

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 **31-03-2023**

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?	Yes*	No*
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 1 - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Category (i)	Category of shareholder (ii)	No. of shares held (iii)	No. of fully paid up shares held (iv)	No. of Partly paid-up equity shares 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 (viii) (calculated as per SCRR, 1957 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 convertible securities (including Warrant)	Shareholding, as a % assuming full conversion of convertible securities (as a % of diluted share capital) (xi) = (vii)+(x)	Number of Locked In shares (xii)		Number of Shares pledged or otherwise encumbered (xiii)		Number of equity shares held in dematerialized form (xiv)
								Class Equity	Class Others	Total				(a)	As a % of total shares held (b)	(a)	As a % of total shares held (b)	
(A)	Promoter & Promoter Group	5	5728000	0	0	5728000	54.1256	5728000	0	5728000	54.1256	0	0	0	0	0	5728000	
(B)	Public	3075	4854800	0	0	4854800	45.8744	4854800	0	4854800	45.8744	0	0	0	0	0	4563140	
(C)	Non Promoter-Non Public	0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	0	0	
(C1)	Shares underlying DRs	0	0	0	0	0	NA	0	0	0	0.0000	0	0	0	0	0	0	
(C2)	Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	0	0	
	Total	3080	10582800	0	0	10582800	100.0000	10582800	0	10582800	100.0000	0	0	0	0	0	10291140	

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

Category & Name of the shareholders (i)	Entity Type	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)	Shareho lding % calculated as per SCRR, 19 57 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 Shares Outstanding convertible securities (including Warrants) (x)	Shareholdi ng, as a % assuming full conversion of convertible securities/ as a % of diluted share	Number of Locked in Shares (xi)	As a % of total shares held (b)	Number of Shares pledged or otherwise encumbered (xiii)	As a % of total shares held (b)	Number of equity shares held in demat/ allied form (xiv)
									Class Equity	Class Others	Total								
(a) Individuals/Hindu undivided Family																			
PRADEEP MAHESHWARI	Promoter	AALHP8901M	1	900000	0	0	900000	8.5044	0	900000	0	8.5044	0	0	0.0000	0	0.0000	0	900000
PRADEEP MAHESHWARI	Promoter	AHLPM9430C	1	2525000	0	0	2525000	23.8595	0	2525000	0	23.8595	0	0	0.0000	0	0.0000	0	2525000
Total			2	3425000	0	0	3425000	32.3638	0	3425000	0	32.3638	0	0	0.0000	0	0.0000	0	3425000
(b) Central Government/State Government(s)																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0
(c) Financial Institutions/Banks																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0
(d) Any Other/DIRECTORS RELATIVES)																			
2 Foreign																			
(a) Individuals(Non-Resident Individuals/Foreign Individuals)																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0
(c) Institutions																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0
Sub-Total (A)/2			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0
Total Shareholding of Promoters			5	5728000	0	0	5728000	54.1256	0	5728000	0	54.1256	0	0	0.0000	0	0.0000	0	5728000
2 Indian																			
(a) Individuals/Hindu undivided Family																			
PRADEEP MAHESHWARI	Promoter	AALHP8901M	1	900000	0	0	900000	8.5044	0	900000	0	8.5044	0	0	0.0000	0	0.0000	0	900000
PRADEEP MAHESHWARI	Promoter	AHLPM9430C	1	2525000	0	0	2525000	23.8595	0	2525000	0	23.8595	0	0	0.0000	0	0.0000	0	2525000
Total			2	3425000	0	0	3425000	32.3638	0	3425000	0	32.3638	0	0	0.0000	0	0.0000	0	3425000
(b) Central Government/State Government(s)																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0
(c) Financial Institutions/Banks																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0
(d) Any Other/DIRECTORS RELATIVES)																			
2 Foreign																			
(a) Individuals(Non-Resident Individuals/Foreign Individuals)																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0
(c) Institutions																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0
Sub-Total (A)/2			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0.0000	0	0.0000	0	0
Total Shareholding of Promoters			5	5728000	0	0	5728000	54.1256	0	5728000	0	54.1256	0	0	0.0000	0	0.0000	0	5728000

Note:

(1) PAN would not be displayed on website of Stock Exchange(s).

