

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	31-03-2022		
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	Yes*	No*
1	Whether the Listed Entity has issued any partly paid up shares?		
2	Whether the Listed Entity has issued any Convertible Securities ?		
3	Whether the Listed Entity has issued any Warrants ?		
4	Whether the Listed Entity has any shares against which depository receipts are issued?		
5	Whether the Listed Entity has any shares in locked-in?		
6	Whether any shares held by promoters are pledge or otherwise encumbered?		
7	Whether company has equity shares with differential voting rights?		
8	Whether the listed entity has any significant beneficial owner?		

* 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

Category (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)	Number of Voting Rights held in each class of securities (IX)			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) (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 dematerialized form (XIV)	
								No of Voting Rights					Total as a % of (A+B+C)	No. (a)	As a % of total shares held (b)	No. (a)		As a % of total shares held (b)
								Class Equity (A)	Class Others (B)	Total								
(A)	Promoter & Promoter Group	6	6316000	0	0	6316000	59.6817	6316000	0	6316000	59.6817	0	59.6817	0	0.0000	0	0.0000	6316000
(B)	Public	715	4266800	0	0	4266800	40.3183	4266800	0	4266800	40.3183	0	40.3183	0	0.0000	0	0.0000	3975140
(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
(C-1)	Shares underlying Dts	0	0	0	0	0	NA	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(C-2)	Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
	Total	721	10582800	0	0	10582800		10582800	0	10582800	100.0000	0	100.0000	0	0.0000			10291140

Table III - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PUBLIC SHAREHOLDER

Category & Name of the shareholders (I)	PAN (II)	No.s 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)	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 held in each class of securities (IX)			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) = (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 form (XIV)	
								No of Voting Rights		Total as a % of Total Voting Rights			No. (a)	As a % of total shares held (b)	No. (Not applicable) (a)	As a % of total shares held (b)		
								Class Equity z	Class Others y									Total
1 Institutions																		
(a) Mutual Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(b) Venture Capital Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(c) Alternate Investment Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(d) Foreign Venture Capital Investors		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(e) Foreign Portfolio Investors		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(f) Financial Institution/Banks		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(g) Insurance Companies		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(h) Provident Funds/ Pension Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
SUB TOTAL (B)(1)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
2 Central / State government(s)																		
(a) Central Government/ State Government(s)/President of India		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
SUB TOTAL (B)(2)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
3 Non-institutions																		
(a) Individuals - I. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.		629	967484	0	0	967484	9.1420	967484	0	967484	9.1420	0	9.1420	0	0.0000	NA	NA	967484
(a) INDIVIDUAL - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		25	2380068	0	0	2380068	22.4900	2380068	0	2380068	22.4900	0	22.4900	0	0.0000	NA	NA	2088408
ABHINAV KUMAR	AOXPK1790C	1	763000	0	0	763000	7.2098	763000	0	763000	7.2098	0	7.2098	0	0.0000	0	0	763000
GITA KIRTI AMBANI	AADPA5911H	1	336000	0	0	336000	3.1750	336000	0	336000	3.1750	0	3.1750	0	0.0000	0	0	336000
LAXMI CHANDRAKANT SHAH	-----	1	291660	0	0	291660	2.7560	291660	0	291660	2.7560	0	2.7560	0	0.0000	0	0	0
PRASHANT CHANDRAKANT SHAH	AAAYS0596H	1	194440	0	0	194440	1.8373	194440	0	194440	1.8373	0	1.8373	0	0.0000	0	0	194440
(b) NBFCs registered with RBI		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(c) Employee Trusts		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(d) Overseas Depositories (holding DRs) (balancing figure)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(e) Any Other(BODIES CORPORATE)		12	790781	0	0	790781	7.4723	790781	0	790781	7.4723	0	7.4723	0	0.0000	NA	NA	790781
HARYANA REFRACTORIES PRIVATE LIMITED	AACCH8048J	1	387927	0	0	387927	3.6656	387927	0	387927	3.6656	0	3.6656	0	0.0000	0	0	387927
TANAM INVESTMENT SERVICES PRIVATE LIMITED	AADCT3343B	1	291700	0	0	291700	2.7564	291700	0	291700	2.7564	0	2.7564	0	0.0000	0	0	291700
(e) Any Other(CLEARING MEMBER)		13	7750	0	0	7750	0.0732	7750	0	7750	0.0732	0	0.0732	0	0.0000	NA	NA	7750
(e) Any Other(HINDU UNDIVIDED FAMILY)		32	116458	0	0	116458	1.1004	116458	0	116458	1.1004	0	1.1004	0	0.0000	NA	NA	116458
(e) Any Other(NON RESIDENT INDIANS (NRI))		4	4259	0	0	4259	0.0402	4259	0	4259	0.0402	0	0.0402	0	0.0000	NA	NA	4259
SUB TOTAL (B)(3)		715	4266800	0	0	4266800	40.3183	4266800	0	4266800	40.3183	0	40.3183	0	0.0000	NA	NA	3975140
Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)		715	4266800	0	0	4266800	40.3183	4266800	0	4266800	40.3183	0	40.3183	0	0.0000	0	NA	3975140
Details of the shareholders acting as persons in Concert including their Shareholding (No. and %): 0																		
Details of Shares which remain unclaimed may be given hear 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 above format needs to be disclosed along with the name of following persons:																		
Institutions/Non Institutions holding more than 1% of total number of shares.																		

