



# BRAND CONCEPTS LIMITED

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**Date: 11<sup>th</sup> November, 2022**

To,  
National Stock Exchange of India Limited  
Listing & Compliance Department  
Exchange Plaza, 5<sup>th</sup> 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

**Symbol: BCONCEPTS**

**Scrip Code: 543442**

**Sub: Investor Presentation for the September 2022**

Dear Sir/Mam,

With reference to the above captioned subject, we Brand Concepts Limited, hereby submit the Updated Investor Presentation for all our stakeholders of the company and Public at large.

You are requested to kindly take the same on your records.

**Yours Sincerely,  
For Brand Concepts Limited,**

Swati Digitally signed  
by Swati Gupta  
Date:  
2022.11.11  
16:42:40 +05'30'  
Gupta

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



BRAND  
CONCEPTS

Q2 FY2022-23  
INVESTOR PRESENTATION



*Refer to disclaimer at end*

# CORE TOPICS

## 1. Quarter Performance

- Key Performance Highlights
- Financial Summary
- Channel wise Contribution

## 2. Way Forward

- Tommy Hilfiger
- Sugarush, The Vertical
- New International Brands
- Manufacturing
- Bagline; Baglineindia.com

## 3. About Us

- Company background
- Leadership team; Orgn structure
- Key categories
- Our approach; Design process
- Business Model
- Sales Channels;
- Bagline; Baglineindia.com

## 4. Our Brands

- Our Brands
- Tommy Hilfiger
- Sugarush
- The Vertical

## 5. Social Media

- Instagram
- Facebook
- Baglineindia.com

Q2FY23  
Performance  
Highlights

# PERFORMANCE HIGHLIGHTS



**Revenue**  
↑ 72%  
YoY

**EBITDA**  
↑ 105%  
YoY

**PBT**  
↑ 291%  
YoY

**Net Profit**  
↑ 251%  
YoY

**EBITDA(%)**  
↑ +208 bps  
YoY

**PAT(%)**  
↑ +350 bps  
YoY

**Commenting on the performance, Mr Abhinav Kumar, WTD & CEO said:**

“Our performance has continued to improve from where we left off in Q1FY23. While we are still growing strong in our online sales, our offline growth is higher both like to like in existing channel as well as by further penetrating the markets. We believe we are under penetrated and there is significant room to increase our width and depth of offerings vis-à-vis peers in the offline market.

We continue to work towards our effort to sign up new brand/s to add to our portfolio of product offerings. We are confident of signing at least one new brand in this financial year.

