote e-voting process is restricted to make a Scrutinizer's Report of the Votes cast "in favour" or "against" the resolutions, based on the reports generated from e-voting system provided by Central Depository Services (India) Limited (CDSL), the authorized agency engaged by the company to provide remote e-voting facilities and e-voting facility at the AGM.

**REMOTE E-VOTING**

7. The Company had availed the e-voting facility offered by Central Depository Services (India) Limited ("CDSL") at <https://www.evotingindia.com> for conducting remote e-voting by the Shareholders of the Company.
8. The voting period for remote e-voting commenced on 9:00 a.m. (IST) on Saturday, 24<sup>th</sup> August, 2024 and ended on 5:00 p.m. (IST) on Tuesday, 27<sup>th</sup> August, 2024 and the CDSL e-voting platform was disabled thereafter.

**VOTING AT AGM**

9. In keeping view with Regulation 44(1) and 44(2) of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 and as prescribed under Rule 20(4)(xiii) of the Companies (Management & Administration) Rules, 2014 for the purpose of ensuring that Members who have cast their votes through remote e-voting do not vote again during the general meeting, the Scrutinizer shall have access after closure of period of remote e-voting and before the start of general meeting, to only such details relating to members who have cast their votes through remote e-voting, such as their names, DP ID & Client ID/ folios, number of shares held but not the manner in which they have voted.





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10. Accordingly, CDSL, the remote e-voting agency provided us with the names, DP ID & Client ID / folios and shareholding of the members who had casted their votes through remote e-voting.
11. On completion of e-voting during the AGM, I unblocked the results of the remote e-voting and e-voting by members at the AGM on 28<sup>th</sup> August, 2024 in the presence of two witnesses, Ms. Mallayka sarkar and Ms. Aayushi Mangal, who are not in the employment of the Company. They have signed at end in confirmation thereof. Thereafter, the details containing inter alia, list of equity shareholders, who voted "for" /"against" each of the resolution that were put to vote, were generated from the e-voting website of CDSL.
12. The votes received electronically (remote e-voting and e-voting at the AGM) were duly scrutinized and the shareholding was matched/confirmed with the Register of Members of the Company as provided by the RTA.

**RESULTS**

13. I submit herewith the consolidated Scrutinizer's Report on the Results of the remote e-voting and e-voting at the AGM based on the reports generated by and relied upon by me as under:

<b>Number of members who cast their votes through remote e-voting and e-voting at AGM</b>	<b>Total no. of Votes cast by them</b>	<b>Total no. of valid votes</b>	<b>Total No. of invalid votes</b>
33	6047841	6047841	0

The resolution wise list is as under:





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**Resolution No. 1a: Ordinary Resolution**

To receive, consider and adopt the Standalone Audited Financial Statements of the Company for the financial year ended March 31, 2024, together with the Reports of the Board of Directors and Auditors thereon.

Manner of Voting	Votes in the favour of the resolution			Votes against the resolution			Invalid/ Abstained Votes
	No. of members	No. of Shares	%	No. of members	No. of Shares	%	No. of Shares
Remote E-voting	31	5998841	99.19	0	0	0	0
E-voting at AGM	2	49000	0.81	0	0	0	0
<b>TOTAL</b>	<b>33</b>	<b>6047841</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Resolution No. 1b: Ordinary Resolution**

To receive, consider and adopt the Audited Consolidated Financial Statements of the Company for the financial year ended March 31, 2024 and Report of Auditor thereon.

Manner of Voting	Votes in the favour of the resolution			Votes against the resolution			Invalid/ Abstained Votes
	No. of members	No. of Shares	%	No. of members	No. of Shares	%	No. of Shares
Remote E-voting	31	5998841	99.19	0	0	0	0





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<b>E-voting at AGM</b>	2	49000	0.81	0	0	0	0
<b>TOTAL</b>	33	<b>6047841</b>	100	0	0	0	0

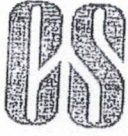
**Resolution No. 2: Ordinary Resolution**

To appoint a director in place of Mrs. Annapurna Maheshwari (DIN-00038346), who retires by rotation, and being eligible, offers herself for reappointment.

<b>Manner of Voting</b>	<b>Votes in the favour of the resolution</b>			<b>Votes against the resolution</b>			<b>Invalid/ Abstained Votes</b>
	No. of members	No. of Shares	%	No. of members	No. of Shares	%	No. of Shares
<b>Remote E-voting</b>	31	5998841	99.19	0	0	0	0
<b>E-voting at AGM</b>	2	49000	0.81	0	0	0	0
<b>TOTAL</b>	33	<b>6047841</b>	100	0	0	0	0

14. The electronic data and all other relevant records relating to e-voting are under my safe custody and will be handed over to Ms. Swati Gupta, Company Secretary and compliance Officer, for preserving safely after the Chairman considers, approve and signs the minutes of the AGM.





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15. All the Resolutions mentioned in the AGM Notice as per the details above stands passed under Remote E-voting and voting conducted at AGM electronically with the requisite majority and hence deemed to be passed as on the date of the AGM.

