

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: 29th June 2021

**Sub: Outcome of the Board Meeting of "Brand Concepts Limited" (Company)
held on Tuesday, 29th day of June 2021, at 11:30 am.**

Dear Sir,

The Board of Directors of the Company at their meeting held on 29th day of June 2021 at 11:30 am, at the corporate office, of the Company situated at 140/2/2, Musakhedi Square, Ring Road, Indore- 452010, inter alia transacted the following businesses.

- 1) Considered and approved the Audited Financial Results for the half year and year ended on 31.03.2021, along with the Statement of Assets and Liabilities as on 31st March 2021, in compliance with Regulation 33 of the Listing Regulations.
- 2) Took on record the Auditor's Report on the Audited Financial Result of the Company for the half year and year ended on 31.03.2021.

The meeting was commenced at 11:30 am and got concluded at 12.48 pm.

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

**Thanking You,
Yours Faithfully
For Brand Concepts Limited,**


Abhinav Kumar
Whole Time Director
DIN: 06687880



Declaration

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

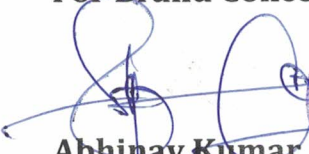
Date: 29th June 2021

Sub: Declaration (Pursuant to Regulation 33 of SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015.

Pursuant to the requirement as specified by Regulation 33 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 as amended by SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2016 it is hereby declared Auditors Report issued by the Statutory Auditors for the financial year ended as on 31st March 2021, contains unmodified opinion on Audited Financial Results of the Company for the half year and year ended 31st March 2021, approved by the Board Meeting held on 29th June 2021.

You are kindly requested to take the above declaration in your records.

For Brand Concepts Limited


Abhinav Kumar
Whole Time Director
DIN: 06687880





Independent Auditor's Review Report on the Half Yearly and Year to Date Standalone Financial Results of the Company pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, read with SEBI Circular No. CIRJCFD/CMDI/44/2019 dated March 29,2019

**To,
The Board of Directors
Brand Concepts Limited
Mumbai (M.H.)**

We have audited the half yearly financial results of **Brand Concepts Limited** ("the company") for the half year ended ended 31st March, 2021 and year to date from 01st April, 2020 to 31st March, 2021 attached herewith, being submitted by the company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

These half yearly financial results as well as the year to date financial results have been prepared on the basis of the interim financial statements, which are the responsibility of the company's management.

Our responsibility is to express an opinion on these financial results based on our audit of such interim financial statements, which have been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard for Interim Financial Reporting (Ind AS 34), prescribed under Section 133 of the Companies Act, 2013 read with relevant rules issued thereunder; or by the Institute of Chartered Accountants of India, as applicable and other accounting principles generally accepted in India.

We conducted our audit in accordance with the auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial results are free of material misstatement(s).





An audit includes examining, on a test basis, evidence supporting the amounts disclosed as financial results. An audit also includes assessing the accounting principles used and significant estimates made by management. We believe that our audit provides a reasonable basis for our opinion.

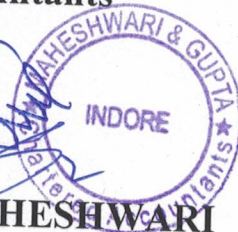
In our opinion and to the best of our information and according to the explanations given to us these half yearly financial results as well as the year to date results:

- (i) have been presented in accordance with the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 in this regard; and
- (ii) give a true and fair view of the net loss and other financial information for the half year ended 31st March, 2021 as well as the year to date results for the period from 01.04.2020 to 31.03.2021.

For **MAHESHWARI & GUPTA**

Chartered Accountants

FRN:006179C



CA. SUNIL MAHESHWARI

Partner

M.No.: 403346

PLACE: INDORE

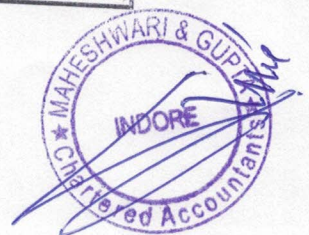
DATE : 29.06.2021

UDIN : 21403346AAAA656960

BRAND CONCEPTS LIMITED
(CIN- L51909MH2007PLC174702)