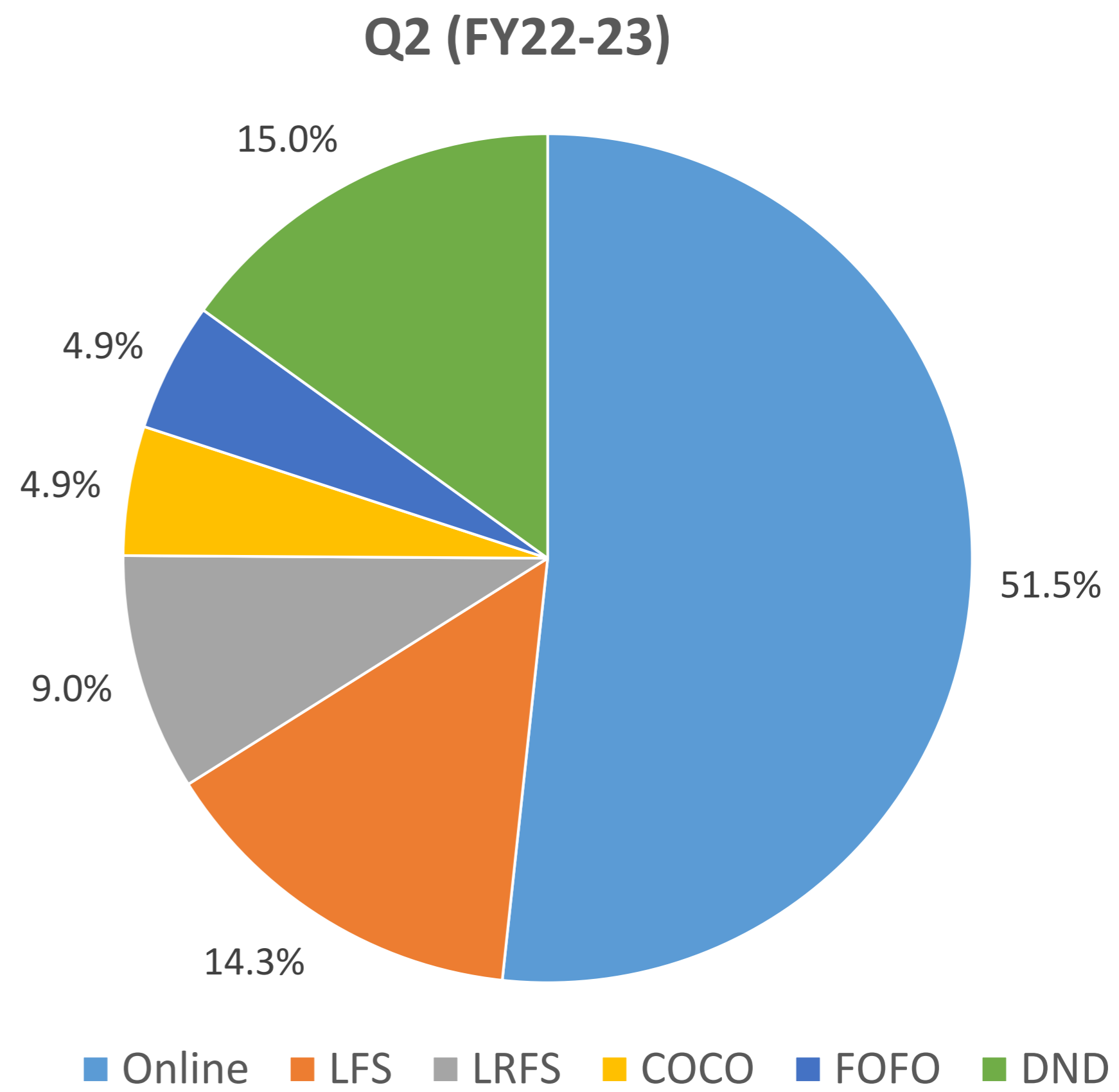
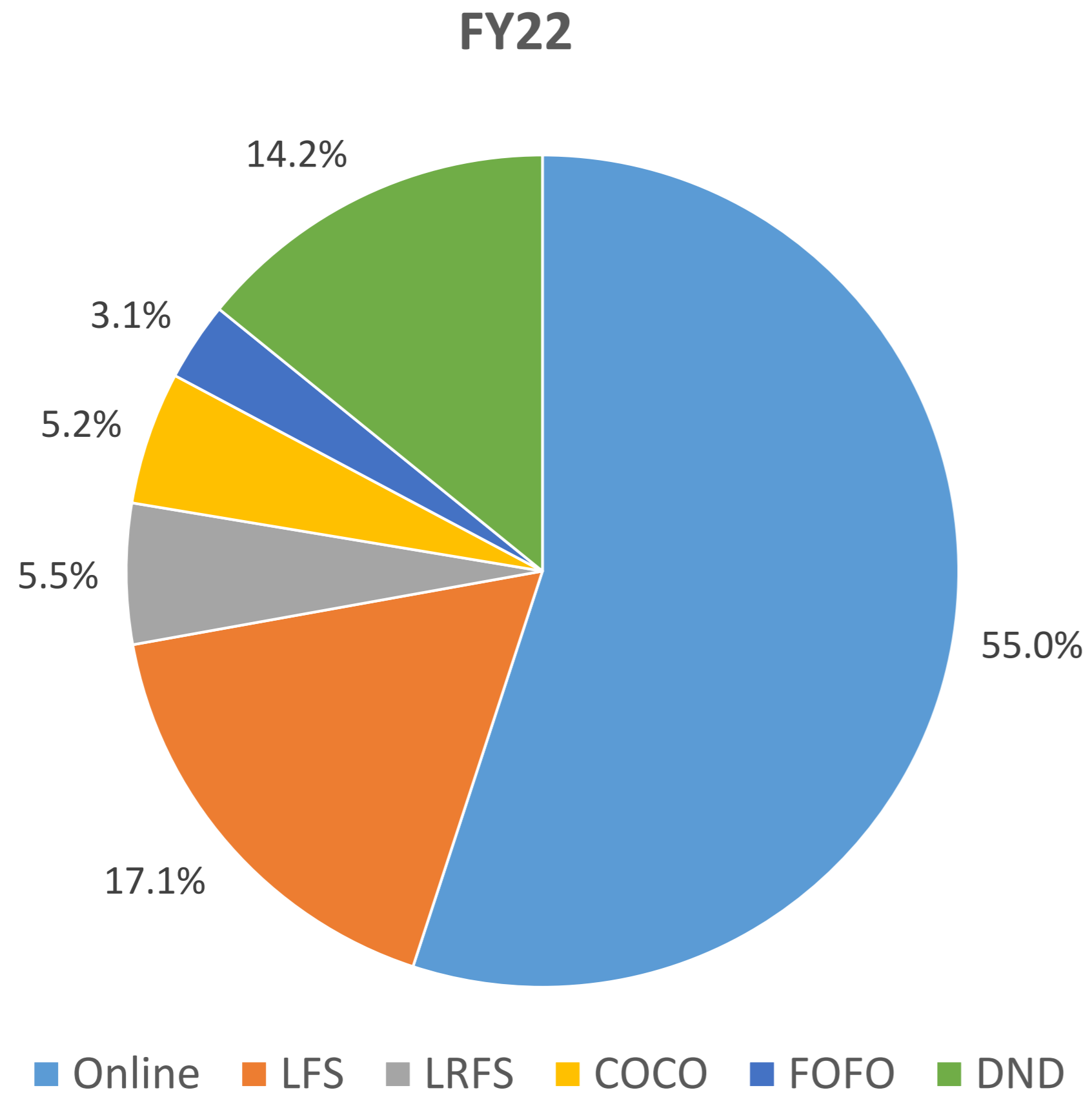
We continue to aim for +30% CAGR on all fronts over the next 3 to 5 years.

