

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: 04th March 2021

Script Code: [BCONCEPTS]

Sub: General Update on Performance and Business Overview of the Company.

Dear Sir,

With reference to the above caption subject, we would like to share and inform the Exchange, Investors and Public at large that after the long fight of pandemic COVID-19 the company is successfully geared to revive back to its normal functioning. Enclosed the detailed glimpse of the same.

Request you to please consider the clarification and oblige.

Thanking You,
Yours faithfully
For Brand Concepts Limited,


Abhinav Kumar
CFO & Whole Time Director
DIN: 06687880



Brand Concepts Limited - Winning Fight of Pandemic COVID-19.

We are glad to inform the Exchange, Investors and Public at large that after the long fight of pandemic COVID-19, the company is successfully geared to revive back to its normal functioning by achieving the sale targets of Q3 as set at the start of the financial year and *it has also improved as compared to the figure of Q3 of previous financial year*. The company has depicted this success by strategically cutting down the expenses, shutting the loss making doors joining hands with cost effective vendors which probably improved the buying cost and lastly focusing on achieving the sales goal which are aligned to the customer's objective.

The company with its strong effort and complete comprehension will try to achieve its target in the Q4 which would finally improve the financials of the overall year which lacked because of the COVID-19 situation in the first half of the year.

The company has also spread its footprint with the new association in terms of Master Distribution & Master Franchisee in many states which largely help us to cut short the unnecessary wastage of time, resource and money. The other major support to company to achieve this target is from Ecommerce business channel which continues to grow at a very healthy pace and contributed towards the growth by increasing the digital penetration and increasing the shopper maturity in this crucial situation from offline to online market.

