



BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484
4th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,
Bicholi Mardana, Indore MP 452001,
Phone: 91-731-4223000, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 27th February, 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
Symbol: BCONCEPTS

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001
Scrip Code: 543442

Sub: Outcome of the Circular Resolution passed by the Board of Directors for allotment of equity shares under ESOP 2020 Scheme.

Dear Sir/Madam,

In compliance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with circular no. CIR/CFD/CMD/4/2015 dated September 09, 2015, it is hereby informed that the Board of Directors of the Company has approved and allotted 25,000 equity shares by way of passing of circular resolution on 26th February, 2024 to the grantees who has exercised their options under ESOP scheme as below: -

- **Total 25,000 equity shares of Rs.25/-** each on account of exercise of vested Employee Stock Options by employees under Brand Concepts Employee Stock Option Plan 2020 (ESOP 2020 Scheme).

The details as required under Regulation 10(c) of Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021 (SBEB & SE) is given in 'Annexure -I' to this intimation.

Since, this being circular resolution, the start time and end time of the Meeting is not mentioned for same.

You are therefore requested to take this into your records and oblige.

**Thanking You,
Yours faithfully
For Brand Concepts Limited,**

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

Annexure- I

S. No.	Particulars	Disclosure
1.	Company name and address of Registered Office:	Brand Concepts Limited 4 th Floor, UNO Business Park, By-Pass Road, Bicholi Mardana, Opp. Sahara City, Indore – 452016 (MP)
2.	Name of the recognised Stock Exchanges on which the company's shares are listed:	<ul style="list-style-type: none"> • BSE Limited (BSE) • National Stock Exchange of India Limited (NSE)
3.	Filing date of the statement referred in regulation 10(b) of the Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021 with the recognised Stock Exchange:	ESOP 2020 Scheme (Filing Date: NSE: 29-Jun-2022 BSE: 23/06/2022) <ul style="list-style-type: none"> • The Company had received 'in-principle' approval from BSE vide letter dated September 02, 2022 for 5,29,140 equity shares. of Rs. 10/- each of to be issued under ESOP PLAN 2020. • The Company had received 'in-principle' approval from NSE vide letter dated August 26, 2022 for 5,29,140 equity shares. of Rs. 10/- each of to be issued under ESOP PLAN 2020.
4.	Filing Number, if any:	ESOP 2020 Scheme <ul style="list-style-type: none"> • NSE/LIST/31636 • DCS/IPO/MJ/ESOP-IP/2474/2022-23
5.	Title of the Scheme pursuant to which shares are issued, if any:	Employees Stock Options Plan 2020
6.	Kind of security to be listed:	Equity Shares
7.	Par value of the shares:	Rs.10/- (Rupee Ten)
8.	Date of issue of shares:	February 26th, 2024
9.	Number of shares issued:	25,000
10.	Share Certificate No., if applicable:	Not Applicable
11.	Distinctive number of the share, if applicable:	1,11,07,801-1,11,32,800
12.	ISIN Number of the shares if issued in Demat:	INE977Y01011



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13.	Exercise price per share:	Rs.25/- (Rupees Twenty Five)
14.	Premium per share:	Rs.15/- (Rupees Fifteen)
15.	Total issued shares after this issue:	1,11,32,800
16.	Total issued share capital after this issue:	11,13,28,000
17.	Details of any lock-in on the shares:	Not Applicable
18.	Date of expiry of lock-in:	Not Applicable
19.	Whether shares are identical in all respects to existing shares? If not, when will they become identical? :	All equity shares of the Company allotted pursuant to exercise of stock options shall be rank pari-passu with the existing equity shares of the Company.
20	Details of listing fees, if payable:	Not Applicable

For Brand Concepts Limited,

Swati Gupta
Company Secretary & Compliance Officer
Mem No. A33016