



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
Email: info@brandconcepts.in

Date: 29th December, 2022

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 - 400001

Symbol: BCONCEPTS

Scrip Code: 543442

Sub: Announcement for Adding New Brand “Aeropostale” to our Brand Portfolio.

Dear Sir/Madam,

In pursuance of regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we are pleased to announce that your company Brand Concepts Limited has entered a long-term contract of Licensing with ABG (Authentic Brand Group) to launch Travel & Fashion Accessories in the iconic fashion brand Aeropostale in India.

Enclosed herewith the glance for the same.

We request you to kindly take the above information in your records.

Yours faithfully,

For Brand Concepts Limited,

Swati

Gupta

Swati Gupta

Company Secretary & Compliance Officer

Digitally signed
by Swati Gupta
Date: 2022.12.29
13:17:19 +05'30'



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Brand Concepts' partners with ABG (Authentic Brand Group) to launch New Category of Products under the brand name Aeropostale in India

Brand Concepts Limited has entered a long-term contract of Licensing with ABG Group to launch Travel & Fashion Accessories in the iconic country fashion brand Aeropostale in India. Brand Concepts has become the official product licensee for Travel Gear, Small Leather Goods, Women Handbags & Socks including designing, manufacturing, retailing across all channels in India.

Brand Concepts' will introduce Aeropostale's latest fashion offerings to Indian Consumers through a mix of exclusive brand stores, multi-brand store expressions and digital commerce platforms.

Both the companies aim at leveraging the Aeropostale position as a leading lifestyle brand, and established competencies in operating robust omni-channel retail networks and scaling local manufacturing and driving sourcing efficiencies.

Founded in 1987 in Washington (US) by R.H. Macy & Company and owned by Authentic Brand Group, Aeropostale continues to connect with customers online and in company-operated and retail location globally. With a strong vision of doing more than selling clothes, Aeropostale shapes culture, championing a uniquely radical and optimistic sense of style by bridging the gap between individuals, generation and culture. Brand Concepts Limited bring Aeropostale shopping experience to customers in India, offering the brand's youthful, optimistic fashion for men, women, and kids.

"At Brand Concepts, we pride ourselves in bringing the latest and best to our customers and we are happy to announce the addition of iconic Aeropostale brand to our fashion and lifestyle portfolio. We believe both Brand Concepts and Aeropostale complement each other in their vision to bring industry leading fashion products and retail experiences to their consumers", said, Abhinav Kumar, Director, Brand Concepts Limited.

A joint Press Release shall be followed soon.