**We believe the company is at a significant inflection point for growth.”**

# Q2FY23 FINANCIAL SUMMARY

Particulars (Rs mn)	Q2FY23	Q1FY23	Q2FY22	YoY%	QoQ%
<b>Net Sales</b>	<b>442.9</b>	<b>319.0</b>	<b>258.0</b>	71.6	38.8
Material consumed	234.7	164.9	145.3	61.5	42.3
Employee Exp.	39.8	36.7	26.1	52.4	8.3
Other Exp.	112.0	77.9	59.1	89.5	43.8
Total Expenditure	<b>386.4</b>	<b>279.5</b>	<b>230.5</b>	67.6	38.2
<b>EBITDA</b>	<b>56.4</b>	<b>39.5</b>	<b>27.5</b>	105.2	43.0
<b>EBITDA Margin (%)</b>	<b>12.7%</b>	<b>12.4%</b>	<b>10.7%</b>	<b>+208 bps</b>	<b>+37 bps</b>
Other Income	0.6	0.6	1.5	-61.0	-0.3
Depreciation	7.9	6.6	5.7	37.3	18.5
<b>EBIT</b>	<b>49.1</b>	<b>33.4</b>	<b>23.3</b>	111.3	47.1
Finance cost	12.9	11.3	14.0	-7.8	14.3
Exceptional item	-	1.8	-	-	-100.0
<b>Profit Before Tax</b>	<b>36.3</b>	<b>23.9</b>	<b>9.3</b>	290.5	63.7
Taxes	5.9	3.3	0.6	827.4	78.5
<b>Net Profit</b>	<b>30.4</b>	<b>20.6</b>	<b>8.6</b>	251.0	47.1
<b>PAT Margin (%)</b>	<b>6.8%</b>	<b>6.5%</b>	<b>3.4%</b>	<b>+350 bps</b>	<b>+38 bps</b>

# CHANNEL CONTRIBUTION



**LRFS:** Licensor Flagship Stores (Tommy Hilfiger Stores) || **LFS :** Large Format Stores || **COCO :** Company Owned Company Operated Outlets  
**FOFO :** Franchisee Owned Franchisee Operated outlets || **DND :** Dealer and Distributor



# Way Forward



# WAY FORWARD

## Tommy Hilfiger

Expand our presence in Tommy Hilfiger by scaling up existing MBOs and EBOs.

## Sugarush, The Vertical

Grow our offerings and presence through MBOs, EBOs and Bagline stores

## New International Brands

The company is eyeing 2-3 new international brands for exclusive licensing for India in their focus categories

## Manufacturing

The company is evaluating organic / inorganic options for stronger Supply Chain controls.

