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

To,
National stock Exchange of India Limited
Listing and Compliance Department,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla complex,
Bandra East, Mumbai – 400051.

Date: 29.01.2020

Script Code- BCONCEPTS

Subject: Submission of Disclosure under Regulation 31(1) and 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers), Regulations 2015.

Dear Sir/Mam,

In accordance with Regulation 31 (1) and 31(2) of the SEBI (Substantial Acquisition of Shares & Takeover), Regulation, 2015.

We wish to inform you that Mr. Prateek Maheshwari (Promoter of the Company) has unpledged the 6,00,000 equity shares from Acepro Finance Private Limited.

This is for your information and record.

Yours Sincerely,
For Brand Concepts Limited

Swati Gupta
Company Secretary and Compliance Officer

Encl: Letter with Annexure -1, received from Mr. Prateek Maheshwari

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

To,
National stock Exchange of India Limited
Listing and Compliance Department,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla complex,
Bandra East, Mumbai – 400051.

Date: 28.01.2020

Script Code- BCONCEPTS

Subject: Submission of Disclosure under Regulation 31(1) and 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers), Regulations 2015.

Dear Sir/Mam,

In accordance with Regulation 31 (1) and 31(2) of the SEBI (Substantial Acquisition of Shares & Takeover), Regulation, 2015.

We wish to inform you that, I have pledged 6,00,000 equity shares of Brand Concepts Limited to Acepro Finance Private Limited on 01.10.2019 and now with the repayment of the amount has unpledged the said shares on 27.10.2020.

This is for your information and record.

Yours Sincerely,
Prateek Maheshwari
Managing Director of Brand Concepts Limited

CC to:
Company Secretary
Brand Concepts Limited
140/2/2, Musakhedi Square,
Ring Road, Indore -452010.
swati.gupta@brandconcepts.in

CHOICE EQUITY BROKING PRIVATE LIMITED
DP Of Central Depository Services (I) Ltd.
CHAKARAWARTI ASHOK CO OPHSG,CTS NO156,157,158, J.B.NAGAR,OFF SAHAR ROAD, ANDHERI (E),
MUMBAI,MAHARASHTRA-400099
Phone-022-67079999 Fax-022-67079959
Email-dp@choiceindia.com,compliance@choiceindia.com

DP ID : 12066900 **Client ID : 00378610** Date : 27-Jan-2020

To,
M/s ACEPRO FINANCE PRIVATE LIMITED
159-11 AMAR BRASS COMPOUND
VIDYANAGARI MARG
SANTACRUZ E
MUMBAI, 400098, MAHARASHTRA
INDIA

Subject : Confirmation Of UnPledge Acceptance

Dear Sir/Madam,

Please note that your application for UnPledge has been processed as per details given below:

Pledge Seq. No.	: 4765708	PRF No.	: 4793
ISIN Code	: INE977Y01011	ISIN Name	: BRAND CONCEPTS-EQ
ISIN Description	: BRAND CONCEPTS LIMITED # EQUITY SHARES		
Balance Type	: Free	UnPlegde Quantity	: 600000
Pledge Expiry Date	: 30-Sep-2020	Pledge Value	: 20160000
Agreement No	: 09/2019-20/003		
Part Counter	: 1		
Pledgee DP Int Ref No.	:		
Pledgor DP ID/ Name	: 12066900 / CHOICE EQUITY BROKING PRIVATE LIMITED		
Pledgor Client ID/ Name	: 1206690000243641 / PRATEEK MAHESHWARI		
Unpledge Accept Initiated On	: 27-Jan-2020 15:55:19		

All further communications in this connection should be addressed at the above-mentioned address by quoting the Pledge Sequence Number (PSN) or your client id.

Thanking you and assuring you of our best services.

For CHOICE EQUITY BROKING PRIVATE LIMITED



Authorised Signatory