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

Date: 29.01.2020

To,
National stock Exchange of India Limited
Listing and Compliance Department,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla complex,
Bandra East, Mumbai – 400051.

Script Code- BCONCEPTS

Subject: Submission of Disclosure under Regulation 31(1) and 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers), Regulations 2015.

Dear Sir/Mam,

In accordance with Regulation 31 (1) and 31(2) of the SEBI (Substantial Acquisition of Shares & Takeover), Regulation, 2015.

We wish to inform you that Mr. Prateek Maheshwari (Promoter of the Company) has unpledged the 6,00,000 equity shares from Acepro Finance Private Limited.

This is for your information and record.

Yours Sincerely,
For Brand Concepts Limited

Swati Gupta
Company Secretary and Compliance Officer

Encl: Letter with Annexure -1, received from Mr. Prateek Maheshwari

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

Date: 28.01.2020

To,
National stock Exchange of India Limited
Listing and Compliance Department,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla complex,
Bandra East, Mumbai – 400051.

Script Code- BCONCEPTS

Subject: Submission of Disclosure under Regulation 31(1) and 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers), Regulations 2015.

Dear Sir/Mam,

In accordance with Regulation 31 (1) and 31(2) of the SEBI (Substantial Acquisition of Shares & Takeover), Regulation, 2015.

We wish to inform you that, I have pledged 6,00,000 equity shares of Brand Concepts Limited to Acepro Finance Private Limited on 01.10.2019 and now with the repayment of the amount has unpledged the said shares on 27.10.2020.

This is for your information and record.

Yours Sincerely,
Prateek Maheshwari
Managing Director of Brand Concepts Limited

CC to:
Company Secretary
Brand Concepts Limited
140/2/2, Musakhedi Square,
Ring Road, Indore -452010.
swati.gupta@brandconcepts.in

Annexure -1

Format for disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company(TC)	BRAND CONCEPTS LIMITED
Names of the Stock Exchanges where the shares of the target company are listed	NSE EMERGE
Date of reporting	30.01.2020
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked	PRATEEK MAHESHWARI
Details of the creation/invocation/release of encumbrance:	

Name of the promoter (s) or PACs with him(**)	Promoter holding in the target company (1)		Promoter holding Already Encumbered (2)		Details of events pertaining to encumbrance (3)				Post event holding of encumbered shares {creation [(2)+(3)] / release [(2)-(3)] / invocation [(2)-(3)]}				
	No. of shares	% of total share capital	No. of shares	% of total share capital	Type of event (creation / release / invocation n)	Date of creation/ invocation release of encumbrance	Type of encumbrance (pledge/ lien/ non disposal undertaking/others)	Reason for Encumbrance	No. of shares	% of total share capital	Name of the entity in whose favor shares encumbered	No. of shares	% of total share capital
Prateek Maheshwari	1050000	9.92%	0	0	Creation	27.01.2020	Unpledged	Loan Taken by Brand Concepts Limited	600000	5.67%	Acepro Finance Private Limited	600000	5.67%

Prateek Maheshwari
Promoter & Managing Director of Brand Concepts Limited

Place: Indore
Date: 30.01.2020

* The names of all the promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not

** Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.