## Bagline

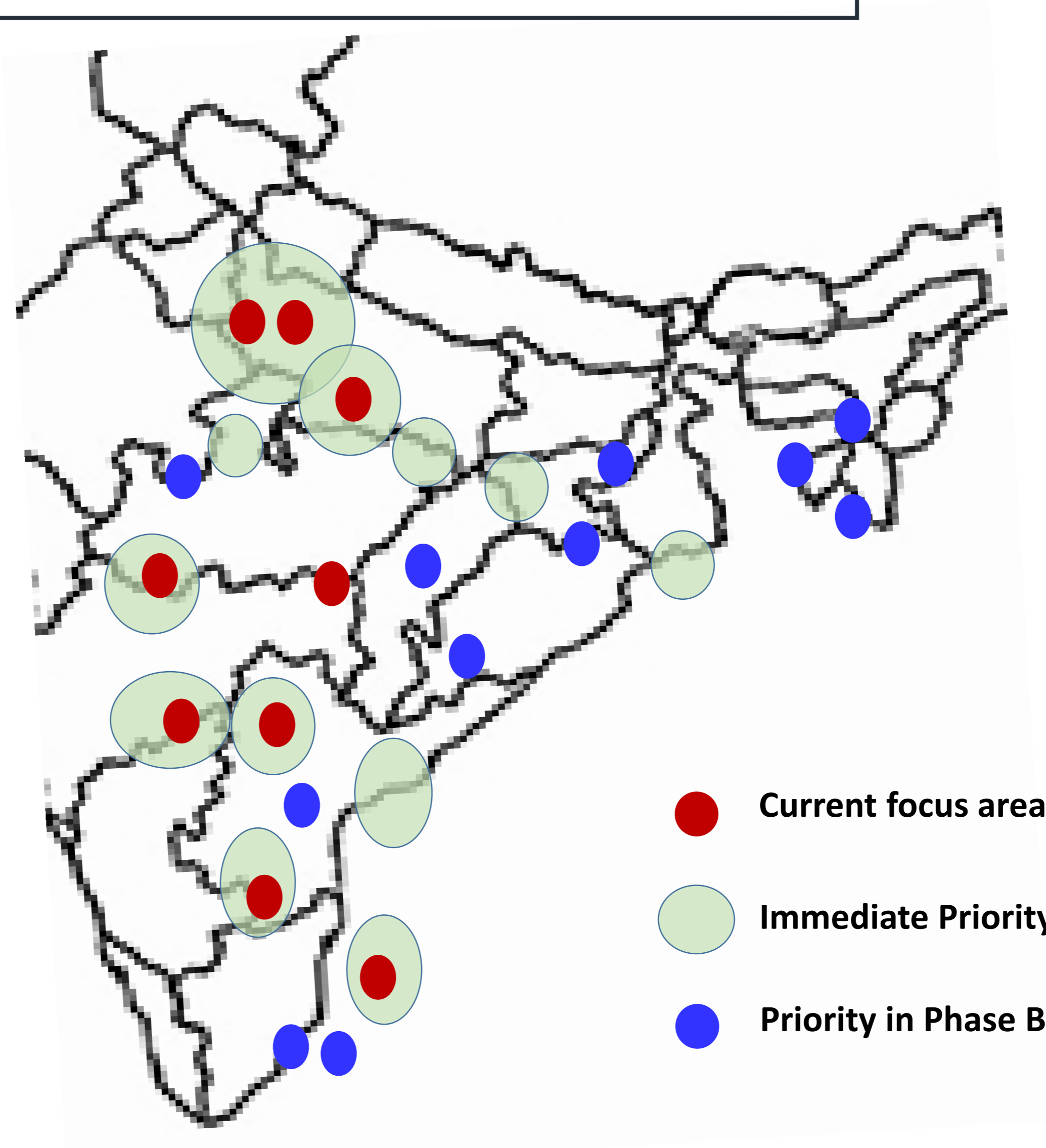
Build and grow own Bagline stores and online portal baglineindia.com for company online offerings.



WE ARE WORKING FROM **CONCEPTUALISING** TO **FINISHED PRODUCTS** AND BUILDING RECOGNITION AS A WELL KNOWN **FASHION HOUSE** FOR TRAVEL & ACCESSORIES

# GEOGRAPHICAL FOOTPRINT

We are targeting licensing arrangements with other International Brands that could add to the catalogue over time in our core areas.



- Current focus area
- Immediate Priority Areas
- Priority in Phase B



# About Us

## ABOUT US

**EXCLUSIVE brand licensee for Tommy Hilfiger in luggage, backpacks, clutches, wallets and small leather goods**

### MISSION

Become the largest Multi-Brand Retail company in India and pioneer innovative concepts in Retailing to benefit the end consumer.

### VISION

Become one of the world's most regarded Fashion & Lifestyle Accessories retail entity, by consistently adding more valuable brands to our portfolio.

- Incorporated in the year 2007, Brand Concepts is an Indore based company which specialises in the manufacturing of bags, backpacks & fashion accessories for the Indian & International markets.
- The Company had its IPO in Jan 2018 and listed on the SME exchange.
- Brand Concepts is a premier resource for licensed fashion and lifestyle brands in category – Travel Gears, such as Luggage Trolleys, Backpacks, Small Leather Goods like Belts & Wallets for both Men & Women, Women Handbags and Lifestyle accessories.
- The company works with valued brands like Tommy Hilfiger, and HEAD. They also sell their in-house brands Sugarush and The Vertical.
- The company has an omni channel presence operating through a mix of Company owned (COCO – 8) and Franchisee owned outlets (FOFO – 22).
- It works directly with Multi Brand Outlets (MBOs) and also sells online through Ecommerce platforms like Myntra and Amazon.
- It also works through its master distributors to service the distributor-retail channel.
- Our portfolio, with strategic product offering, makes us one of the preferred retailer across all formats. We continuously aspire to get more efficient and stronger with our technical expertise and increasing market share, transforming the latest trends into accessible fashion.

