



BRAND CONCEPTS LIMITED

CIN - L51909MP2007PLC066484
04th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,
Bicholi Mardana, Indore - 452016 (M. P.)
Phone: 91-731-4223000, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 29-09-2025

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
Symbol: BCONCEPTS

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001

Scrip Code: 543442

Sub: Announcement for Adding New Brand "Superdry" to our Brand Portfolio

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that *Brand Concepts Limited* has entered into a new licensing partnership with *Reliance Brands Limited (RBL)* to expand its brand "**Superdry**" travel gear and accessories in India.

Enclosed herewith is a brief overview of the collaboration for your reference.

You are requested to kindly take the above information on record.

Thanking You,

Yours faithfully
For Brand Concepts Limited

Swati Gupta
Company Secretary & Compliance Officer
Mem No. A33016



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BRAND CONCEPTS LTD. SECURES EXCLUSIVE LICENSE FOR SUPERDRY TRAVEL GEAR & HANDBAGS IN INDIA

Brand Concepts Ltd., India's leading licensee for premium and lifestyle fashion brands, has entered into a new licensing partnership with Reliance Brands Limited (RBL) to expand Superdry's travel gear and accessories category in India.

Under this exclusive agreement, Brand Concepts Ltd. will design, manufacture, and distribute a dedicated line of Superdry Travel Gear, Handbags, and Small Leather Goods (SLGs), with a strategic focus on scaling and strengthening the brand's footprint in this fast-growing lifestyle segment.

Building on Superdry's distinct blend of vintage Americana, Japanese-inspired graphics, and British craftsmanship, the collaboration will leverage Brand Concepts' category expertise to deliver products that combine global style with functionality tailored to the modern Indian consumer.

"We are delighted to partner with Reliance Brands Limited to accelerate Superdry's presence in travel gear and accessories," said Mr. Abhinav Kumar, Co-founder, Brand Concepts Ltd. "Superdry already enjoys strong brand affinity in India, and this partnership enables us to strategically build the category, creating collections that are both stylish and functional while reflecting Superdry's global legacy of quality and durability."

The expanded range will launch in phases across leading e-commerce portals and premium department stores, with plans to establish Exclusive Brand Outlets (EBOs) in Tier-1 cities, offering consumers an immersive brand experience.

About Brand Concepts Ltd.

Brand Concepts Ltd. is a leading Indian omni-channel retail company specializing in the design, manufacturing, and distribution of premium fashion accessories, travel gear, and lifestyle products. With a strong portfolio of international licensed brands and proprietary labels, Brand Concepts Ltd. has established itself as a trusted player in the Indian retail landscape through extensive retail networks and leading e-commerce platforms.



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About Superdry

Founded in 2003, **Superdry** is a global fashion brand celebrated for its fusion of vintage Americana, Japanese-inspired graphics, and contemporary British style. Known for premium fabrics, authentic washes, intricate detailing, and iconic hand-drawn graphics, Superdry enjoys a loyal global following.

The brand has been in India since 2012, following a long-standing franchise partnership with Reliance Brands Limited (RBL). In October 2023, this collaboration evolved into a strategic joint venture, with RBL's UK-based subsidiary, Reliance Brands Holding UK Ltd (RBUK), acquiring Superdry's intellectual property assets—including the Superdry brand and related trademarks—for India, Sri Lanka, and Bangladesh marking a significant milestone in the brand's expansion across South Asia.