



Review Report to Brand Concepts Pvt. Ltd.

We have reviewed the accompanying statement of unaudited financial results of Brand Concepts Pvt Ltd for the period 01-04-2017 to 30/06/2017 except for the disclosures regarding Public Shareholding' and 'Promoter and Promoter Group Shareholding' which have been traced from disclosures made by the management and have not been audited by us. This statement is the responsibility of the Company's Management and has been approved by the Board of Directors, Committee of Board of Directors. Our responsibility is to issue a report on these financial statements based on our review.

We conducted our review in accordance with the Standard on Review Engagement (SRE) 2400, Engagements to Review Financial Statements issued by the institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial result prepared in accordance with applicable accounting standards' and other recognized accounting practices and policies has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.

KHANDELWAL & JHAVER,
Chartered Accountants,
F.R.N.: 003923C

CA ANIL K. KHANDELWAL
Proprietor
M.NO. 072124



PLACE : INDORE

DATE : 05th December, 2017

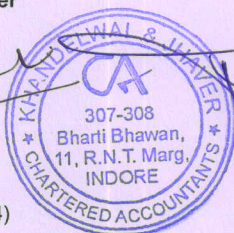
Brand Concepts Private Limited (U51909MH2007PTC174702)
Balance Sheet as at 30-06-2017

Particulars	Notes	As at 30th June, 2017 Rs.	As at 31st March, 2017 Rs.
EQUITY & LIABILITIES			
(1) Shareholders' funds			
(a) Share Capital	3	140,000,000	140000000
(b) Reserves & Surplus	4	(47,052,487)	(37848987)
(2) Non-current liabilities			
(a) Long-term borrowings	5	80,380,741	71387832
(b) Long-term provisions	6	3,898,644	3460464
(3) Current liabilities			
(a) Short-term borrowings	7	113,087,626	104700155
(b) Trade payables	8	68,626,584	125280584
(c) Other current liabilities	9	101,779,345	59905982
(d) Short term provisions	10	147,945	147945
TOTAL		460,868,398	467033974
ASSETS			
(1) Non-current assets			
(a) Fixed assets	11		
(i) Tangible assets		38,232,279	40,645,722
(ii) Intangible assets		100,417	102,801
(iii) Capital Work in Progress		2,034,290	
(b) Deferred tax assets (Net)	12	16,495,751	11,888,535
(c) Long-term loans & advances	13	7,433,306	7,427,222
(2) Current assets			
(a) Inventories	14	157,282,501	176,661,826
(b) Trade receivables	15	211,166,696	212,607,147
(c) Cash & cash equivalents	16	6,079,081	5,752,109
(d) Short-term loans & advances	17	22,044,078	11,948,612
TOTAL		460,868,398	467,033,974
Corporate Information	1		
Summary of Significant Accounting Policies	2		
Other Notes on Financial Statement	25		

As per our report of even date attached.

For Khandelwal & Jhaver
Chartered Accountants
FRN- 003923C

CA. Anil K. Khandelwal
Proprietor (M.No. 072124)
Place : Indore
Date : 5th December 2017



For and on behalf of the Brand Concepts Private Limited

Prateek Maheshwari
(Managing Director)
DIN (00039340)

Abhinav Kumar
(Whole Time Director)
DIN (06687880)

Swati Gupta
(Company Secretary)
(M.No. A33016)



Brand Concepts Private Limited (U51909MH2007PTC174702)
Statement of Profit and Loss for the period ended 30-06-2017

Particulars	Notes	As at 30th June, 2017 Rs.	As at 31st March, 2017 Rs.
Income			
(a) Revenue from operations	18	108,705,590	623,531,396
(b) Other income	19	74,054	1,059,905
Total Revenue		108,779,644	624,591,301
Expenses:			
(a) Purchases of Traded goods		29,463,092	409,654,373
(b) Changes in Inventories	20	19,379,325	(87,266,094)
(c) Employee benefit expenses	21	22,768,882	79,840,700
(d) Finance cost	22	9,130,997	31,956,809
(e) Depreciation and amortization expenses	23	2,729,839	10,277,878
(f) Other expenses	24	39,118,222	157,752,391
Total Expenses		122,590,358	602,216,058
Profit before exceptional and extraordinary items and tax		(13,810,714)	22,375,243
Exceptional items		-	-
Profit before extraordinary items and tax		(13,810,714)	22,375,243
Extraordinary items		-	-
Profit before tax		(13,810,714)	22,375,243
Tax expenses:			
- Current Tax		-	553,000
- Deferred Tax		(4,607,214)	7,450,868
- MAT Credit Entitlement		-	-
		(4,607,214)	8,003,868
Profit/(loss) for the period		(9,203,500)	14,371,375
Earnings per equity share:			
(a) Basic		(1.31)	2.05
(b) Diluted		(1.31)	2.05
Corporate Information	1		
Summary of Significant Accounting Policies	2		
Other Notes on Financial Statement	25		