# LEADERSHIP TEAM



**PRATEEK MAHESHWARI**

**MANAGING DIRECTOR**

Aged 39, he has completed his MBA from S.P. Jain Institute, Mumbai. He possesses vast experience in the field of Brand Licensing and Fashion Gear manufacturing. He is new age marketer, spear heading the Brand Licensing Business to become the pioneers in the bags/travel gear market in India. He is looking after policy matters, organisational development and overall administration of our Company.

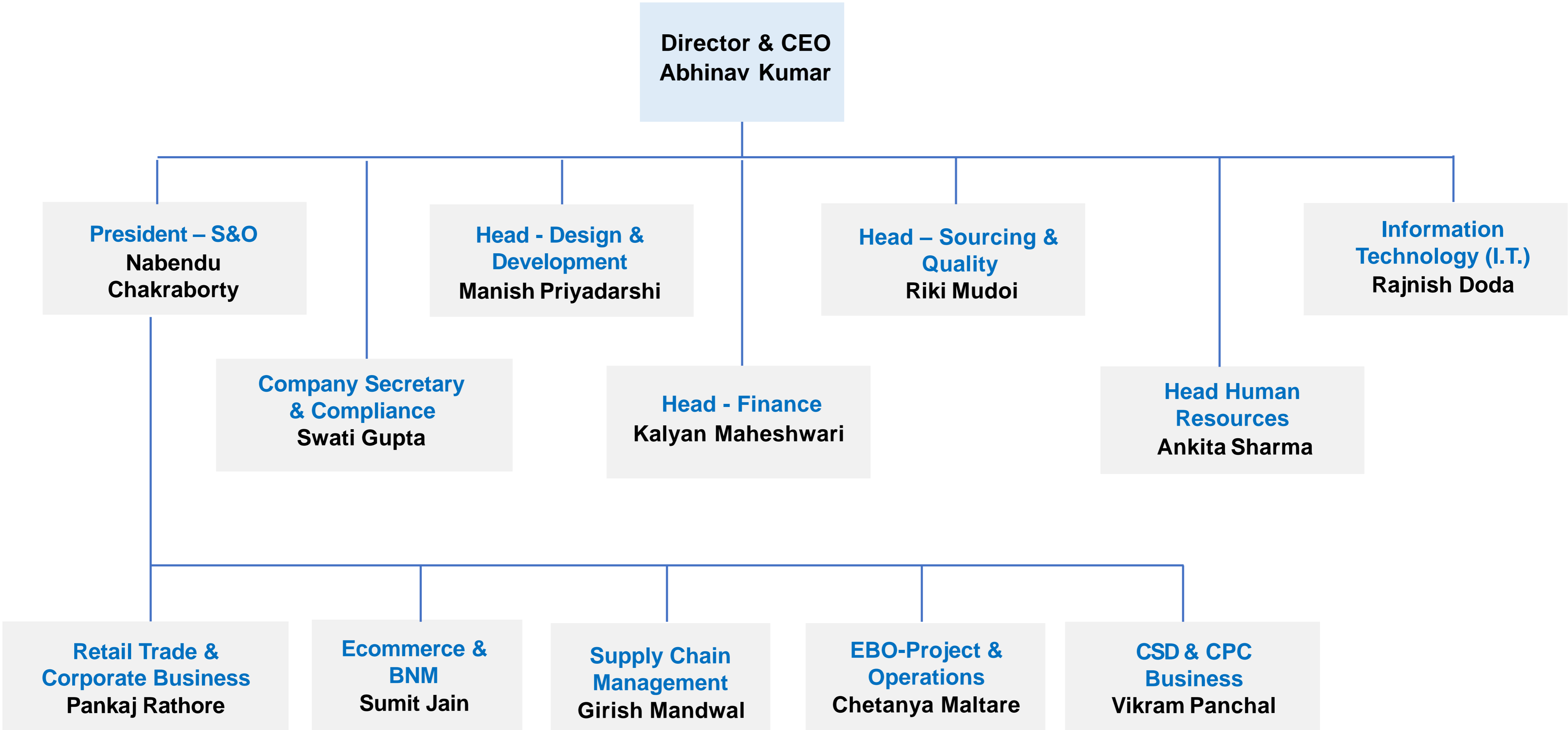


**ABHINAV KUMAR**

**WTD & CEO**

Aged 40 years, he is the Whole-time Director of the Company. Abhinav co-founded Brand Concepts. He is a post graduate from Symbiosis, Pune. He started his career with Advertising and later moved on to head the marketing activities of Tommy Hilfiger India during his tenure with the Murjani Group. He was not only instrumental in launching 10 different categories under Tommy Hilfiger brand, but was also a part of the core team which brought in other brands like Calvin Klien, FCUK, Jimmy Choo, Gucci, Bottega Venetta in India under the Murjani stable. He has been instrumental in bringing Tommy Hilfiger and the other brand licensees into Brand Concepts.

