



# BRAND CONCEPTS LIMITED

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**Date: 29.12.2025**

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-400051

**Symbol: [BCONCEPTS]**

**Scrip Code: 543442**

**Sub: Intimation of Opening of New Store “Juicy Couture” at Sky City Mall, Borivali East, Mumbai Maharashtra.**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are delighted to inform the exchange, investors and public at large that the Company has opened a new store in the name of “**Juicy Couture**” at **Unit No. G-17, Ground Floor, Sky City Mall, Borivali East, Mumbai Maharashtra-400066**. This new store reinforces our growth strategy, bringing greater convenience and improved services to our customers. Below are some glimpses of the store.

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

Thanking you

**Yours faithfully,**  
**For Brand Concepts Limited**

**Swati Gupta**  
**Company Secretary & Compliance Officer**  
**Mem No: A33016**

## **Brand Concepts Limited Expands Premium Retail Footprint with Juicy Couture's Mumbai Debut**

**Brand Concepts Limited** a leader in the Indian fashion and lifestyle retail sector, is pleased to announce the further expansion of its international brand portfolio with the grand opening of the **Juicy Couture Exclusive Brand Outlet (EBO)** at Sky city Mall, Borivali, Mumbai.

**Prime High-Traffic Location:** Situated in Sky city Mall, Borivali, the store targets the high-spending demographic of North Mumbai, enhancing the company's offline presence.

**Full Lifestyle Integration:** For the first time in the region, the store will showcase the complete "Juicy Lifestyle" range—moving beyond accessories to include the iconic velour tracksuits, luxurious lingerie, and seasonal apparel.