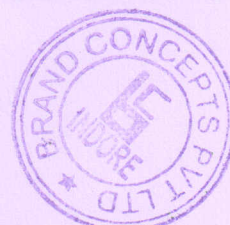
As per our report of even date attached.
For Khandelwal & Jhaver
Chartered Accountants
FRN- 003923C

CA. Anil K. Khandelwal
Proprietor (M.No. 072124)
Place : Indore
Date : 5th December 2017



For and on behalf of the Brand Concepts Private Limited

Prateek Maheshwari (Managing Director) DIN (00039340)
Abhinav Kumar (Whole Time Director) DIN (06687880)
Swati Gupta (Company Secretary) (M.No. A33016)



Brand Concepts Private Limited (U51909MH2007PTC174702)

Notes forming part of the financial Statements for the period ended: 30-06-2017

NOTE: 1 CORPORATE INFORMATION

Brand Concepts Private Limited is Private Limited Company incorporated under the provisions of the Companies Act, 1956. Company is a trading company which deals in branded fashion accessories & Travel Items and works on the basis of specialized marketing concepts.

NOTE: 2 SUMMARIES OF SIGNIFICANT ACCOUNTING POLICIES

1. Basis of Accounting : The Financial statements have been prepared on accrual basis, except wherever otherwise stated, under the historical cost convention, in accordance with the accounting principles generally accepted in India and complied with the accounting standards referred to in the Companies Accounting Standards Rules 2006, issued by the Central Government in exercise of the powers conferred under subsection (i) (a) of the section 642 and the relevant provisions of the Companies Act 2013. The Accounting policies have been consistently applied by the Company.

2. Use of Estimates : The preparation of the financial statements in conformity with GAAP requires Management to make estimates and assumptions that effect the reported balances of assets and liabilities and disclosure relating to contingent liabilities as at the date of the financial statements and reported amounts of income and expenses during the period. Examples of such estimates include provision for doubtful debts , future obligations under employee retirement benefit plans , income taxes and the useful lives of fixed assets and intangible assets. Management believes that the estimates used in the preparation of financial statements are prudent and reasonable. Future results could differ from these estimates.

3. Fixed Assets :

1) Tangible Assets:-

All fixed assets are stated at cost of acquisition less accumulated depreciation. Cost comprises of the purchase price and any other direct attributable costs of bringing the assets to its working conditions for its intended use. The cost of the fixed assets , subsequent expenditure relating to fixed assets is capitalized only if such expenditure results in an increase in the future benefits from such assets beyond its previously assessed standard of performance.

2) Intangible Assets:-

Intangible assets are carried at cost less accumulated amortization and impairment losses, if any. The cost of an intangible asset comprises its purchase cost and any directly attributable expenditure on making the assets ready for its intended use and net of any trade discounts and rebates. Subsequently expenditure on an intangible asset after its purchase / completion is recognized as an expense when incurred unless it is probable that such expenditure will enable the asset to generate future economic benefits in excess of its originally assessed standards of performance and such expenditure can be measured and attributed to the cost of the assets.

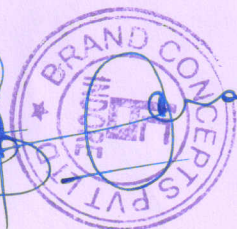
4. Revenue Recognition :

Revenue recognition is done on the following basis:-

- 1) In case of Franchises , Corporate Sales, Distributors, Online and Modern Trade: The sales are recognized as soon as the goods are dispatched from the premises.
- 2) In case of Own showroom retail sales, the sales are recognized when goods are sold to the final customer.

