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

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: 22nd April 2019

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 31st March 2019 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
DIN: 00039340

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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) : 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. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	As per Annexure -2		
4. Particulars of the shareholding of person(s mentioned at (3) above)	Numb of er shares	% w.r.t. total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31st of the year, holding of: a) Shares b) Voting Rights (otherwise than by shares) c) Warrants, d) Convertible Securities 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			

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Signature of Authorised Signatory

Place: Indore
Date: 22/04/2019

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

(**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

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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	

