	Holding of Specified Securities													
	Annexu	re - I												
1. N	ame of Listed Entity: BRAND CONCEPTS LIMITED													
2. S	crip Code/Name of Scrip/Class of Security													
3. S	hare 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 30-03-2019														
b. If	under 31(1)(c) then indicate date of allotment/extinguishment													
4. D	eclaration: The Listed entity is required to submit the following declaration	ion to the extent of submission	n of information:-											
	Particulars		Yes*	No*										
1	Whether the Listed Entity has issued any partly paid up shares?													
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?														
* IC T	had intend Futity adjusts the oution (No.) for the appositions above the gold		area Outatandina Ca	م ا ماناس میرس										

* 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 I - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES																					
Cate gory (I)	Category of shareholder (II)	No.s of Share holders (III)	No. of fully paid up equity Share held (IV)	No.s of Partly paid-up equity Share held (V)	No. of shares underlying Depository Receipts (VI)	Total nos. shares held (VII)= (IV)+(V)+(VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	held in each class of securities (IX)		held in each class of securities (IX) No of Voting To Rights a:		held in each class of securities (IX) No of Voting Total as a % of		No of Voting Rights As a % of		No. of Shares Underlying Outstating convertible securities (including Warrants) (X)	Shares as a % assuming full conversion of convertible securities (including Warrants) capital)		Number of Locked in shares (XII)		er of res ed or wise bered III)	Number of equity shares held in dematerialized form (XIV)
							(ATDTO2)	Class Equity	Class Others	Total	(A+B+C)		As a % of (A+B+C2)	No. (a)	As a % of total shares held (b)	No. (a)	As a % of total shares held (b)					
(A)	Promoter & Promoter Group	6	6265000	0	0	6265000	59.1998	6265000	0	6265000	59.1998	0	59.1998	1868000	29.8164	780000	12.4501	6265000				
(B)	Public	264	4317800	0	0	4317800	40.8002	4317800	0	4317800	40.8002	0	40.8002	0	0.0000	NA	NA	4026140				
(C)	Non Promoter-Non Public	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0				
(C1)	Shares underlying DRs	0	0	0	0	0	NA	0	0	0	0.0000	0	0.0000	0	0.0000	NA		0				
(C2)	Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA					
	Total	270	10582800	0	0	10582800		10582800	0	10582800	100.0000	0	100.0000	1868000	17.6513			10291140				

				ı able II - ST	ATEMENT SHO	WING SHAREH	OLDING PATT	ERN OF T	HE PROM	UIER AND	PROMOT	EK 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)		Shareholdin g % calculated as per SCRR,1957 As a % of (A+B+C2) (VIII)	held in each class				No. of Shares Underlying Outstating convertible securities (including Warrants)	of convertible	Number of Locked in shares (XII)		Number of Shares pledged or otherwise encumbered (XIII)		Number of equity shares held in dematerialize d form (XIV)
							. ,					(X)	(XI)=(VII)+(X)	No.	As a % of	No. As a %		l ' ´
								Class Equity	Class Others	Total			As a % of (A+B+C2)	(a)	total shares held (b)	(a)	total shares held (b)	
1 Indian								х	V									
(a) Individuals/Hindu undivided Famil	v																	
PRADEEP MAHESHWARI	AAIHP8501M	1	900000	0	0	900000	8.5044	900000	(900000	8.5044	C	8.5044	900000	100.0000	0	0.0000	90000
PRADEEP MAHESHWARI	AHJPM9430C	1	2525000	0	0		23.8595	2525000		2525000	23.8595	C		660000	26.1386	0		252500
Total		2	3425000	0	0	3425000	32.3638	3425000		3425000	32.3638	C	32.3638	1560000	45.5474	0	0.0000	342500
(b) Central Government/State Govern	ment(s)																•	•
_		C		0			0.000				0.0000	C		0		0		
Total			0	0) 0	0	0.0000	0		0	0.0000	(C	0.0000	0	0.0000	0	0.0000	
(c) Financial Institutions/Banks	ı		0	0	u o	0	0.0000			<u> </u>	0.0000		0.0000		0.0000	0	0.0000	1
Total		0		0							0.0000	0		0	0.0000	0		
(d) Any Other(BODIES CORPORATE)			ı U		<u>, , , , , , , , , , , , , , , , , , , </u>	<u> </u>	0.0000	'I U		<u> </u>	0.0000		0.0000	U	0.0000		0.0000	