5. Inventory Valuation: Inventory has been valued as per FIFO basis at lower of cost or net realizable value after providing the obsolescence and other losses, where considered necessary. Expenses incurred for bringing goods to their present location have been included in the cost as per accounting standard AS2.

6. Retirement Benefits : Provision for Gratuity/ Bonus / Provident Fund and other benefits is made on accrual basis.



Swati Apni

Brand Concepts Private Limited (U51909MH2007PTC174702)

Notes forming part of the financial Statements for the period ended: 30-06-2017

7. Depreciation / Amortization :

Tangible Assets / Intangible Assets:-

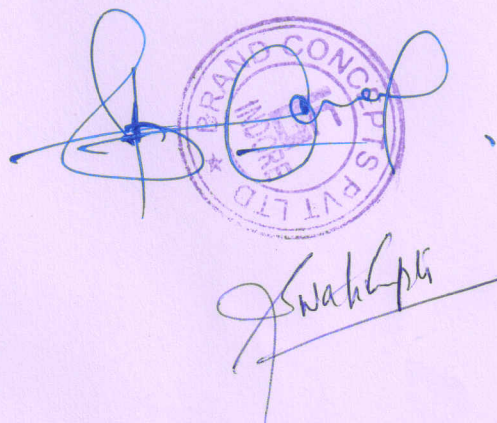
Depreciation on fixed assets acquired / installed has been provided on Written Down Value Method and in the manner prescribed in Schedule VI to the Companies Act, 2013.

8. Taxes on Income : Current Tax being the amount of tax payable on the taxable income for the year is determined in accordance with the provisions of Income Tax Act, 1961. Deferred Tax is recognized between the timing difference being the difference by taxable income and accounting income that originate in one period and are capable for reversal in one or more subsequent year.

9. Impairment : The Company reviews the carrying values of tangible and intangible assets for any possible impairment at each balance sheet date. If any indication of impairment exists, the recoverable amount of such assets is estimated and impairment is recognized, if the carrying amount of these assets exceeds their recoverable amount. When there is indication that an impairment loss recognized for an asset in earlier accounting periods no longer exists or may have decreased, such reversal of impairment loss is recognized in the statement of profit and loss, except in case of revalued assets.

10. Borrowing Cost : Borrowing Costs includes interest, amortization of ancillary costs incurred and exchange differences arising from foreign currency borrowings to the extent they are regarded as an adjustment to the interest cost. Costs in connection with the borrowing of funds to the extent not directly related to the acquisition of qualifying assets are charged to the statement of profit and loss over the tenure of the loan. Borrowing Cost allocated to and utilized for qualifying assets, pertained to the period from commencement of activities relating to construction / development of the qualifying asset up to the date of capitalization of such asset is added to the cost of the assets. Capitalization of borrowing costs is suspended and charged to the Statement of profit and loss during extended periods when active development activity on the qualifying asset is interrupted.

11. Accounting Standards : The Company is a Small and Medium Sized Company (SMC) as defined in the General instruction in respect of Accounting Standards notified under the Companies Act, 2013. Accordingly, the company has complied with the Accounting standards as applicable to a small and Medium sized Company to the extent applicable.



Brand Concepts Private Limited (U51909MH2007PTC174702)**Notes forming part of the financial Statements for the period ended: 30-06-2017**

Particulars	As at 30th June, 2017 Rs.	As at 31st March, 2017 Rs.
NOTE: 3 - SHARE CAPITAL		
Authorized Share Capital		
Equity Share Capital		
80,00,000 Equity Shares of Rs. 10/- each	80,000,000	80,000,000
Preference Share Capital		
7,00,000 (Previous year 2,00,000) Pref. Shares of Rs. 100/- each	120,000,000	70,000,000
	<u>200,000,000</u>	<u>150,000,000</u>
Issued, Subscribed and Paid Up		
Equity Share Capital		
70,00,000 Equity Shares of Rs. 10/- each (Fully paid Up)	70,000,000	70,000,000
Preference Share Capital		
7,00,000 (Previous year 2,00,000) Pref shares of Rs. 100 each (Fully Paid Up)	70,000,000	70,000,000
	<u>140,000,000</u>	<u>140,000,000</u>

Terms/rights attached to Equity Shares

The Company has only one class of equity shares having a par value of Rs.10 per share. Each holder of equity shares is entitled to one vote per share.