16. The company may accordingly declare the result of the voting to the respective authorities.

Thanking You,  
Yours Faithfully,

MANJU MUNDRA  
Company Secretary  
FCS 4431 CP 3454

Manju Mundra  
Company Secretary  
FCS: 4431 CP: 3454  
UDIN: FO04431FO01061421

Place: Indore  
Date: 28-08-2024

The following were the witnesses to the unblocking the votes cast through remote e-voting.

Mallayka Sarkar

Aayushi Mangal

**Countersigned by:**  
For Brand Concepts Limited

Ms. Swati Gupta  
Company Secretary and  
Compliance Officer

## Annexure I

### Voting Results

<b>Date of the AGM/EGM</b>	28 <sup>th</sup> August,2024
<b>Total number of shareholders on record date</b>	11881
<b>No. of shareholders present in the meeting either in person or through proxy:</b> Promoters and Promoter Group: Public:	-
<b>No. of Shareholders attended the meeting through Video Conferencing</b> Promoters and Promoter Group: Public	5(Five) 26(Twenty Six)

### Resolution/Agenda- wise disclosure

**Swati  
Gupta** Digitally signed  
by Swati Gupta  
Date: 2024.08.28  
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**Resolution No: 1. As an Ordinary Resolution**

1. To consider and adopt
- a) the Audited Standalone Financial Statements of the Company for the financial year ended March 31, 2024, together with the Reports of the Board of Directors and Auditors thereon; and
- b) the Audited Consolidated Financial Statements of the Company for the financial year ended March 31, 2024 and Report of Auditors thereon.

Resolution required: (Ordinary/ Special)			Ordinary					
Whether promoter/ promoter group are interested in the agenda/resolution?			No					
Category	Mode of Voting	No.of shares held (1)	No.of votes polled (2)	% of Votes Polled on outstanding shares (3)=[(2)/(1)]* 100	No.of Votes - in favour (4)	No. of Votes - against (5)	% of Votes in favour on votes polled (6)=[(4)/(2)]* 100	% of Votes against on votes polled (7)=[(5)/(2)]* 100
Promoter and Promoter Group	E-Voting	5180544	5180544	100	5180544	0	100	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	<b>Total</b>	<b>5180544</b>	<b>5180544</b>	<b>100</b>	<b>5180544</b>	<b>0</b>	<b>100</b>	<b>0</b>
Public-Institutions	E-Voting	0	0	0	0	0	0	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Public-Non Institutions	E-Voting	867297	867297	100	867297	0	100	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	<b>Total</b>	<b>867297</b>	<b>867297</b>	<b>100</b>	<b>867297</b>	<b>0</b>	<b>100</b>	<b>0</b>
<b>Total</b>		<b>6047841</b>	<b>6047841</b>	<b>100</b>	<b>6047841</b>	<b>0</b>	<b>100</b>	<b>0</b>

Swati  
Gupta

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by Swati Gupta  
Date: 2024.08.28  
16:57:48 +05'30'

**Resolution No: 2. As an Ordinary Resolution****2. Re-appointment of Mrs. Annapurna Maheshwari (DIN: 00038346) as director liable to retire by rotation**

<b>Resolution required: (Ordinary/ Special)</b>			Ordinary					
<b>Whether promoter/ promoter group are interested in the agenda/resolution?</b>			No					
<b>Category</b>	<b>Mode of Voting</b>	<b>No.of shares held (1)</b>	<b>No.of votes polled (2)</b>	<b>% of Votes Polled on outstanding shares (3)=[(2)/(1)]* 100</b>	<b>No.of Votes - in favour (4)</b>	<b>No. of Votes - against (5)</b>	<b>% of Votes in favour on votes polled (6)=[(4)/(2)]* 100</b>	<b>% of Votes against on votes polled (7)=[(5)/(2)]* 100</b>
<b>Promoter and Promoter Group</b>	<b>E-Voting</b>	5180544	5180544	100	5180544	0	100	0
	<b>Poll</b>	0	0	0	0	0	0	0
	<b>Postal Ballot (if applicable)</b>	0	0	0	0	0	0	0
	<b>Total</b>	<b>5180544</b>	<b>5180544</b>	<b>100</b>	<b>5180544</b>	<b>0</b>	<b>100</b>	<b>0</b>
<b>Public-Institutions</b>	<b>E-Voting</b>	0	0	0	0	0	0	0
	<b>Poll</b>	0	0	0	0	0	0	0
	<b>Postal Ballot (if applicable)</b>	0	0	0	0	0	0	0
	<b>Total</b>	0	0	0	0	0	0	0
<b>Public-Non Institutions</b>	<b>E-Voting</b>	867297	867297	100	867297	0	100	0
	<b>Poll</b>	0	0	0	0	0	0	0
	<b>Postal Ballot (if applicable)</b>	0	0	0	0	0	0	0
	<b>Total</b>	<b>867297</b>	<b>867297</b>	<b>100</b>	<b>867297</b>	<b>0</b>	<b>100</b>	<b>0</b>
<b>Total</b>		<b>6047841</b>	<b>6047841</b>	<b>100</b>	<b>6047841</b>	<b>0</b>	<b>100</b>	<b>0</b>

For Brand Concepts Limited

**Swati**Digitally signed  
by Swati Gupta**Gupta**Date: 2024.08.28  
17:00:59 +05'30'

Swati Gupta

Company Secretary &amp; Compliance Officer

Mem No. A33016