

**DISCLOSURE PURSUANT TO REGULATION 31(4) OF SEBI (SECURITIES AND  
EXCHANGE BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND  
TAKEOVERS) REGULATIONS, 2011**

Dear Sir/Madam,

Pursuant to Regulation 31(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, a declaration is hereby being made that no other Encumbrance on shares of Brand Concepts Limited has been made directly or indirectly, other than those already disclosed to the Stock Exchanges during the Financial Year ending on 31<sup>st</sup> March, 2025.

**Name of Entity/Person submitting the Declaration:**

Pradeep Maheshwari

**Details of Entity/Person on whose behalf the declaration is being submitted**

Name of Entity/Person	Category	PAN
Pradeep Maheshwari	Promoter	
Pradeep Maheshwari HUF	Promoter	
Prateek Maheshwari	Promoter Group	
Annapurna Maheshwari	Promoter Group	
Sakshi Rathi Maheshwari	Promoter Group	

**Declaration: -**

I hereby declare that the disclosure being submitted is true and correct.

**Date:** 01.04.2025

**Place:** Indore

**Name:** Pradeep Maheshwari  
(Promoter of Brand Concepts Limited)



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