

Holding of Specified Securities

Annexure - I

1. Name of Listed Entity: **BRAND CONCEPTS LIMITED**

2. Scrip Code/Name of Scrip/Class of Security: _____

3. Share Holding Pattern Filed under: Reg. 31(1)(a)/Reg. 31(1)(b)/Reg. 31(1)(c) _____

a. If under 31(1)(b) then indicate the report for Quarter ending _____ **30-09-2020**

b. If under 31(1)(c) then indicate date of allotment/extinguishment _____

4. Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information :-

	Particulars		
1	Whether the Listed Entity has issued any partly paid up shares?	Yes*	No*
2	Whether the Listed Entity has issued any Convertible Securities or Warrants?		
3	Whether the Listed Entity has any shares against which depository receipts are issued?		
4	Whether the Listed Entity has any shares in locked-in?		
5	Whether any shares held by promoters are pledge or otherwise encumbered?		

* If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding Convertible Securities, Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by promoters, as applicable, shall not be displayed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by Listed Entity in above table the values will be considered as 'Zero' by default on submission of the format of holding of specified securities.

Table 1 - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Date given (i)	Category of shareholder (ii)	No. of Share holders (iii)	No. of fully paid up equity Share held (iv)	No. of Partly paid-up equity Share held (v)	No. of shares underlying Depositary Receipts (vi)	Total nos. share held (vii) (iv)+(v)+(vi)	Shareholding as a % of total no. of shares (calculated as SCRR, 1987) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (ix)			Total as a % of (A+B+C)	No. of Shares Underlying Outstanding convertible securities (including Warrants) (x)	Shareholding as a % assuming full conversion of convertible securities as a % of diluted share capital) (C1)+(C2)+(x) As a % of	Number of Locked in shares (xii)	No. of Shares pledged or otherwise encumbered (xiii)	Number of equity shares held in dematerialized form (xiv)
								Class Equity X	Class Other Y	Total						
(a)	Promoter & Promoter Group	0	6285000	0	0	6285000	89.1598	6285000	0	6285000	60.1838	0	59.1856	2148000	0	6285000
(b)	Public	256	4317800	0	0	4317800	40.8002	4317800	0	4317800	40.8002	0	40.8002	0	0	4317800
(C1)	Non Promoter Non Public	0	0	0	0	0	NA	0	0	0	0.0000	0	0.0000	0	0	0
(C2)	Shares underlying DRs	0	0	0	0	0	NA	0	0	0	0.0000	0	0.0000	0	0	0
(C2)	Shares held by Employee Trusts	0	0	0	0	0	NA	0	0	0	0.0000	0	0.0000	0	0	0
	Total	256	10602800	0	0	10602800	100.0000	10602800	0	10602800	100.0000	0	100.0000	2148000	0	10602800

Table N - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PROMOTER AND PROMOTER GROUP

