

Date: 04.01.2019

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 2011.

Dear Sir/Mam,

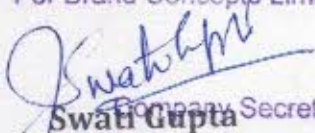
In accordance with Regulation 31 (1) and 31(2) of the SEBI (Substantial Acquisition of Shares & Takeover), Regulation, 2011.

We wish to inform you that IFF Overseas Pvt Ltd (Promoter of the Company) has pledge the 2,80,000 equity shares to Acepro Finance Private Limited.

This is for your information and record.

**Yours Sincerely,
For Brand Concepts Limited**

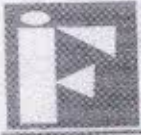
For Brand Concepts Limited



Swati Gupta Secretary

Company Secretary and Compliance Officer

Encl: Letter with Annexure -1, received from IFF Overseas Private Limited



IFF OVERSEAS PVT. LTD.

Ring Road Square, Musakhedi, INDORE-452 001 (M.P.) INDIA
Ph : 91-731-2403611, 2403788, 2401066-67, Fax : +91731-2403665, 2403133
E-mail : iffo@iffoverseas.com Website : www.iffoverseas.com
CIN NO. U51102MP1994PTC008165

To,
National stock Exchange of India Limited
Listing and Compliance Department,
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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 2014.

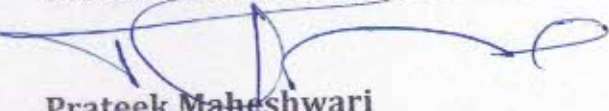
Dear Sir/Mam,

In accordance with Regulation 31 (1) and 31(2) of the SEBI (Substantial Acquisition of Shares & Takeover), Regulation, 2014.

We wish to inform you that, we have pledged 2,80,000 equity shares of Brand Concepts Limited to Acepro Finance Private Limited on 28.12.2018.

This is for your information and record.

Yours Sincerely,
For IFF Overseas Private Limited



Prateek Maheshwari
Director

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

Annexure - I

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	04.01.2019
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked	IFF OVERSEAS PVT LTD
Details of the creation/invocation/release of encumbrance:	

Details of events pertaining to encumbrance (3)														Post event holding of encumbered shares { creation [(2)+(3)] / release [(2)-(3)] / invocation [(2)-(3)] }	
Name of the promoter (s) or PACs with him(**)	Promoter holding in the target company (1)		Promoter holding Already Encumbered (2)		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		
	No. of shares	% of total share capital	No. of shares	% of total share capital											
IFF Overseas Pvt Ltd	588000	5.56%	0	0	Creation	28.12.2018	Pledge	Loan Taken by IFF Overseas Pvt Ltd	280000	2.65%	Acepro Finance Private Limited	280000	2.65%		

For IFF Overseas Pvt Ltd.

Prateek Maheshwari
(Director)

Place: Indore

Date: 04.01.2019

* 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.