

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 March, 2025.

Name of Entity/Person submitting the Declaration:

Pradeep Maheshwari

Details of Entity/Person on who's behalf the declaration is being submitted:

Name of Entity/Person	Category
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)

Signature: