



BRAND CONCEPTS LIMITED

CIN - L51909MP2007PLC066484
4th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,
Bicholi Mardana Indore - 452016 (M.P.)
Phone: 91-731-422300, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 04.04.2024

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 - 400051

Symbol: [BCONCEPTS]

Scrip Code : 543442

Ref: - Brand Concepts Limited (BCONCEPTS- ISIN: INE977Y01011)

Sub: - Non-Applicability on submission of the Initial and Annual Disclosure as per SEBI Circular SEBI/HO/DDHS/CIR/P/2018/144 dated 26th November 2018.

Dear Sir/Madam,

With reference to the above-mentioned subject, we would like to inform you that the Company is a listed entity on National Stock Exchange (NSE) main Board and Bombay Stock Exchange (BSE). As per compliance the company is not falling under the category of Large Corporate as defined under SEBI Circular SEBI/HO/DDHS/CIR/P/2018/144 Clause 2.2 (ii) & (iii) dated 26th November 2018 hence above compliance is not applicable on the company.

Accordingly, the requirement regarding Initial Disclosure and Annual Disclosure is not applicable to our Company.

You are requested to kindly take the same on record.

**Yours faithfully,
For Brand Concepts Limited**

**Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016**



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ANNEXURE – A

SR. No.	Particulars	Details
1.	Name of the Company	Brand Concepts Limited
2.	CIN	L51909MP2007PLC066484
3.	Outstanding borrowings of the company as on 31 st March, 2024	Rs. 36.18 Cr
4.	Highest Credit Rating during the previous F.Y. along with name of the Credit Rating Agency	IND BBB/Stable/ India Ratings & Research
5.	Name of the Stock Exchange in which the fine shall be paid, in case of shortfall in the required borrowing under the framework.	Not Applicable — the company is not fulfilling the prescribed criteria as per the current framework.

We confirm that we are not a Large Corporate as per the applicability criteria given under the SEBI Circular SEBI/HO/DDHS/CIR/P/2018/144 dated November 26, 2018.

Yours faithfully,
For Brand Concepts Limited

Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016