

Date: 04-05-2026

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

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001

Dear Sir/Madam,

Sub: Disclosure of inter-se transfer of shares pursuant to Regulation 10(5) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

With reference to the captioned subject, we have enclosed herewith the disclosure in the prescribed format under Regulation 10(5) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“SEBI SAST Regulations”) in respect of the proposed acquisition of 1,624,220 (Sixteen Lakhs Twenty Four Thousand Two Hundred and Twenty) equity shares constituting 13.01% (Thirteen Point Zero One percent) of the total shareholding capital of Brand Concepts Limited, through an off-market inter se transfer from Mr. Pradeep Maheshwari (Promoter of Brand Concepts Limited) to Mr. Prateek Maheshwari (Member of Promoter Group).

Date of Proposed Transaction	Name of the Transferor	Name of the Transferee	No. of shares proposed to be transferred	Percentage Holding of proposed share
On or before 08 th May, 2026	Mr. Pradeep Maheshwari	Mr. Prateek Maheshwari	1,624,220	13.01%

Please note that this transaction, being an inter-se transfer of shares between Mr. Pradeep Maheshwari (Promoter of Brand Concepts Limited) to Mr. Prateek Maheshwari (Member of Promoter Group), falls within the exemption provided under Regulation 10(1)(a)(i) of the SEBI SAST Regulations. In this connection, necessary disclosure under Regulation 10(5) of the SEBI SAST Regulations in respect of aforesaid acquisition in the prescribed format is enclosed herewith for your kind information and records.

We kindly request you that this information be taken on record and suitably disseminated to all concerned.

Thanking you,

PRATEEK
MAHESHWARI

Digitally signed by
PRATEEK MAHESHWARI
Date: 2026.05.04 17:48:08
+05'30'

Prateek Maheshwari
Managing Director (Member of Promoter Group)
DIN:00039340

CC To:
Company Secretary and Compliance Officer
Brand Concepts Limited

Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1	Name of the Target Company (TC)	Brand Concepts Limited
2.	Name of the acquirer(s)	Mr. Prateek Maheshwari
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes, Mr. Prateek Maheshwari is a member of the Promoter Group of Brand Concepts Limited.
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	Mr. Pradeep Maheshwari, Promoter of Brand Concepts Limited
	b. Proposed date of acquisition	On or before 08 th May, 2026
	c. Number of shares to be acquired from each person mentioned in 4(a) above	1,624,220 equity shares from Mr. Pradeep Maheshwari
	d. Total shares to be acquired as % of share capital of TC	13.01%
	e. Price at which shares are proposed to be acquired	There is no consideration for this transaction as it is inter-se by way of gift.
	f. Rationale, if any, for the proposed transfer	Inter-se transfer by way of gift
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	Regulation 10(1)(a)(i) of the Securities and Exchange Board of India (“SEBI”) (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“SEBI SAST Regulations”)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	Not Applicable. Inter-se transfer by way of gift.
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Not Applicable. Inter-se transfer by way of gift.
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	Not Applicable. Inter-se transfer by way of gift.
9.	i. Declaration by the acquirer, that the transferor and transferee have complied (during 3 years prior to the date of proposed acquisition) / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations, 1997) ii. The aforesaid disclosures made during previous 3 years prior to the date of proposed acquisition to be furnished.	With respect to proposed inter-se transfer of shares in terms of Regulation 10(1)(a)(i) of SEBI SAST Regulations and subsequent amendments thereto, the Acquirer hereby declares that the transferor and the transferee have complied with the applicable disclosure requirements under Chapter V of the Takeover Regulations 2011. [The copies of the disclosures made by the transferor and the transferee during the previous 3 years prior to the date of the proposed acquisition in accordance with Chapter V of the Takeover Regulations, 2011 are enclosed as Annexure – A.]
10.	Declaration by the acquirer that all the conditions specified under regulation	The Acquirer hereby declares (in Annexure – B) that all the conditions specified under Regulation 10(1)(a) with respect to exemptions have been duly complied with.

	10(1)(a) with respect to exemptions has been duly complied with.					
11. Shareholding details			Before the proposed transaction		After the proposed transaction	
			No. of shares /voting rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
	a.	Acquirer(s) and PACs (other than sellers) (*)				
	1.	Mr. Prateek Maheshwari	1376154	11.03 %	3000374	24.04%
	b.	Seller(s)				
	1.	Mr. Pradeep Maheshwari	2468853	19.78 %	844633	6.77%

Note:

- (*) Shareholding of each may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

PRATEEK
MAHESHWARI

Digitally signed by PRATEEK
MAHESHWARI
Date: 2026.05.04 17:49:36 +05'30'

Prateek Maheshwari
Managing Director (Member of Promoter Group)
DIN:00039340

Date: **04.05.2026**