% of Shares held by Holding company / Ultimate holding company /
Subsidiary company /Associate of holding company / Associate of
ultimate holding company.

Shareholders holding more than 5% paid up Equity share capital

	Number- %	Number- %
Annapurna Maheshwari	1050000 -15.00%	1050000 -15.00%
Prateek Maheshwari	1050000 -15.00%	1050000 -15.00%
Pradeep Maheshwari	2525000 -36.07%	2525000 -36.07%
IFF Overseas Pvt. Ltd.	588000 - 8.40%	588000 - 8.40%
Pradeep Maheshwari HUF	900000 -12.86%	900000 -12.86%
Abhinav Kumar	700000 -10.00%	700000 -10.00%

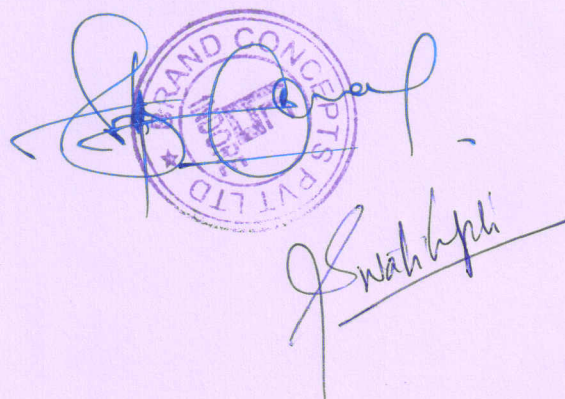
Terms/rights attached to Preference Shares

The Company has only one class of Preference shares having a par value of Rs.100 per share.

% of Shares held by Holding company / Ultimate holding company /
Subsidiary company /Associate of holding company / Associate of
ultimate holding company.

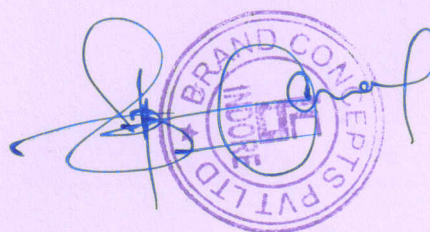
Shareholders holding more than 5% paid up Preference share capital

	Number- %	Number- %
Tanam Investment Services Pvt. Ltd.	200000 -28.57%	200000 -28.57%
Laxmi Chandkant Shah	300000 -42.86%	300000 -42.86%
Prashant Shah	200000 -28.57%	200000 -28.57%



Brand Concepts Private Limited (U51909MH2007PTC174702)**Notes forming part of the financial Statements for the period ended: 30-06-2017**

Particulars	As at 30th June, 2017 Rs.	As at 31st March, 2017 Rs.
NOTE: 4 RESERVES & SURPLUS		
Securities Premium	10,000,000	10,000,000
Profit & Loss Account		
Balance As Per Previous Year	(47,848,987)	(62,220,362)
Add:- Profit (Loss) For the Year	(9,203,500)	14,371,375
	(47,052,487)	(37,848,987)
NOTE: 5 LONG TERM BORROWINGS		
Secured Loans		
Optionally Convertible Debt From SIDBI	4,515,478	7,069,895
Secured by charge on all the assets (including current assets) of the company which shall be subservient to the existing charge created on the date of sanction of OCD. It is further secured by personal guarantee of promoters & directors and corporate guarantee of M/s IFF Overseas Pvt. Ltd. Repayment Terms - In 48 monthly installments to commence after 36 month from the date of first disbursement i.e. June 2017 Detail of continuing default : NIL		
Yes Bank (Against Furniture & Fixtures)	5,937,500	6,531,250
Repayment Terms - In 48 Monthly Installments		
ICICI Bank (Auto Loan)	594,922	707,564
Secured by charge on specified vehicle. Repayment Terms - In 36 Monthly Equal Installment. Detail of Continuing Default : Nil		
HDFC Bank (Auto Loan)	319,470	381,771
Secured by charge on specified vehicle. Repayment Terms - In 30 Monthly Equal Installment. Detail of Continuing Default : Nil		
Unsecured Loans		
From Shareholders	52,141,873	42,568,873
From Financial Institutions	16,871,498	14,128,479
	80,380,741	71,387,832
NOTE : 6 LONG-TERM PROVISIONS		
Provision for Gratuity	3,898,644	3,460,464
	3,898,644	3,460,464

