

**CORRIGENDUM TO THE NOTICE OF EXTRA ORDINARY GENERAL MEETING OF BRAND CONCEPTS LIMITED FOR THE ATTENTION OF THE PUBLIC SHAREHOLDERS OF**

**BRAND CONCEPTS LIMITED**

**Regd. Office:** Lotus Star, Plot No. D-5, Road No. 20, Marol MIDC,  
Andheri East Mumbai – 400093 (MH)

**CIN:** L51909MH2007PLC174702

**E-mail:** swati.gupta@brandconcepts.in; **Website:** www.brandconcepts.in

**This corrigendum is to be read in conjunction with notice to the Extra Ordinary general Meeting dated June 19, 2023 to the shareholders of Brand Concepts Limited.**

**The clause (f) of the Item No. 1 in explanatory statement shall be read as under:**

**(f) Basis on which price has been arrived at:**

The Equity Shares of the Company are listed on Stock Exchanges, i.e., BSE Limited (“BSE”) and National Stock Exchange of India Limited (“NSE”) and are frequently traded in accordance with the SEBI ICDR Regulations. NSE, being the Stock Exchange with higher trading volumes for the preceding ninety trading days prior to the Relevant Date i.e., 13th June, 2023, has been considered for determining the floor price in accordance with the SEBI ICDR Regulations.

In terms of Chapter V of the SEBI ICDR Regulations, the issue price for the Preferential Issue is Rs. 309.21 per Equity Share, being equivalent to the floor price computed in accordance with Chapter V of the SEBI ICDR Regulations.

The certificate from M/s Anita Choudhari & Co., Chartered Accountant, having their office at D-715, Bhairav Residency, Kanakia Road, Mira Road (East), Thane 401107 certifying the computation of price in accordance with Chapter V of SEBI ICDR Regulations is available on the Company’s website at link: [www.brandconcepts.in](http://www.brandconcepts.in)

Article No. 14(c) of the Articles of Association of the Company provide for obtaining a valuation report from a Registered Valuer. However, the said Article do not provide for any specific method of valuation. the Company has obtained valuation report from Registered Valuer, Jyoti Gupta (reg No. IBBI/RV/03/2020/13553) and the same is also available on the Company’s website at link: [www.brandconcepts.in](http://www.brandconcepts.in).

**For the details of the natural person who are the ultimate beneficial owner as disclosed under sub-clause (B) of the clause (I) of the Item No. 1 in explanatory statement shall be read as under:**

**(I) Identity of the natural persons who are ultimate beneficial owners of the shares proposed to be allotted and/or who ultimately control the proposed allottees:**

Name of Proposed Allottee	Category	Name of the natural persons, who are the ultimate beneficial owners	Pre Preferential holding		Post Preferential holding	
			No. of shares	%age	No. of shares	%age
<b>B) Category: Non-Promoter – Trust</b>						
Augmenta Value Trust Fund	Public	- Settlor - Ms. Preeti Bora	Nil	-	1,50,000	1.35%

		<ul style="list-style-type: none"> <li>- <b>Trustee</b> - Amicorp Trustees (India) Private Limited</li> <li>- <b>Protector</b> – NA</li> <li>- There are no natural person holding more than 15% of interest or exercising effective control over trust.</li> </ul> <p>For Trustee, there is no natural person holding more than 10% or more shares/exercise control in company and hence is managed by senior managing official of the Trustee, i.e Mr. Mohammed Tariq Aboobaker, the Managing Director.</p>				
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There is no change in the disclosure made for proposed allottee(s) under sub-clause (A) of the clause (l) of the Item No. 1 in explanatory statement

**The clause (m) of the Item No. 1 in explanatory statement shall be read as under:**

**(m) Certificate from Practising Company Secretary:**

A certificate from Vatsalya Sharma, Practising Company Secretary, certifying that the Preferential Issue is being made in accordance with the requirements contained in the SEBI ICDR Regulations shall be made available for inspection by the Members during the Meeting and will also be made available on the Company's website and will be accessible at link: [www.brandconcepts.in](http://www.brandconcepts.in).

Also, the Registered Office of the Company in the notice is to be read as 140/2/2, Musakhedi Square, Indore (Madhya Pradesh)– 452001 IN.  
New CIN Number: L51909MP2007PLC066484

Except as above, there are no other changes in the Notice to the Annual General Meeting dated June 19, 2023

**For Brand Concepts Limited**

**Sd/-**  
**Swati Gupta**  
**Company Secretary**  
**Membership No.: ACS33016**

Place: Indore  
Date: July 06, 2023