

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,

Script Code: [BCONCEPTS]

Sub: Statement of deviation or variation under Regulation 32 of SEBI (LODR) Regulations, 2015.

Dear Sir/Madam,

We would like to confirm that the fund raised under Initial Public Offer (IPO) has been utilized for the purpose it was raised and there is no deviation in respect of utilization of the fund.

This information is provided under Regulation 32 of the SEBI (LODR) Regulation, 2015.

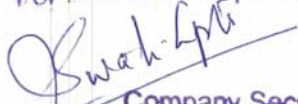
Please take this in your record.

Thanking You

Yours faithfully

For Brand Concepts Limited

For Brand Concepts Limited



Company Secretary

Swati Gupta

Company Secretary & Compliance Officer

(M. No.: ACS 33016)