

BRAND CONCEPTS LIMITED

CIN - U51909MH2007PLC174702

140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA

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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

Date: 28th March 2018

Script Code: [BCONCEPTS]

Sub: Reply to Clarification dt. 28th March 2018 in reference to (Appointment of Mr. Manish Saxena as an Additional Director (Non-Executive)).

Dear Sir/Mam,

In reference to your mail dt. 27th March 2018 for appointment of Mr. Manish Saxena as an Additional Director (Non-Executive Director) below is the clarification as required.

- 1) Mr. Manish Saxena has no relationship with any of the directors of the Company.
- 2) Below is the Brief Profile of Mr. Manish Saxena.

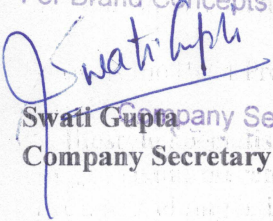
“A lifestyle specialist with 21 years of experience in design, product, management, marketing, store design, visual merchandising and backend in Retail industry. He has been instrumental in creating landmark changes in the Lifestyle Industry in India through his experience in new and different formats of retail. As varied as being a part of the entry of International Brands to creating successful homegrown brands, from Flagship Retailing in metros to Tier 2 emergence and expansion, Manish brings with him a wealth of core consumer experience.

With strong roots in St. Stephens College, New Delhi and London School of Fashion, he has worked in different genres and scopes with Madura Garments as Creative Director, with Landmark Group as Head of Buying and successfully launched the first organized ethnic wear brand W. Teaching at NIFT and imparting knowledge gained from the Industry to the GenNext has been his passion and purpose alongside. “

Kindly take the above information on your records and oblige.

For Brand Concepts Limited

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Swati Gupta
Company Secretary

Registered Office: F- 55, First Floor, R. City Mall Phase -2 Opp. Presidential Towers
146, Lal Bahadur Shastri Marg Ghatkopar (W) Mumbai – 400086