IFF OVERSEAS PRIVATE LTD	AAACI3958A	1	588000	0	0	588000	5.5562	588000	(588000	5.5562		5.5562	308000	52.3810	280000	47.6190	58800
Total		1		0						588000	5.5562			308000	52.3810	280000		
(d) Any Other(DIRECTORS RELATIVE	S)			·	· · · · · ·							·						
ANNAPURNA MAHESHWARI	ACAPM7243D	1	1050000	0	0	1050000	9.9218	1050000	C	1050000	9.9218	C	9.9218	0	0.0000	0	0.0000	1050000
PRATEEK MAHESHWARI	AHIPM7063L	1	1050000	0	0	1050000	9.9218			1050000	9.9218	0	9.9218	0	0.0000	500000	47.6190	1050000
SAKSHI RATHI MAHESHWARI	AIGPR2818F	1	152000	0	, ,	102000	1.4363				1.4363	C	1.1000	0	0.0000	0	0.0000	152000
Total		3		0			21.2798			2252000				0	0.0000	500000		2252000
Sub-Total (A)(1)		6	6265000	0	0	6265000	59.1998	6265000		6265000	59.1998	C	59.1998	1868000	29.8164	780000	12.4501	626500
2 Foreign	ala/Fanaiana lu di																	
(a) Individuals(Non-Resident Individu	ais/Foreign indi	(Colorada)	1 0		0	0	0.0000	0		1 0	0.0000		0.0000	0	0.0000	0	0.0000	
Total	 	0		0							0.0000			0		0		
(b) Government							0.0000	, ,			0.0000		0.0000		0.0000		0.0000	'
,-,		C	0	0	0	0	0.0000	0		0	0.0000	(0.0000	0	0.0000	0	0.0000	
Total		0		0						0	0.0000			0		0		
(c) Institutions																		
		0		0	, ,		0.0000			0	0.0000	C		0	0.0000	0	0.0000	-
Total		0	0	0	0	0	0.0000	0	C	0	0.0000	l c	0.0000	0	0.0000	0	0.0000	(
(d) Foreign Portfolio Investor	1	· .																T
Table	.	0		0	0		0.0000		,		0.0000	C		0		0		
Total	 	0		0			0.0000			1 0	0.0000	0	0.0000	0		0		
Sub-Total (A)(2) Total Shareholding of Promoter	 	0	6265000	0	1 0	6265000	0.0000 59.1998			6265000	0.0000 59.1998		0.0000 59.1998	1868000	0.0000 29.8164	780000	0.0000 12.4501	6265000
and Promoter Group (A) = (A)(1)+(A)(2)			6265000			6263000	39.1990	6265000		6265000	39.1996		59.1996	1000000	29.0104	780000	12.4301	6265000
Details of Shares which remain unclair	med may be giv	en hear along	with details eur	h as number o	of shareholders	. outstanding	shares held in	demat/unc	laimed eu	snense acc	count voti	na riahts whic	h are frozen etc		LL		L	<u> </u>
Note: (1) PAN would not be displayed on we			with details Suc	in as mumber (or snarenoiders	, outstanding s	anares neid III (uemayum	iailleu Su	apenae act	count, voti	ng ngma wiii	ii aie ii Oželi eiC.					
(2) The term "Encumbrance" has the s			der regulation 2	28(3) of SEBI (S	Substantial Acc	uisition of Sha	res and Takeo	vers) Regu	lations, 2	011.								

Г					Table III - S	STATEMENT SH	IOWING SHARE	HOLDING PAT	TERN OF	THE PUBL	IC SHARE	HOLDER							
	Category & Name of the PAN shareholders (II)		No.s of Share holders (III)	e fully	Partly paid-up equity Share held (V)	No.s of shares underlying Depository Receipts (VI)		Shareholding % calculated as per SCRR,1957) As a % of (A+B+C2) (VIII)					Warrants)	Total Shareholding, as a % assuming full conversion of convertible securities(as a percentage of diluted share	Number of Locked in shares (XII)		Number of Shares pledged or otherwise encumbered (XIII)		Number of equity shares held in dematerialize d form (XIV)
									Class Equity	Class Others	Total	Total Voting Rights	(X)	capital) (XI)=(VII)+(X) As a % of (A+B+C2)	No. (a)	As a % of total shares held (b)	No. (Not applicable) (a)	As a % of total shares held (b)	
1	Institutions	1	l l			1	1	1	X	l v	I	1				1	1	1	
(a)	Mutual Funds		0	0	0	0	0	0.0000	0	(0	0.0000	0	0.0000	0	0.0000	NA	NA	
	Venture Capital Funds		0	0	0		-	0.0000	0				0	0.0000	0	0.0000	NA		
	Alternate Investment Funds		0	0			-	0.0000	0				0		0		NA		
	Foreign Venture Capital Investors		0	0	0	-		0.0000	0			0.0000	0		0	0.0000	NA NA		
	Foreign Portfolio Investors Financial Institution/Banks		0	0			-	0.0000	0			0.0000	0	0.0000		0.000	NA NA		
	Insurance Companies		0	0	0		-	0.0000	0				0				NA NA		
	Provident Funds/ Pension Funds		0	0			-	0.0000	0				0		,		NA NA		
ļ	SUB TOTAL (B)(1)		Ö	0	Ö	Č	Ö		Ö	Ċ	0		0		O		NA NA		
2	Central / State government(s)																		
(a)	Central Government/ State Government(s)/Pre	sident of India	0	0	0	0	0	0.0000	0	(0	0.0000	0	0.0000	0	0.0000	NA	NA	(