Category & Name of the Shareholders (i)	PAN (ii)	No of Share holders (iii)	No of fully paid up equity Shares held (iv)	Partly paid up equity Share held (v)	No of shares underlying Depository Receipts (vi)	Total nos. shares held (vii)=(iv)+(v)+(vi)	Shareholding % calculated as per SCRR 1957 As a % of (A+B+C2) (viii)	Number of Voting Rights (ix)			Total as a % of (A+B+C2) (x)	No. of Underlying Outstanding convertible securities (including Warrants) (xi)	Shareholding as a % assuming full conversion of convertible securities as a % of diluted share capital (xii)=(vii)+(xi)	Number of Locked In Shares (xiii)	As a % of total shares held (xiv)	Number of Shares pledged or otherwise encumbered (xv)	As a % of total shares held (xvi)	Number of equity shares held in dematerialized form (xvii)
								Class Equity (x)	Class Others (y)	Total (z)								
(a) Individual/ Hindu, undivided Family																		
FRADEEP MAHESHWARI	AALHR8501N	1	603000	0	0	603000	8.5044	900000	0	900000	8.5044	900000	100.0000	0	0.0000	0	0.0000	900000
FRADEEP MAHESHWARI	AALHR8430C	1	2325000	0	0	2325000	23.6562	2325000	0	2325000	23.6562	2325000	26.1385	0	0.0000	0	0.0000	2325000
Total		2	3425000	0	0	3425000	32.1606	3025000	0	3425000	32.1606	1800000	45.6474	0	0.0000	0	0.0000	3425000
(b) Central Government/State Government(s)																		
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0
(c) Financial Institutions/Banks																		
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0
(d) Any Other/ BODIES CORPORATE/ IFF OVERSEAS PRIVATE LTD																		
Total		1	580000	0	0	580000	5.5562	580000	0	580000	5.5562	580000	100.0000	0	0.0000	0	0.0000	580000
(d) Any Other/DIRECTORS RELATIVES)																		
ANNAJAYANA MAHESHWARI	ACQPM248D	1	1050000	0	0	1050000	9.9218	1050000	0	1050000	9.9218	0	0.0000	0	0.0000	0	0.0000	1050000
PRATEEK MAHESHWARI	AHHR7953I	1	1030000	0	0	1030000	9.9218	1030000	0	1030000	9.9218	0	0.0000	0	0.0000	0	0.0000	1030000
SANSHI RATHI MAHESHWARI	AJSPR2819F	1	152000	0	0	152000	1.4353	152000	0	152000	1.4353	0	0.0000	0	0.0000	0	0.0000	152000
Total		3	2252000	0	0	2252000	21.2798	2252000	0	2252000	21.2798	0	0.0000	0	0.0000	0	0.0000	2252000
Sub-Total (A1) =		6	6285000	0	0	6285000	59.1998	6285000	0	6285000	59.1998	0	0.0000	0	0.0000	0	0.0000	6285000
2 Foreign																		
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(a) Individual/Non-Resident Individual/Foreign Individual(s)																		
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(b) Government																		
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(c) Institutions																		
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(d) Foreign Portfolio Investor																		
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Sub-Total (A2)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Total Shareholding of Promoter and Promoter Group (A) =		6	6285000	0	0	6285000	59.1998	6285000	0	6285000	59.1998	0	0.0000	0	0.0000	0	0.0000	6285000
(A1)+(A2)		6	6285000	0	0	6285000	59.1998	6285000	0	6285000	59.1998	0	0.0000	0	0.0000	0	0.0000	6285000

Table of Shares which remain unclaimed may be given here along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

Note: (1) PAN would not be displayed on website of Stock Exchange(s). (2) The term "Fundamental" has the same meaning as assigned under regulation 2(31) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Table M - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PUBLIC SHAREHOLDER