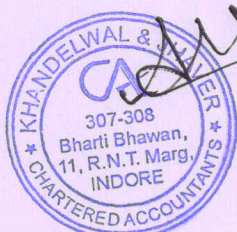


Swati Apte

Brand Concepts Private Limited (U51909MH2007PTC174702)

Notes forming part of the financial Statements for the period ended: 30-06-2017

Particulars	As at 30th June, 2017 Rs.	As at 31st March, 2017 Rs.
NOTE: 7 SHORT TERM BORROWINGS		
Loans repayable on demand		
Working Capital Limits from Yes Bank Ltd. (Previous Year From State Bank of India) Secured by hypothecation of all Current Assets and Personal Guarantee of directors and others with Equitable Mortgage on the property of others.	100,587,626	97,152,155
Repayable on demand. No default in payment of interest.		
Unsecured Loans		
Intercompany Deposits	12,500,000	7,548,000
	113,087,626	104,700,155
NOTE : 8 TRADE PAYABLES		
Sundry Creditors		
For Goods	48,564,970	91,905,636
For Expenses	11,134,236	25,022,907
For Capital Goods	8,927,377	8,352,041
	68,626,584	125,280,584
In the absence of information from supplier about their status as Micro Small and Medium Enterprises, amount outstanding to such enterprises under the Micro, Small and medium Enterprise Act, 2006 is non ascertainable.		
NOTE : 9 OTHER CURRENT LIABILITIES		
Current maturities of long-term debts:- *		
1. Yes Bank Term Loan	2,375,000	2,375,000
2. SIDBI	7,500,000	7,500,000
3. ICICI Bank (Auto Loan)	385,316	363,519
4. HDFC Bank (Auto Loan)	237,794	230,337
5. Unsecured Loans	11,197,517	11,881,187
Interest accrued but not due on borrowings	1,905,573	129,500
Outstanding Expenses	8,699,327	8,457,071
Provision For Income Tax (Mat)	553,000	553,000
Provision For Royalty	7,879,763	-
Statutory Dues	29,127,533	26,541,084
Advance From Customer	24,420,982	
Customers' Credit Balance	6,810,706	1,875,284
Other Current Liabilities	686,834	
	101,779,345	59,905,982
(* For Securities and other detail please refer to Note 5)		
NOTE : 10 SHORT-TERM PROVISIONS		
Provision for Leave Encashment	147,945	147,945
	147,945	147,945

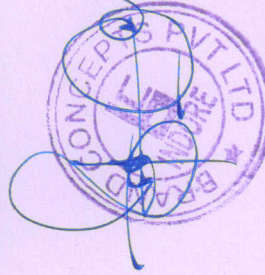


Brand Concepts Private Limited (U51909MH2007PTC174702)

Schedule Forming Part of Financial Statements For the period ended : 30-06-2017

NOTE : 11 FIXED ASSETS

PARTICULARS	GROSS BLOCK			DEPRECIATION			NET BLOCK		
	AS ON 01.04.2017	ADDITION	DELETION	AS ON 30.06.2017	AS ON 01.04.2017	DURING THE YEAR	WRITTEN BACK	AS ON 30.06.2017	AS ON 31.03.2017
Tangible Assets									
Office Equipments	4,079,772	138,774	-	4,218,546	2,895,175	117,224	-	1,206,147	1,184,597
Computers	3,110,010	175,237	-	3,285,247	2,548,296	70,878	-	666,073	561,714
Furniture & Fixtures	77,071,194	-	-	77,071,194	40,627,535	2,352,279	-	34,091,380	36,443,659
Vehicle	3,574,410	-	-	3,574,410	1,119,368	187,011	-	2,268,031	2,455,042
Cycle	5,820	-	-	5,820	5,110	62	-	648	710
	87,841,206	314,011	-	88,155,217	47,195,484	2,727,454	-	38,232,279	40,645,722
Intangible Assets									
Computer Software	1,297,217	-	-	1,297,217	1,194,415	2,385	-	100,417	102,802
		2,034,290	-	2,034,290				2,034,290	-
Furniture & Fixtures (W.I.P.)									
	89,138,423	2,348,301	-	91,486,724	48,389,899	2,729,839	-	40,366,986	40,748,524
TOTAL	63,909,679	27,960,594	2,731,850	89,138,423	38,112,022	10,277,878	-	40,748,523	25,797,657
Previous Year									