	SUB TOTAL (B)(2)		0	0	0		0	0.0000	0) 0	0.0000	0	0.0000	0	0.0000	NA	NA	
3		1		•				0.0000			<u>, </u>	0.0000		0.0000		0.0000	,		
(a. 1)		nominal share	216	953783	0	0	953783	9.0126	953783	(953783	9.0126	0	9.0126	0	0.0000	NA	NA	953783
(a. 2)		g nominal	22	2747550	0	0	2747550	25.9624	2747550	(2747550	25.9624	0	25.9624	0	0.0000	NA	NA	2455890
_	ABHINAV KUMAR	AOXPK1790C	1	700000	0		700000	6.6145	700000	(700000	6.6145	0	6.6145		0.0000	NA	NA	700000
	GITA KIRTI AMBANI	AADPA5911H	1	414000	0			3.9120	414000	(3.9120	0		0	0.0000	NA NA		
	LAXMI CHANDRAKANT SHAH		1	291660	0		291660	2.7560	291660	(291660	2.7560	0	2.7560	0	0.0000	NA		
	MANOJ AGARWAL	ADNPA4845R	1	204000	0	, c		1.9277	204000	(1.9277	0	1.9277	C	0.0000	NA		
	MUKUL AGRAWAL	AARFP3029P	1	426000	0	C	426000	4.0254	426000	(4.0254	0	4.0254	C	0.0000	NA		
	PRASHANT CHANDRAKANT SHAH	AAYPS0596H	1	194440	0	,	101110		194440	(1.8373	0	1.0010	0	0.0000	NA		
	NBFCs registered with RBI		0	0	0			0.0000	0			0.0000	0			0.0000	NA		
	Employee Trusts	<i>"</i> \	0	0	0	-		0.0000	0			0.0000	0	0.0000	0	0.0000	NA		
(a)	Overseas Depositories (holding DRs) (balancir	ng rigure)	0	U	0	o o	' ·	0.0000	0	(יי	0.0000	U	0.0000	0	0.0000	NA	NA NA	(
(6)) Any Other(BODIES CORPORATE)		14	522913	0		522913	4.9412	522913		522913	4.9412	0	4.9412		0.0000	NA	NA.	522913
(0)	TANAM INVESTMENT SERVICES PRIVATE	AADCT3343B	1	291700	0	o c	291700		291700	(291700	2.7564	0	2.7564	C	0.0000	NA NA	NA NA	
(0)) Any Other(CLEARING MEMBER)		q	78554	0		78554	0.7423	78554	(78554	0.7423	0	0.7423		0.0000	NA	NA	7855
	Any Other (NON RESIDENT INDIANS (NRI))		3	15000	0		15000		15000	ì	15000		0	0.1417	0	0.0000	NA NA		
	SUB TOTAL (B)(3)		264	4317800	0		4317800	40.8002	4317800	-	4317800	40.8002	0	40.8002		0.0000	NA	NA	402614
	Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)		264	4317800	0		4317800			Ò			0	40.8002	O	0.0000	NA		
De	tails of the shareholders acting as persons in Co	oncert including	their Sharehol	ding (No. and %	6): O						1			1					
De No	tails of Shares which remain unclaimed may be	given hear alon				ers, outstanding	g shares held ir	n demat/unclain	ned suspe	nse accou	ınt, voting r	rights whic	h are frozen et	c.					
(2)	The above format needs to be disclosed along visitutions/Non Institutions holding more than 1%	with the name of		ons:															
																			ı

	Table IV - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE NON PROMOTER - NON PUBLIC SHAREHOLDER																							
	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.s of shares underlying Depository Receipts (VI)	hares shares derlying held pository (VII)= eccipts (IV)+(V)+(VI)	ares g neld % calculated //I)= as per	Number of Votting Rights held in each class of securities (IX) No of Voting Rights Total as a % of		held in each class of securities (IX) U (IX) C (IX)		held in eaci securi (IX		held in each class securities (IX)			No. of Shares Underlying Outstating convertible securities (including Warrants) (X)	Total 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 Locked in shares (XII)		Number of Shares pledged or otherwise encumbered (XIII)		Number of equity shares held in dematerialize d form (XIV)
									Class Equity x	Class Others V	Total	(A+B+C)	No. (a)	As a % of total shares held (b)	No. (Not applicable) (a)	As a % of total shares held (Not applicable)	d							
1	Custodian/DR Holder																							
- 1			0	0	0	0	0	0.0000	0	C	0	0.0000	0	0.0000	0	0.0000	NA	NA	. 0					
	Total Non Promoter- Non Public Shareholding (C)=(C)(1)+(C)(2)		0	0	0	0	0	0.0000	0	C	0	0.0000	0	0.0000	0	0.0000	NA	NA	0					
(2) Th	Note 1) PAN would not be displayed on website of Stock Exchange(s). 2) The above format needs to disclose bame of all holders holding more than 1% of total number of shares. 3) W.r.t. the information pertaining to Denository Receipts, the same may be disclosed in the respective columns to the extent information available.																							
	•								-															
			<u> </u>	<u> </u>	<u> </u>	l	<u> </u>	L l		L	L													