

Date: 12-05-2026

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: Filing of Report under Regulation 10(6) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

With reference to the captioned subject and in continuation of our intimation under Regulation 10(5) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“SEBI SAST Regulations”), we have enclosed herewith the disclosure under Regulation 10(6) of the SEBI SAST Regulations, with respect to the off-market inter-se transfer of 1,6,24,220 (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, from Mr. Pradeep Maheshwari (Promoter of Brand Concepts Limited) to Mr. Prateek Maheshwari (Member of Promoter Group).

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(6) 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**  
Managing Director (Member of Promoter Group)  
DIN:00039340

**CC To:**  
**Company Secretary and Compliance Officer**  
Brand Concepts Limited

**Disclosures under Regulation 10(6) – Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 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. | Name of the stock exchange where shares of the TC are listed   | BSE Limited (BSE)<br>National Stock Exchange of India Limited (NSE)   |  |
| 4. | Details of the transaction including rationale, if any, for the transfer/ acquisition of shares.   | Inter-se transfer by way of gift  |  |
| 5. | Relevant regulation under which the acquirer is exempted from making open offer.   | Regulation 10(1)(a)(i) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“SEBI SAST Regulations”). |  |
| 6. | Whether disclosure of proposed acquisition was required to be made under regulation 10 (5) and if so,<br>- whether disclosure was made and whether it was made within the timeline specified under the regulations.<br>- date of filing with the stock exchange. | Yes<br><br>The disclosure was made within the timeline specified under Regulation 10(5) of the SEBI SAST Regulations.<br><br>04 <sup>th</sup> May, 2026         |  |
| 7. | Details of the proposed acquisition  | Disclosures required to be made under regulation 10(5)  | Whether the disclosures under regulation 10(5) are actually made   |
|    | a.   | Name of the transferor / seller   | Mr. Pradeep Maheshwari<br>Yes  |
|    | b.   | Proposed date of acquisition  | 08 <sup>th</sup> May, 2026<br>Yes  |
|    | c.   | Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above   | From Mr. Pradeep Maheshwari, Promoter of Brand Concepts Limited inter-se transfer to Mr. Prateek Maheshwari, Member of Promoter Group of Brand Concepts Limited 1,6,24,220 equity shares.<br>Yes |
|    | d.   | Total shares proposed to be acquired / actually acquired as a % of diluted share capital of TC  | 1,6,24,220 equity shares constituting 13.01% of the total share capital of the TC<br>There is no consideration for this transaction as it is inter-se by way of gift.                            |
|    | e.   | Price at which shares are proposed to be acquired / actually acquired   | Not applicable as there is no consideration for this transaction as it is inter-se transfer by way of gift.<br>Yes   |

| 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**

Managing Director (Member of Promoter Group)

DIN:00039340

Date: **12.05.2026**

Place: Indore