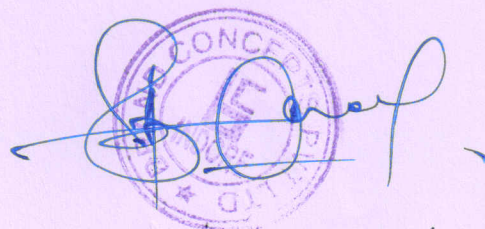
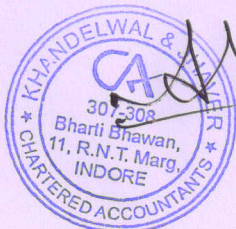


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Brand Concepts Private Limited (U51909MH2007PTC174702)

Notes forming part of the financial Statements for the period ended: 30-06-2017

Particulars	As at 30th June, 2017 Rs.	As at 31st March, 2017 Rs.
NOTE : 12 DEFERRED TAX ASSETS (NET)		
Deferred Tax Assets/(Liability) for difference in written down value of Fixed Assets as per Companies Act and Income Tax Act Provided During the year	11,888,536 4,607,214	19,339,404 (7,450,868)
Deferred Tax Assets/(Liability)	16,495,751	11,888,535
NOTE : 13 LONG-TERM LOANS AND ADVANCES (Unsecured Considered Good)		
Security Deposits	7,433,306	7,427,222
	7,433,306	7,427,222
Long Term Loans and advances stated above include debts due by (either severally or jointly) Directors/Officers of the company/ Firms or Private Company in which director is a Partner or a director or a member.	NIL	NIL
NOTE : 14 INVENTORIES		
Stock -in -trade (At lower of cost or net realizable value on FIFO Basis)	157,282,501	176,661,826
NOTE : 15 TRADE RECEIVABLES (UNSECURED)		
Outstanding for a period exceeding Six months from the date they are due for payment		
Considered Good	7,672,050	13,466,981
Considered Doubtful	4,390,342	4,390,342
Less: Provision for Doubtful debts	(4,390,342)	(4,390,342)
Others (Outstanding for a period less than 6 months)	203,494,647	199,140,166
	211,166,696	212,607,147
NOTE : 16 CASH AND BANK BALANCES		
Cash and cash Equivalents		
Balance with Schedule banks in Current Accounts	2,136,310	1,684,092
Fixed Deposit in margin money against Letter of Credit having Maturity upto twelve months.	3,356,809	3,548,453
Cash in Hand	585,962	519,564
	6,079,081	5,752,109

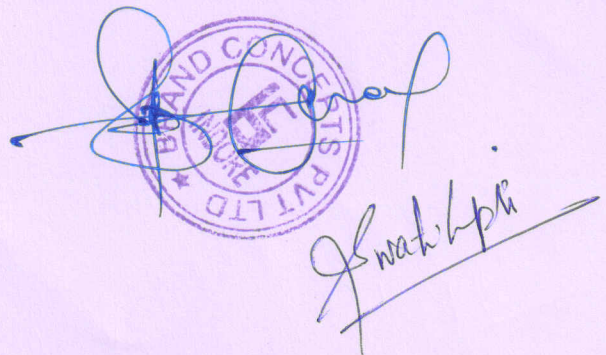


K. N. K. K. K.

Brand Concepts Private Limited (U51909MH2007PTC174702)

