

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,

Date: 23rd October 2020

Script Code: **[BCONCEPTS]**

Sub: Launch of our New Owned Ecommerce Website “BAGLINE” on 23rd October 2020.

Dear Sir/Madam,

With reference to the above caption subject, we are delighted to inform the Exchange, Investors and Public at large that our company has taken step forward by launching new owned Ecommerce Website in the name of “**BAGLINE**” with URL www.baglineindia.com on Friday October 23rd, 2020.

Enclosed the detailed glimpse of the same below.

We request you to kindly take the information in your records. .

Thanking You

Yours faithfully
For Brand Concepts Limited

Sd/-
Swati Gupta
Company Secretary & Compliance Officer
(M. No.: ACS 33016)

Brand Concepts Limited – New Journey of Owned Ecommerce Website
“BAGLINE – An Online Store”
Launch Date: 23rd October 2020

Brand Concepts, one of the leading Travel Gear and Small Leather Goods Seller Pan India of most renowned National and International Brands, unveiled its new e-commerce website, “BAGLINE” www.baglineindia.com, today. The site brings the fascinating shopping experience online, curating an ever changing, fresh mix of merchandise from the brands which consumers crave, all at amazing prices.

The site debuts with brands like Tommy Hilfiger, AND, Globaldesi, Sugarush & The Vertical with categories similar to our off line stores, including Travel Gear, Small Leather Goods, Ladies Handbags, and Accessories etc. Similar to our every BAGLINE Store which has a mix of different products, the site will also feature its own unique mix at high quality and at amazing price offers.

“We are extremely excited to launch our very own e-store offering the same global fashion products that our BAGLINE physical stores are known for. This is a step forward towards the digital meets physical strategy that the company has undertaken. The Omni-channel environment created would help us get even more closer to our customers by offering them an ease to shop our latest fashion forward collections from the comfort of their home” said ABHINAV KUMAR, Director & CFO, Brand Concepts Ltd.

"This site will feature a unique assortment of the brands and values that “BAGLINE” is known for, and also offer customers the ability to shop through fun, interactive features and curations. We are excited for customers to experience the brand in this new way." With constantly changing selection of the trends, customers want right now – BAGLINE both online and offline-store offers a shopping experience that is never boring and always surprising.

For more information and all latest updates from BAGLINE, please visit our official website www.brandconcepts.in or follow @baglineindia on Instagram or Bagline on Facebook.