STATEMENT OF AUDITED FINANCIAL RESULTS FOR THE HALF YEAR AND YEAR ENDED 31ST MARCH 2021

Particulars	(Rs. In Lacs)				
	Half Year Ended		Year Ended		
	Audited 31/03/2021	Unaudited 30/09/2020	Audited 31/03/2020	Audited 31/03/2021	Audited 31/03/2020
1. Income from Operations					
(a) Net Sales/Income from Operations (Net of Excise Duty)	3629.08	650.29	3530.53	4279.37	7128.36
(b) Other Income	5.20	4.57	12.94	9.77	19.30
Total Income from Operations (net)	3634.28	654.86	3543.47	4289.14	7147.66
2. Expenses:					
(a) Cost of Materials Consumed	-	-	-	-	-
(b) Purchase in stock-in-trade	-	-	-	-	-
(c) Changes in Inventories of Finished Goods, Work in Progress and Stock in Trade	1600.24	335.16	2108.02	1935.41	3870.92
(d) Employee benefit expenses	274.71	178.89	(686.43)	453.60	(635.65)
(e) Finance Cost	428.95	324.53	714.89	753.48	1408.34
(f) Depreciation and amortization expenses	244.19	216.28	240.18	460.47	436.63
(g) Other expenses (Any item exceeding 10% of the total expenses relating to continuing operations to be shown separately)	45.13	67.79	74.88	112.92	146.36
Total Expenses	1025.53	417.51	1077.18	1443.03	2060.47
3. Profit/(Loss, from operations before income, finance costs and exceptional item.(1-2)	3618.75	1540.16	3528.71	5158.91	7287.07
4. Exceptional Items	15.53	(885.30)	14.76	(869.77)	(139.41)
5. Profit/ (Loss) from ordinary activities before tax (3-4)	0.00	0.00	0.00	0.00	0.00
6. Tax expenses:	15.53	(885.30)	14.76	(869.77)	(139.41)
7. Net Profit /(Loss) from Ordinary activities after tax (5-6)	(241.81)	3.59	(32.41)	(238.22)	(28.57)
8. Extraordinary items (net of tax expenses)	257.34	(888.89)	47.17	(631.55)	(110.84)
9. Net Profit /(Loss) for the period (7-8)	0.00	0.00	0.00	0.00	0.00
10. Share of Profit/(Loss) of Associates*	257.34	(888.89)	47.17	(631.55)	(110.84)
11. Minority Interest *	0.00	0.00	0.00	0.00	0.00
12. Net Profit/(Loss) after taxes, minority interest and share of profit /(loss) of associates (9-10-11)	0.00	0.00	0.00	0.00	0.00
13. Paid-up equity share capital (Face Value of the share @ 10 Rs. / Share)	257.34	(888.89)	47.17	(631.55)	(110.84)
14. Reserves excluding Revaluation Reserves as per Balance Sheet of Previous accounting year.	1058.28	1058.28	1058.28	1058.28	1058.28
15.(i) Earning Per Share (before extraordinary items) (of Rs. 10/- each) (not annualised)	813.37	556.04	1444.93	813.37	1444.93
a) Basic	2.43	(8.40)	0.45	(5.97)	(1.05)
b) Diluted	2.43	(8.40)	0.45	(5.97)	(1.05)
16.(ii) Earning Per Share (after extraordinary items) of Rs.10/- each) (not annualised):					
(a) Basic	2.43	(8.40)	0.45	(5.97)	(1.05)
(b) Diluted	2.43	(8.40)	0.45	(5.97)	(1.05)



16.(ii) Earning Per Share (after extraordinary items) of Rs.10/- each) (not annualised):					
(a) Basic	2.43	(8.40)	0.45	(5.97)	(1.05)
(b) Diluted	2.43	(8.40)	0.45	(5.97)	(1.05)

Notes:

- 1) The above results after being reviewed by the Audit Committee and approved by the Board of Directors in its meeting held on 29th June 2021.
- 2) Previous Periods figures have been regrouped/rearranged, wherever necessary to confirm to current periods classifications.
- 3) The Company is dealing in Travel Gear & Related Accessories. The company does not have any geographical /other segments hence no separate reportable segment as defined in Accounting Standard 17 on Segment Reporting notified under Companies (Accounting Standards) Rules, 2017.
- 4) The figures for the half year ended 31.03.2021 are the balancing figures between audited figures in respect of full financial year ended on 31.03.2021 and the unaudited figures of preeceeding half year ended on 30.09.2020.