Notes forming part of the financial Statements for the period ended: 30-06-2017

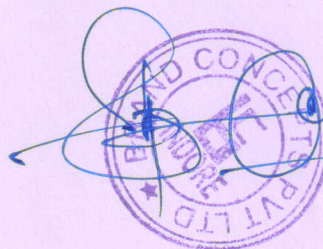
Particulars	As at 30th June, 2017 Rs.	As at 31st March, 2017 Rs.
NOTE : 17 SHORT TERM LOANS AND ADVANCES		
Advance For Goods or Services	13,248,224	3,698,214
Balances With Revenue Authorities	4,999,923	4,590,288
TDS Receivable	522,264	520,410
Staff Loans / Advances	318,615	520,643
Prepaid Expenses		
Interest Accrued but not due on deposits		
Insurance Claim	1,810,591	1,810,591
Other Current Assets	1,144,460	808,467
	22,044,078	11,948,612
NOTE : 18 REVENUE FROM OPERATIONS		
Sale of Products	108,705,590	623,531,396
	108,705,590	623,531,396
NOTE : 19 OTHER INCOME		
Interest	16,971	860,482
Misc. Income	57,083	199,423
	74,054	1,059,905
NOTE : 20 CHANGES IN INVENTORIES		
Finished Goods Opening Balance	176,661,826	89,395,732
Finished Goods At The end	157,282,501	176,661,826
[Increase/(Decrease) in Inventory]	(19,379,325)	87,266,094
NOTE : 21 EMPLOYEE BENEFIT EXPENSES		
Salaries & Wages	17,526,168	61,525,262
Directors' Remuneration	3,386,400	12,000,000
Contribution to Provident & Other Funds	1,518,656	5,140,597
Leave Encashment		
Staff Welfare Expenses	337,658	1,174,841
	22,768,882	79,840,700
NOTE : 22 FINANCE COST		
Interest	8,548,399	26,877,175
Bank Charges & Other Borrowing Cost	582,598	5,079,634
	9,130,997	31,956,809



Brand Concepts Private Limited (U51909MH2007PTC174702)

Notes forming part of the financial Statements for the period ended: 30-06-2017

Particulars	As at 30th June, 2017	As at 31st March, 2017
	Rs.	Rs.
NOTE : 23 DEPRECIATION & AMORTIZATION EXPENSES		
Depreciation	2,729,839	10,277,878
	2,729,839	10,277,878
NOTE : 24 OTHER EXPENSES		
Audit Fees	30,000	150,000
Brand License Fees	11,389,054	72,285,661
Business Development Expenses	5,672,924	10,345,869
Commission & Brokerage	6,667	309,109
Conveyance Expenses	415,661	1,579,178
Designing Charges		444,444
Electricity Expenses	733,290	2,259,095
Freight & Cartage	3,833,945	17,329,286
Insurance	115,848	1,101,722
Inspection & QC Charges	14,625	1,560,714
Legal & Professional Fees	1,984,035	5,776,977
Office Expenses	85,034	427,119
Packing & Forwarding	2,935,414	5,909,718
Postage & Courier Expenses	170,462	548,143
Rent	7,583,107	26,334,008
Repairs & Maintenance	339,708	1,397,942
Security Exp.	86,250	319,215
Stationery Printing	52,722	248,669
Telephone Expenses	308,081	1,382,027
Travelling Expenses	3,274,147	8,009,424
Other Expenses	87,249	34,072
	39,118,222	157,752,391



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Brand Concepts Private Limited (U51909MH2007PTC174702)**Notes forming part of the Financial Statements for the period ended : 30-06-2017**

Particulars	30-Jun-2017	31-Mar-2017
NOTE 25 OTHER NOTES ON FINANCIAL STATEMENTS		
25.1 Contingent liabilities and commitments (to the extent not provided for)		
(i) Contingent Liabilities	NIL	NIL
(a) Claims against the company not acknowledged as debt	NIL	NIL
(b) Guarantees issued by bank	16,242,718	22427156
(c) Other money for which the company is contingently liable		
Sales Tax Demand in Appeal/ (Amount Paid)	18432507 (4307678)	19792456 (4590288)
(ii) Commitments		
Estimated amount of contracts remaining to be executed on capital account and not provided for and (Advances paid)		
(a)	NIL	NIL
(b) Other Commitments	NIL	NIL
25.2 Earning in Foreign Currency	NIL	NIL
25.3 Expenditure in Foreign Currency		
Travelling Expenses	530,215	738,175
Value of Import on C.I.F. basis	5966272	139311741
25.4 Auditors Remuneration		
Audit Fees	30,000	120,000
Tax Audit Fees		30,000
Other Services		10,000
	<u>30,000</u>	<u>160,000</u>
25.5 Director's Remuneration	3,386,400	12,000,000
25.6 Earning Per Share (AS-20)		
Net Profit / (Loss) available to Equity Shareholders	(9203500)	14371375
Weighted Number of Equity Shares	7,000,000	7,000,000
Earning Per Share (Basic) in Rupees	(1.31)	2.05
Earning Per Share (Diluted) in Rupees	(1.31)	2.05
Face value of share in Rupees	10.00	10.00



