



BRAND CONCEPTS LIMITED

CIN - L51909MH2007PLC174702
140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 23rd September, 2022

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 - 400001

Symbol: BCONCEPTS

Scrip Code: 543442

Sub: Disclosure under Regulation 7(2) of SEBI (Prohibition of Insider Trading) Regulation, 2015.

Dear Sir,

Pursuant to Regulation of 7(2) of Securities Exchange Board of India (Prohibition of Insider Trading), Regulation, 2015 we are hereby disclosing that IFF Overseas Private Limited (Promoter) is disposing shares equivalent to 11,634 (Eleven Thousand Six Hundred & Thirty Four only) equity shares of Brand Concepts Limited in the Open Market.

Please find enclosed herewith the necessary disclosure under Regulation 7(2) read with Regulation 6(2) of SEBI (Prohibition of Insider Trading), Regulation 2015.

Please take this in record as compliance.

Thanking You,
Yours faithfully
For Brand Concepts Limited,


Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016

FORM C

SEBI (Prohibition of Insider Trading) Regulations, 2015 [Regulation 7 (2) read with Regulation 6(2) – Continual Disclosure]

Name of the company: **BRAND CONCEPTS LIMITED**

ISIN of the company: **INE977Y01011**

Details of change in holding of Securities of Promoter, Member of the Promoter Group, Designated Person or Director of a listed company and immediate relatives of such persons and other such persons as mentioned in Regulation 6(2).

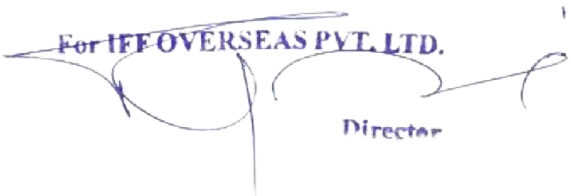
Name, PAN, CIN/DIN, & address with contact nos.	Category of Person (Promoter/member of the promoter group/designated person/Director/s/immediate relative to/others etc.)	Securities held prior to acquisition/disposal		Securities acquired/Disposed				Securities held post acquisition/disposal		Date of allotment advice/ acquisition of shares/ disposal of shares, specify		Date of intimation to company	Mode of acquisition /disposal (on market/public/rights/preferential offer/off market/Inter-se transfer, ESOPs, etc.)	Exchange on which The trade was executed
		Type of securities (For eg. - Shares, Warrants, Convertible Debentures, Rights entitlements etc.)	No. and % of share holding	Type of securities (For eg. - Shares, Warrants, Convertible Debentures, Rights entitlement, etc.)	No.	Value	Transaction Type (Purchase/sale/Pledge / Revocation / Invocation/ Others-please specify)	Type of securities (For eg. - Shares, Warrants, Convertible Debentures, Rights entitlement, etc.)	No. and % of shareholding	From	To			
Name: IFF Overseas Private Limited PAN: CIN:U51102MP1994PTC008165 Address: Ring Road Square, Musakhedi, Indore. MP 452001 IN Email: iffgroup@iffgroup.com	Promoter	Equity shares	2,94,063 2.78%	Equity Shares	11,634	23,30,308.30	Sale	Equity Shares	2,82,429 2.67%	22.09.2022	22.09.2022	23.09.2022	Market Sell	NSE & BSE

Note: (i) "Securities" shall have the meaning as defined under regulation 2(1)(i) of SEBI (Prohibition of Insider Trading) Regulations, 2015.
(ii) Value of transaction excludes taxes/brokerage/any other charges

Details of trading in derivatives on the securities of the company by Promoter, member of the promoter group, designated person or Director of a listed company and immediate relatives of such persons and other such persons as mentioned in Regulation 6(2).

Trading in derivatives (Specify type of contract, Futures or Options etc.)						Exchange on which the trade was executed
Type of contract	Contract specifications	Buy		Sell		
		Notional Value	Number of units (contracts * lot size)	Notional Value	Number of units (contracts * lot size)	
NA	NA	NA	NA	NA	NA	NSE & BSE

Note: In case of Options, notional value shall be calculated based on Premium plus strike price of options.

For IFF OVERSEAS PVT. LTD.

 Director

Name & Signature: Prateek Maheshwari

Designation: Director/Authorised Signatory (Seller)

Date: 23.09.2022

Place: Indore