1	Institutions	Category & Name of the shareholders (i)	PAN (ii)	No. of Share holders (iii)	No. of fully paid up equity Share held (iv)	Partly paid-up equity Share held (v)	No. of shares underlying Depository Receipts (vi)	Total nos. shares held (vii) = (iv)+(v)+(vi)	Shareholding % calculated as per SCOR (viii) As a % of (A+B+C2) (viii)	Number of Voting Rights held in each class of securities (ix)			Total as a % of Total Voting Rights	No. of Shares Underlying Outstanding convertible securities (including Warrants) (x)	Total Shareholding as a % assuming full conversion of convertible securities as a percentage of diluted share capital (xi) = (viii)+(x) As a % of (A+B+C2)	No. of Locked in shares (xii)	As a % of total shares held (xii)	No. of Shares pledged or otherwise encumbered (xiii)	As a % of total shares held (xiii)	Number of equity shares held in dematerialized form (xiv)	
										Class A	Class B	Total									
(b)	Mutual Funds			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(c)	Venture Capital Funds			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(d)	Alternative Investment Funds			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(e)	Foreign Venture Capital Investors			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(f)	Foreign Portfolio Investors			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(g)	Financial Institutions/Banks			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(h)	Insurance Companies			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(i)	Provident Funds/Pension Funds			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(j)	SUB TOTAL (B)(1)			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(a)	Central / State Government(s)			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
	SUB TOTAL (B)(2)			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
3	Non-institutions			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(a)	Individuals - I. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.			196	941200	0	0	941200	8.8937	941200	0	941200	8.8937	0	0.0000	0	0.0000	0	0.0000	941200	0
(a)	Individuals - II. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.			20	2244100	0	0	2244100	21.2052	2244100	0	2244100	21.2052	0	0.0000	0	0.0000	0	0.0000	1962440	0
	ABHINAV KUMAR	AQZBK799C		1	700000	0	0	700000	6.6145	700000	0	700000	6.6145	0	0.0000	0	0.0000	0	0.0000	700000	0
	GIJA KIRTI AMBANI	AADDP597TH		1	414000	0	0	414000	3.9120	414000	0	414000	3.9120	0	0.0000	0	0.0000	0	0.0000	414000	0
	LAXMI CHANDRAKANT SHAH	AKNPK4945R		1	291860	0	0	291860	2.7564	291860	0	291860	2.7564	0	0.0000	0	0.0000	0	0.0000	291860	0
	MANUJ KAMRUPA	AAVPS0595H		1	139000	0	0	139000	1.3040	139000	0	139000	1.3040	0	0.0000	0	0.0000	0	0.0000	139000	0
	PRASHANT CHANDRAKANT SHAH	AAVPS0595H		1	194440	0	0	194440	1.8373	194440	0	194440	1.8373	0	0.0000	0	0.0000	0	0.0000	194440	0
(b)	NEFCY registered with RBI			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(c)	Employee trusts			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(d)	Overseas Depositories (holding Dkt) (balancing figure)			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	0
(a)	Any Other/Discontinued Corporates			11	570200	0	0	570200	5.3880	570200	0	570200	5.3880	0	0.0000	0	0.0000	0	0.0000	570200	0
	HARYANA REFRIGERATORS PRIVATE LIMITED	YACCH848J		1	136000	0	0	136000	1.2757	136000	0	136000	1.2757	0	0.0000	0	0.0000	0	0.0000	136000	0
	TANMAY INVESTMENT SERVICES PRIVATE LIMITED	AAJCT3343B		1	291700	0	0	291700	2.7564	291700	0	291700	2.7564	0	0.0000	0	0.0000	0	0.0000	291700	0
(a)	Any Other/Clearing Member			1	18000	0	0	18000	0.1701	18000	0	18000	0.1701	0	0.0000	0	0.0000	0	0.0000	18000	0
(a)	Any Other/Hindu Undivided Family			23	132900	0	0	132900	1.2558	132900	0	132900	1.2558	0	0.0000	0	0.0000	0	0.0000	132900	0
(a)	Any Other/Non Resident Indians (NRI)			5	411400	0	0	411400	3.8874	411400	0	411400	3.8874	0	0.0000	0	0.0000	0	0.0000	411400	0
	WAVANK AGRWAL	AAEFA48584		1	402000	0	0	402000	3.7865	402000	0	402000	3.7865	0	0.0000	0	0.0000	0	0.0000	402000	0
	SUB TOTAL (B)(3)			256	4317800	0	0	4317800	40.8002	4317800	0	4317800	40.8002	0	0.0000	0	0.0000	0	0.0000	4025140	0
	Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)			256	4317800	0	0	4317800	40.8002	4317800	0	4317800	40.8002	0	0.0000	0	0.0000	0	0.0000	4025140	0

Details of the shareholders holding 25 per cent in Consent including their shareholding (No. and %): 0
 Details of Shares which remain unclaimed may be given here along with details such as number of shareholders, outstanding shares, held in dematerialized suspense account, voting rights which are frozen etc.
 Note:
 (1) PAN would not be displayed on website of Stock Exchange(s).
 (2) The above format needs to be disclosed along with the name of following persons:
 Independent/Non Independent holding more than 1% of total number of shares.

Table IV - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE NOW PROMOTER - NON PUBLIC SHAREHOLDER

Category & Name of the Shareholders (i)	PAU (ii)	No. of Share holders (iii)	No. of fully paid up equity Share held (iv)	Partly paid-up equity Share held (v)	No. of underlying Depository Receipts (vi)	Total no. share held (vii)=(iv)+(v)+(vi)	Shareholding % calculated as per SCRR 1957 As a % of (A+B+C2) (viii)	Number of Voting Rights held in each class of securities (ix)			Total as a % of (A+B+C)	No. of Underlying Convertible securities (including Warrants) (x)	Shareholding, as a % assuming full conversion of convertible securities as a % of diluted share capital (xi)=(vii)+(x) As a % of (A+B+C2)	Number of Looked in shares (xii)	As a % of total share held (iii)	No. (iii) pledged or otherwise encumbered (xiii)	As a % of shares held (iii)	Number of equity shares held in dematerialize form (xiv)
								Class Equity 2	Class Equity 1	Total								
1 Customised/DH holder		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	NA	NA	0	
Total Non Promoter-Non Public Shareholding (C1+C11+C12)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	NA	NA	0	

(1) PAU would not be displayed on website of Stock Exchange(s).
 (2) The above format needs to disclose name of all holders holding more than 1% of total number of shares.
 (3) W.L. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available.

Note