# ORGANISATION STRUCTURE



# KEY CATEGORIES



## BACKPACKS

We design and manufacture trendy and sturdy backpacks. We make laptop bags, duffle & gym bags, rucksacks and school backpacks.



## LUGGAGE

Based on individual taste and preference, we meticulously design our travel gear. We create luggage both hard & soft, that is loaded with fashion and has relevant functionality with a cool classic feel that is perfect for travel.



## HANDBAGS, CLUTCHES, WALLETS

We offer all kinds of bags such as cross-body, shoulder, totes, hobos, and traditional handbags in colors, styles and patterns that range from the classic to contemporary. From the sleek and sexy to the fun and whimsical bags.



## SMALL LEATHER GOODS

Men's belts & wallets are products that vary from taste to taste and need to need. Trendy casual & formal range of belts and Slim, lightweight designs, such as bi-fold and tri-fold easily slip into a back pants pocket, shirt pocket, coat or briefcase. Durable leather for the classics & fabrics like nylon and canvas.



# OUR APPROACH

Brand Concepts is built on the thinking of our Founders. They believe that brand and lifestyle licensing is mutually beneficial to both the licensor and the licensee. While the brand owner/licensor benefits from generating a new revenue stream, increasing their brand awareness, and expanding into new product categories, geographies as well as retail channels; the licensee generates a new revenue stream at the same time as having an association with the brand name, and differentiating its offerings from competitors.

Since Brand Concepts works with highly reputed global and domestic brands, it follows the highest standards of quality checks, inspite of outsourcing the manufacturing of its products.

With a dedicated team of in-house professionals that include merchandisers, account specialists and retail planners, Brand Concept services its key retail relationships with unmatched execution and program management

The team is backed by a strong sourcing network, in-house trend-spotting and design teams, coupled with robust logistics and warehousing network.

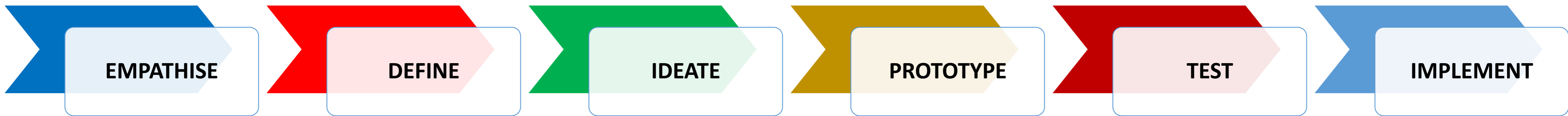
We sell our products through our owned (8) / franchisee exclusive brand outlets (22) (EBOs) and several large multi brand outlets (MBOs).

We have also appointed master distributors (on cash and carry) to service our distributor and retail business.

