

To,  
National Stock Exchange of India Limited  
Listing and Compliance Department  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G block,  
Bandra Kurla Complex,  
Bandra East, Mumbai – 400051

Date: 07<sup>th</sup> August 2018

Dear Sir/Madam,

**Sub: Continual Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.**

With reference to the captioned subject we are submitting herewith aggregate shareholding and voting rights as of the 31<sup>st</sup> March 2018 of promoters together with persons acting in concert in the target company i.e. Brand Concepts Limited

Please find attached herewith the disclosure in prescribed format as required under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

I request you to take this in record.

Thanking You  
Yours faithfully

  
Prateek Maheshwari  
Managing Director

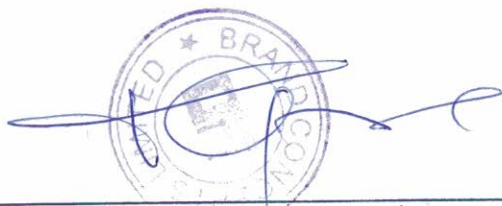


**ANNEXURE - 1**

**Format for Disclosures under Regulation 30(1) and 30(2) of SEBI  
(Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A- Details of Shareholding**

|                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                       |                                                          |                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                   | Brand Concepts Limited                                |                                                          |                                                   |
| 2. Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                                                                                                                            | National Stock Exchange of India Limited (NSE Emerge) |                                                          |                                                   |
| 3. Particulars of the shareholder(s) :<br>a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC.<br><br>or<br>b. Name(s) of promoter(s), member of the promoter group and PAC with him. | As per Annexure -2                                    |                                                          |                                                   |
| 4. Particulars of the shareholding mentioned at (3) above of person(s)                                                                                                                                                                                                                                                                                                                                                               | Numb of er shares                                     | % w.r.t. total share /voting capital wherever applicable | % of total diluted share/voting capital of TC (*) |
| As of March 31 <sup>st</sup> of the year, holding of:<br>a) Shares<br>b) Voting Rights (otherwise than by shares)<br>c) Warrants<br>d) Convertible Securities<br>e) Any other instrument that would entitle the holder to receive shares in the TC.                                                                                                                                                                                  | As per Annexure - 2                                   | As per Annexure -2                                       | As per Annexure - 2                               |
| Total                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                       |                                                          |                                                   |



*Annexure - 2*

| S. No | Name of the Promoter     | No. of Shares | % w.r.t total share/voting capital wherever applicable | % of total diluted share/voting capital of TC (*) |
|-------|--------------------------|---------------|--------------------------------------------------------|---------------------------------------------------|
| 1     | Pradeep Maheshwari       | 2525000       | 23.86                                                  | NA                                                |
| 2     | Pradeep Maheshwari (HUF) | 900000        | 8.50                                                   | NA                                                |
| 3     | IFF Overseas Pvt Ltd     | 588000        | 5.56                                                   | NA                                                |
| 4     | Prateek Maheshwari       | 1050000       | 9.92                                                   | NA                                                |
| 5     | Annapurna Maheshwari     | 1050000       | 9.92                                                   | NA                                                |
| 6     | Sakshi Rathi Maheshwari  | 152000        | 1.44                                                   | NA                                                |
|       |                          | 6265000       | 59.20                                                  |                                                   |