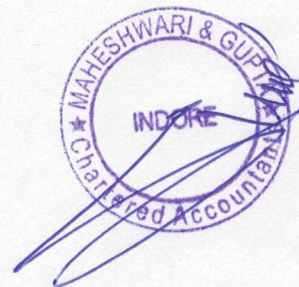
For Brand Concepts Limited

Prateek Maheshwari
(Managing Director)
DIN (00039340)



Date : 29th June, 2021

Place : Indore



Brand Concepts Limited (L51909MH2007PLC174702)

AUDITED STATEMENT OF ASSETS AND LIABILITIES

(Rs. In Lacs)

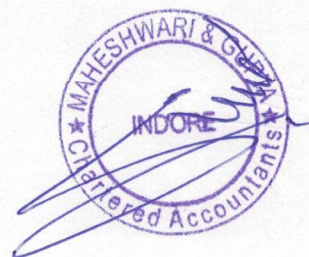
Particulars	As at 31st March, 2021	As at 31st March, 2020
	Rs.	Rs.
EQUITY & LIABILITIES		
(1) Shareholders' funds		
(a) Share Capital	1,058.28	1,058.28
(b) Reserves & Surplus	813.37	1,444.93
(2) Non-current liabilities		
(a) Long-term borrowings	561.95	587.23
(b) Long-term provisions	239.12	233.46
(3) Current liabilities		
(a) Short-term borrowings	2,081.10	1,610.55
(b) Trade payables	1,851.93	2,768.59
(c) Other current liabilities	352.49	505.75
(d) Short term provisions	142.66	191.91
Total (1+2+3)	7,100.90	8,400.70
ASSETS		
(1) Non-current assets		
(a) Fixed assets		
(i) Tangible assets	285.28	366.02
(ii) Intangible assets	4.79	11.76
(iii) Capital (W.I.P.)	-	19.61
(b) Non-current Investments	-	-
(c) Deferred tax assets (Net)	365.79	127.57
(d) Long-term loans & advances	144.27	182.79
(2) Current assets		
(a) Current Investments	-	-
(b) Inventories	2,183.04	2,636.63
(c) Trade receivables	3,434.80	4,281.24
(d) Cash & cash equivalents	214.68	375.57
(e) Short-term loans & advances	374.82	357.10
(f) Other Current Assets	93.44	42.41
Total (1+2)	7,100.90	8,400.70

For Brand Concepts Limited

Prateek Maheshwari
Managing Director
DIN: 00039340



Date : 29th June, 2021
Brand Concepts Limited



25.12 Cash Flow Statement

Particulars	For the Year Ended 31st March, 2021	For the Year Ended 31st March, 2020
A. CASH FLOW FROM OPERATING ACTIVITIES		
Net Profit before tax and extraordinary items	(86,977,452)	(13,940,062)
Adjustments for:		
Depreciation & Misc. expenditure written off	11,292,479	14,635,751
Interest and other charges	46,047,378	43,662,680
Interest Income	(595,202)	(1,907,945)
Operating profit before working capital changes	(30,232,798)	42,450,424
Adjustments for:		
Trade and other receivables	81,620,453	29,864,812
Inventories	45,359,955	(63,565,105)
Trade & other Payables	(111,350,777)	52,482,579
Cash generated from operations	(14,603,167)	61,232,710
Direct taxes	-	-
Net Cash from operating activities	(14,603,167)	61,232,710
B. CASH FLOW FROM INVESTING ACTIVITIES		
Purchase of Fixed Assets	(560,867)	(9,467,250)
Deposits	595,202	1,907,945
Interest Received	34,335	(7,559,306)
Net Cash from/ (used) in investment activities		
C. CASH FLOW FROM FINANCING ACTIVITIES		
Proceeds from long / short term borrowings (Net)	44,526,950	11,973,075
Interest and other charges paid	(46,047,378)	(43,662,680)
Dividend including Dividend Distribution Tax paid		
Net Cash (used) / from financing activities	(1,520,427)	(31,689,604)
D. Net increase / (decrease) in cash and cash equivalents	(16,089,260)	21,983,800
Opening balance of Cash and cash equivalents	37,556,841	15,573,041
Closing balance of Cash and cash equivalents	21,467,581	37,556,841