- 1 TOMMY HILFIGER
- 2 SUGARUSH
- 3 THE VERTICAL



# DESIGN PROCESS



Conduct research to develop an understanding of our users requirements

Combine all our research and observe where our user problems exist

Brainstorm and generate a range of crazy and creative ideas

Build a real tactile representation for a range of our ideas

Return to our users for feedback

Put the vision into effect



# BUSINESS MODEL

## LICENSED BRANDS

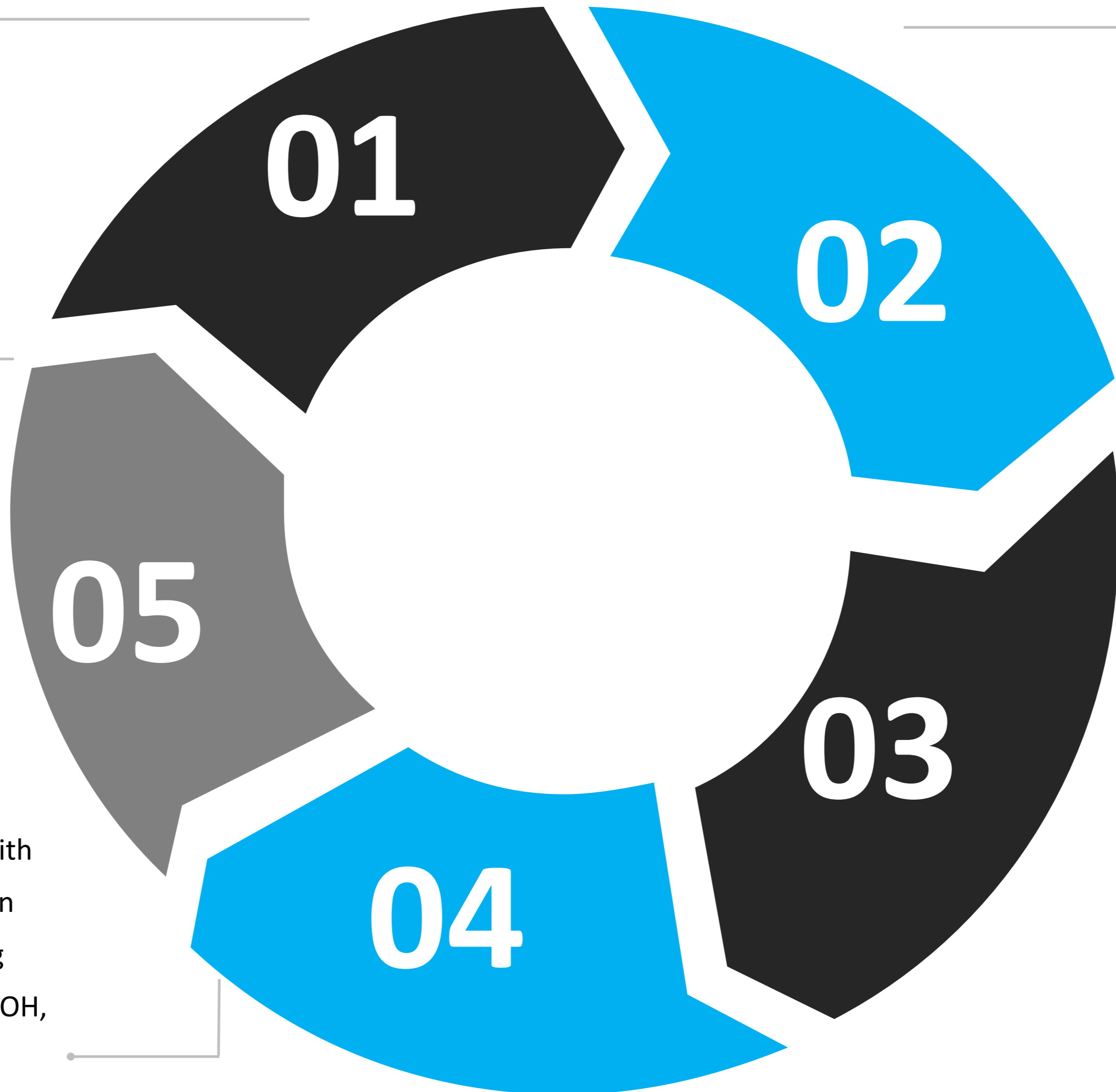
Partner with top international and domestic brands as an exclusive licensee in key product categories.

## OMNI CHANNEL

Our products are sold Online as well as in stores through EBOs(COCO / FOFO / FOCO), MBOs, LFS, Distributors & Retail.

## SALES, DISTRIBUTION & MARKETING

Merchandisers takes control and in coordination with the sales team starts planning product placement in the market. Sales team get in touch with marketing team for support. National-level advertising thru OOH, Print & other mediums



## PRODUCT DESIGN

The product team analyses the brand, competitive landscape & prepares a product brief for the design team  
The design team prepares the design which is send for sampling

## SUPPLIER COORDINATION

Buying team coordinates to get the samples, inspects them & place order  
Once the products are ready with suppliers , buying team gets it to the warehouse

# SALES CHANNELS

## EBOs



**Company owned outlets**

Brand Concepts currently has **8 Company Operated Company Owned (COCO)** outlets for our range of luggage, backpacks, handbags, clutches, wallets and small leather goods.



**Franchisee**

The company currently has **22 Franchisee Owned Company Operated (FOCO)** stores which exclusively sell products manufactured and marketed by Brand Concepts.



**BAGLINE**

**www.baglineindia.com is the E-Commerce venture** of BCL, which is a fashion accessory retail company. The **physical stores of BCL also go by the name of "BAGLINE"**. All BCL brands would be listed directly with all the bagline stores integrated.



**MBOs / Retail**

The company sells its products to several **MBOs/Retail** and is systematically moving to a **master distributor model** across all zones / cities to reduce working capital in the business.



**Online**

The company sells through several **Ecommerce platforms** such as **Myntra and Amazon** and is currently working on starting its own online selling platform as well under the name of baglineindia.com.

