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 & Compliance Department
Exchange Plaza, 5th Floor,
Plot No, C/1, G Block,
Bandra Kurla complex,
Bandra East, Mumbai – 400051

Date: 30th July 2020

Sub: Outcome of the Board Meeting of "Brand Concepts Limited" (Company) held on Thursday, 30th day of July 2020, at 12:30 pm.

Dear Sir,

The Board of Directors of the Company at their meeting held on 30th day of July 2020 at 12:30 pm, 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 31.03.2020, along with the Statement of Assets and Liabilities as on 31st March 2020, 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 31.03.2020.

The meeting was commenced at 12:30 pm and got concluded at 3:15 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

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

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: 30th July 2020

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 30th July 2020, contains unmodified opinion on Audited Financial Results of the Company for the half year and year ended 31st March 2020, approved by the Board Meeting held on 30th July 2020.

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

For Brand Concepts Limited

Abhinav Kumar
Whole Time Director
DIN: 06687880

Auditor's Report on half yearly and yearly Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

To
The Board of Directors
Brand Concepts Limited
Mumbai

We have audited the financial results of **Brand Concepts Limited** for the half year ended 31st March, 2020 attached herewith and year to date results for the period 1st April, 2019 to 31st March, 2020 attached herewith, being submitted by the company pursuant to the requirement of regulation 33 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015. These half yearly and yearly financial results have been prepared on the basis of the interim financial statements, which are the responsibility of 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 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 Indiaas 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 from material misstatements. An audit includes examining on a test basis, evidence supporting the amount disclosed as financial results. An audit also includes assessing the accounting principles used and significant estimates made by the 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 and yearly financial results:

(i) are presented in accordance with the requirements of regulation 33 of SEBI (Listing Obligations & 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 year ended 31st March 2020 as well as the year to date result for the period from April 1, 2019 to March 31, 2020.

For **MAHESHWARI & GUPTA**
Chartered Accountants
FRN: 006179C

CA. SUNIL MAHESHWARI
Partner
M. No. 403346

PLACE : INDORE
DATE : 30/07/2020

Brand Concepts Limited (L51909MH2007PLC174702)

AUDITED STATEMENT OF ASSESTS AND LIABILITIES

(Rs. In Lacs)

Particulars	As at 31st March, 2020	As at 31st March, 2019
	Rs.	Rs.
EQUITY & LIABILITIES		
(1) Shareholders' funds		
(a) Share Capital	1,058.28	1,058.28
(b) Reserves & Surplus	1,444.93	1,555.76
(2) Non-current liabilities		
(a) Long-term borrowings	587.23	406.62
(b) Long-term provisions	129.56	81.60
(3) Current liabilities		
(a) Short-term borrowings	1,610.55	1,671.43
(b) Trade payables	2,768.59	2,198.89
(c) Other current liabilities	505.70	684.20
(d) Short term provisions	191.91	210.14
Total (1+2+3)	**8,296.75**	**7,866.92**
ASSETS		
(1) Non-current assets		
(a) Fixed assets		
(i) Tangible assets	366.02	431.51
(ii) Intangible assets	11.76	17.56
(iii) Capital (W.I.P.)	19.61	
(b) Non-current Investments	0.00	-
(c) Deferred tax assets (Net)	127.57	99.00
(d) Long-term loans & advances	135.71	122.22
(2) Current assets		
(a) Current Investments	0.00	-
(b) Inventories	2636.63	2,000.98
(c) Trade receivables	4177.35	4,611.42
(d) Cash & cash equivalents	422.65	191.56
(e) Short-term loans & advances	358.94	372.54
(f) Other Current Assets	40.51	20.13
Total (1+2)	**8,296.75**	**7,866.92**

For Brand Concepts Limited

Abhinav Kumar
Whole Time Director
DIN: 06687880

Date : 30th July, 2020
Place: Indore

Brand Concepts Limited (L51909MH2007PLC174702)

STATEMENT OF AUDITED FINANCIAL RESULTS FOR THE HALF YEAR AND YEAR ENDED 31ST MARCH 2020

(Rs. In Lacs)