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Brand Concepts Private Limited (U51909MH2007PTC174702)

Notes forming part of the Financial Statements for the period ended : 30-06-2017

25.7 Related Party Disclosures

S.No.	Name of the Related Party	Nature of Relationship	Nature of Transaction	Transaction during April-17 to June-17	Outstanding Balance as at 30.06.2017 (Receivable/Payable)	Transaction during 2016-17	Outstanding Balance as at 31.03.2017 (Receivable/Payable)
1	Shri Prateek Maheshwari	Director	Director Remuneration Interest Paid	1886400	(628800)	600000 452669	(600000) (219967)
2	Shri Pradeep Maheshwari	Director's Relative	Loan Received Interest Paid Loan Received	2500000 0	(574043) (23117)	5325000 25685	(726075) (23117)
3	Smt. Annapurna Maheshwari	Director	Interest Paid Loan Received	- -	- -	5000000 116993	- (57654)
4	Shri Abhinav Kumar	Director	Loan Received	-	-	3425000	-
5	Ara Designs Prop. Purva Kumar	Director's Relative	Director Remuneration	1500000	(500000)	600000	(500000)
6	IFF Overseas Pvt. Ltd.	Associates	Loan Received Designing Fees Purchase (Incl. Taxes) Furniture Purchased Rent (Inc. Service Tax)	5000000 11220940	(5000000) (9640179)	1000000 444444 74151925	- - (15889111)
				78750	(78750)	7350000 344750	(7350000) 0

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Brand Concepts Private Limited (U51909MH2007PTC174702)**Notes forming part of the Financial Statements for the period ended : 30-06-2017****25.8 Cash Flow Statement**

Particulars	For the Period Ended 30th June, 2017	For the Year Ended 31st March, 2017
A. CASH FLOW FROM OPERATING ACTIVITIES		
Net Profit before tax and extraordinary items	(13,810,714)	22,375,243
Adjustments for:		
Depreciation & Misc. expenditure written off	2,729,839	10,277,878
Interest and other charges	9,130,997	31,956,809
Interest Income	(16,971)	(860,482)
Operating profit before working capital changes	(1,966,849)	63,749,449
Adjustments for:		
Trade and other receivables	(8,661,099)	(65,144,826)
Inventories	19,379,325	(87,266,094)
Trade & other Payables	(14,342,457)	48,532,077
Cash generated from operations	(5,591,081)	(40,129,393)
Net Cash from operating activities	(5,591,081)	(40,129,393)
B. CASH FLOW FROM INVESTING ACTIVITIES		
Purchase of Fixed Assets	(2,348,301)	(25,228,744)
Interest Received	16,971	860,482
Net Cash from/ (used) in investment activities	(2,331,330)	(24,368,262)
C. CASH FLOW FROM FINANCING ACTIVITIES		
Proceeds from issue of share capital	-	50,000,000
Proceeds from long / short term borrowings (Net)	17,380,381	48,796,887
Interest and other charges paid	(9,130,997)	(31,956,809)
Dividend including Dividend Distribution Tax paid		
Net Cash (used) / from financing activities	8,249,384	66,840,078
D. Net increase / (decrease) in cash and cash equivalents	326,972	2,342,423
Opening balance of Cash and cash equivalents	5,752,109	3,409,686
Closing balance of Cash and cash equivalents	6,079,081	5,752,109



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Brand Concepts Private Limited (U51909MH2007PTC174702)**Notes forming part of the Financial Statements for the period ended : 30-06-2017**

Particulars	31-Mar-2017	31-Mar-2016
25.9 Previous years figures have been re-grouped and re-arranged wherever considered		
25.10 Particulars of Sale of Products		
Garments, Fashion Bags, Small Leather Goods, Luggage and Related Accessories	108705590	623531396

For Khandelwal & Jhaver
Chartered Accountants
FRN- 003923C

CA. Anil K. Khandelwal

Proprietor (M.No. 072124)

Place : Indore

Date : 5th December 2017



For and on behalf of the Brand Concepts Private Limited

Prateek
Maheshwari
(Managing
Director)
DIN (00039340)

Abhinav
Kumar
(Whole Time
Director)
DIN (06687880)

Swati Gupta
(Company
Secretary)
(M.No. A33016)