# BAGLINE & Baglineindia.com

SPECIALTY STORES ARE THE LATEST IN-THING IN E-COMMERCE. WHILE THE EARLIER WEBSITES FOLLOWED THE 'ALL-THINGS-UNDER-ONE-ROOF' STRATEGY

## Background

- www.baglineindia.com is the E-Commerce venture of Brand Concepts Ltd.(BCL), which is a fashion accessory retail company. The physical stores of BCL also go by the name of "BAGLINE". All BCL brands would be listed directly with all the bagline stores integrated.

## Categories

- 3 categories of products :
- Travel Gear
- Small Leather Goods
- Women Handbags & Accessories

## USP

- Product Selection : Brand Ideology - would be premium to bridge to luxury (Tommy Hilfiger, Calvin Klein, Victorinox, Delsey, Samsonite etc.
- Website Experience: • Fashion • Ease of selection • A+ Cataloging with video content • Ancillary services: Ask me services, Video tutorials for travel packing, travel tips, effective management for travelling etc.
- Omni-Channel : Order online & get delivery from store next door & vice-versa.

## Other drivers

- Gifting - Shop online, and the nearest store will keep your gift packed & ready. You could either pick it up on the way or we will deliver it to your house.
- Service - Door to door service available in all the major cities.
- Loyalty/Referral Program - We will not only give you credits for your own purchase, but you get rewarded even when your friends & family shop with us.
- B2B Portal - For all your corporate consumptions, you could directly come on our website & purchase getting the GST benefit. Of course for big bulk inquiry, we would be happy to assign a dedicated product manager to solve your query.





# Our Brands

**TOMMY HILFIGER IS ONE OF THE MOST SUCCESSFUL FASHION BRANDS IN THE WORLD**

**Background**

- With presence in over **90 countries** | One of the **most popular foreign brands** in India. One of the earliest international lifestyle brands to enter India in 2003 through Murjani Group.

**Licensed Products**

- A range of Small Leather Goods (SLG) that includes belts and wallets for men.

**Positioning**

- Trendy, aspirational and legacy brand in the monotonous premium travel gear segment
- A good value proposition as products are priced at 10-25% discount to Samsonite despite carrying a more exclusive brand perception.

**Retail Network**

- Widespread presence through **525 POS (185 TG & 340 SLG )** this includes retail chains like Shoppers Stop & Lifestyle.

**License Agreement**

- **Exclusive** License agreement till **2023**, subject to renewal, to design, manufacture, market & retail the product categories of **Travel Gear and SLG.**

**Other TH Categories in India**

- Primary category is apparel, owned by 50:50 JV between TH and Arvind Mills.
- Other licenses include: Watches – Titan; Eye ware – Sterling Metaplast; Undergarments – Arvind Brands Ltd.





# SUGARUSH

TREND MAKER, EXPERIMENTAL, QUIRKY, SUGARUSH BELIEVES IN BREAKING THE CONVENTIONAL PARAMETERS OF FASHION & GIVING SOMETHING NEW & FRESH, THAT WILL HELP ONE SET APART

## Background

- In-house brand of BCL started in 2014

## Products

- Women handbags.
- Small Non Leather Goods that includes belts and wallets for women.

## Positioning

- Targeting consumers in the lower price range which are socially active with limited spending capacity.



# THE VERTICAL

“THE VERTICAL” IS THE BRAND FOR COMRADES WHO ARE ON A QUEST FOR AN ADVENTURE AND LOVE OF OUTDOOR LIVING.

## Background

- In-house brand of BCL started in 2014 with Sugarush to cater to outdoor bag pack segment.
- Co-launched recently in partnership with **Roadies**.

## Products

- Belts & Wallets (Rs.700- 1400), Bag packs (Rs.1000- 3000) , Rucksacks (Rs.3000 - Rs.6000)
- Gym bags, Rucksacks, Small Leather Goods (SLG) that includes belts and wallets for men

## Positioning

- A good value proposition for those who believe in outdoor as a lifestyle & hunting for fashionable, trendy & affordable carrying gear
- Targeting the lower price segment by offering superior quality as of mid range segment brands

## Retail network

- Currently present across BCL stores & various online channels.





# MANUFACTURING & WAREHOUSE



# BAGLINE ON SOCIAL MEDIA



<https://www.instagram.com/baglineindia/>



<https://www.facebook.com/baglineindia>



[www.baglineindia.com](http://www.baglineindia.com)



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You acknowledge that you will be solely responsible for your own assessment of the market and the market position of the Company and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the business of the Company.



# Thank You

FOR FURTHER INFORMATION PLEASE CONTACT

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Abhinav Kumar

Whole Time Director

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