Particulars	Half Year Ended			Year Ended	
	Audited 31/03/2020	Unaudited 30/09/2019	Audited 31/03/2019	Audited 31/03/2020	Audited 31/03/2019
1. Income from Operations					
(a) Net Sales/Income from Operations (Net of Excise Duty)	3530.53	3597.83	4781.57	7128.36	8180.58
(b) Other Income	12.94	6.36	10.96	19.30	15.51
Total Income from Operations (net)	**3543.47**	**3604.19**	**4792.53**	**7147.66**	**8196.09**
2. Expenses:					
(a) Cost of Materials Consumed	-	-	-	-	-
(b) Purchase in stock-in-trade	2108.02	1762.90	2401.87	3870.92	4319.21
(c) Changes in Inventories of Finished Goods, Work in Progress and Stock in Trade	(686.43)	50.78	70.28	(635.65)	(362.81)
(d) Employee benefit expenses	714.89	693.45	624.69	1408.34	1252.06
(e) Finance Cost	240.18	196.45	167.54	436.63	336.98
(f) Depreciation and amortization expenses	74.88	71.48	60.59	146.36	117.90
(g) Other expenses (Any Item exceeding 10% of the total expenses relating to continuing operations to be shown separately)	1077.18	983.29	1119.86	2060.47	2155.13
Total Expenses	**3528.71**	**3758.35**	**4444.83**	**7287.06**	**7818.47**
3.Profit/(Loss) from operations before income, finance costs and exceptional item.(1-2)	14.76	(154.16)	347.70	(139.40)	377.62
4. Exceptional Items	0.00	0.00	0.00	0.00	0.00
5. Profit/ (Loss) from ordinary activities before tax (3-4)	14.76	(154.16)	347.70	(139.40)	377.62
6.Tax expenses:	(32.41)	3.84	84.91	(28.57)	110.81
7.Net Profit /(Loss) from Ordinary activites after tax (5-6)	**47.17**	**(158.00)**	**262.79**	**(110.83)**	**266.80**
8. Extraordinary items (net of tax expenses)	0.00	0.00	0.00	0.00	0.00
9. Net Profit /(Loss) for the period (7-8)	47.17	(158.00)	262.79	(110.83)	266.80
10. Share of Profit/(Loss) of Associates*	0.00	0.00	0.00	0.00	0.00
11. Minoority 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)	**47.17**	**(158.00)**	**262.79**	**(110.83)**	**266.80**
13. Paid-up equity share capital (Face Value of the share @ 10 Rs. / Share)	1058.28	1058.28	1058.28	1058.28	1058.28
14. Reserves excluding Revaluation Reserves as per Balance Sheet of Previous accounting year.	1444.93	1397.76	1555.76	1444.93	1555.76
15.(i) Earning Per Share (before extraordinary items) of Rs. 10/- each) (not annualised)					
(a) Basic	0.45	(1.49)	2.48	(1.05)	2.52
(b) Diluted	0.45	(1.49)	2.48	(1.05)	2.52
16.(ii) Earning Per Share (after extraordinary items) of Rs.10/- each) (not annualised):					
(a) Basic	0.45	(1.49)	2.48	(1.05)	2.52
(b) Diluted	0.45	(1.49)	2.48	(1.05)	2.52

Notes:

1. The above results after being reviewed by the Audit Committee and approved by the Board of Directors in its meeting held on 30th July 2020.
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 specified under Companies (Accounting Standards) Rules, 2017.
4. The figures for the half year ended 31.03.2020 are the balancing figures between audited figures in respect of full financial year ended on 31.03.2020 and the unaudited figures of preceeding half year ended on 30.09.2019.

For Brand Concepts Limited

Abhinav Kumar
Whole Time Director
DIN : 06687880

BRAND CONCEPTS LIMITED INDORE

Date : 30th July, 2020
Place : Indore

Brand Concepts Limited (L51909MH2007PLC174702)

Notes forming part of the financial Statements for the period ended 31 March, 2020

(Rs. In Lacs)

	Particulars	For the Year Ended 31st March, 2020	For the Year Ended 31st March, 2019
A.	**CASH FLOW FROM OPERATING ACTIVITIES**		
	Net Profit before tax and extraordinary items	(139.40)	377.62
	Adjustments for:		
	Depreciation & Misc. expenditure written off	146.36	117.90
	Interest and other charges	436.63	336.98
	Interest Income	(19.08)	(4.93)
	Operating profit before working capital changes	**424.50**	**827.57**
	Adjustments for:		
	Trade and other receivables	413.81	(890.94)
	Inventories	(635.65)	(362.81)
	Trade & other Payables	420.93	1002.77
	Cash generated from operations	**623.58**	**576.58**
	Direct taxes	**0.00**	**(135.87)**
	Net Cash from operating activities	**623.58**	**440.71**
B.	**CASH FLOW FROM INVESTING ACTIVITIES**		
	Purchase of Fixed Assets		
	Deposits	(94.67)	(167.48)
	Interest Received		
	Net Cash from/ (used) in investment activities	19.08	4.93
		(75.59)	**(162.55)**
C.	**CASH FLOW FROM FINANCING ACTIVITIES**		
	Proceeds from long / short term borrowings (Net)	119.73	104.32
	Interest and other charges paid	(436.63)	(336.98)
	Dividend including Dividend Distribution Tax paid		
	Net Cash (used) / from financing activities	**(316.90)**	**(232.66)**
D.	**Net increase / (decrease) in cash and cash equivalents**	231.10	45.50
	Opening balance of Cash and cash equivalents	191.56	146.06
	Closing balance of Cash and cash equivalents	**422.65**	**191.56**

BRAND CONCEPTS LIMITED INDORE