(2) The term "Encumbrance" has the same meaning as assigned under regulation 28(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

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.

Table II - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PUBLIC SHAREHOLDER

Category & Name of the Shareholders (i)	PAN (ii)	Nos of Shares held (iii)	No. of fully paid up Shares held (iv)	Partly paid-up equity Shares held (v)	Nos of Shares underlying Depository Receipts (vi)	Total nos of shares held (vii) = (iii)+(iv)+(v)+(vi)	Shareholding % calculated as per SCRs As a % of (A+B+C+D) (viii)	Number of Voting Rights held in each class of securities (ix)			Total as a % of Voting Rights (x) = (xi)+(xii)+(xiii)	No. of Shares Underlying Outstanding securities (including Warrants) (xi)	Total Shareholding, as a % assuming full conversion of diluted share capital (xii) = (vii)+(xi)+(xii)	Number of Locked in shares (xiii)	As a % of shares held (xiv)	Number of Shares pledged or otherwise encumbered (xv)	As a % of shares held (xvi)	Number of equity shares held in dematerialized form (xvii)	Sub-categorization of shares (Xviii)
								Equity Shares	Preference Shares	Total									
1 Institutions (Domestic)																			
(a) Mutual Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(b) Venture Capital Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(c) Alternate Investment Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(d) Banks		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(e) Insurance Companies		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(f) Provident / Pension Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(g) Asset Reconstruction Companies		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(h) Sovereign Wealth Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(i) NBFCs registered with RBI		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(j) Other Financial Institutions		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
2 Institutions (Foreign)																			
(a) Foreign Direct Investment		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(b) Foreign Venture Capital Investors		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(c) Foreign Institutional Investors Category I		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(d) Foreign Institutional Investors Category II		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(e) Overseas Depositories (Holding DPs) (Balancing Figure)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
3 Central Government / State Government																			
(a) Central Government / President of India		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(b) State Government / Governor		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(c) Central/State Govt. shareholding by Cos or Bodies Corp		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
4 Non-Institutions																			
(a) Associate Companies / Subsidiaries		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(b) Directors And their relatives (Non-Promoter)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(c) Key Managerial Personnel		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(d) Relatives of Promoters (Non-Promoter)		2	5000	0	0	5000	0.0472	5000	0	5000	0	0.0472	0	0	0	0	0	5000	0
(e) Trusts (Non-Promoter)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(f) Investor Education and Protection Fund (IEPF)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(g) Individuals - I, Individual shareholders holding nominal share capital up to Rs. 2 lakhs.		2908	1078047	0	0	1078047	10.1879	1078047	0	1078047	10.1879	10.1879	0	0	0	0	1078047	0	2068183
(h) INDIVIDUAL - II, Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		23	2348843	0	0	2348843	22.2044	2348843	0	2348843	22.2044	22.2044	0	0	0	0	2348843	0	2068183
Details of the Shareholders acting as persons in Concert (including their Shareholding No. and %):																			
ABHINAV KUMAR	AOCFK1780C	1	763000	0	0	763000	7.2098	763000	0	763000	7.2098	7.2098	0	0	0	0	763000	0	763000
GIYA KIRTI AMBANI	AADPA917H	1	336000	0	0	336000	3.1750	336000	0	336000	3.1750	3.1750	0	0	0	0	336000	0	336000
LAXMI CHANDRAKANT SHAH	AAVFS0598H	1	291850	0	0	291850	2.7560	291850	0	291850	2.7560	2.7560	0	0	0	0	291850	0	291850
PRASHANT CHANDRAKANT SHAH	AAVFS0598H	1	194440	0	0	194440	1.8373	194440	0	194440	1.8373	1.8373	0	0	0	0	194440	0	194440
FOUR RESIDENT INDIA (NRIs)		47	75155	0	0	75155	0.7102	75155	0	75155	0.7102	0.7102	0	0	0	0	75155	0	75155
(A) Foreign Companies		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0	0	0	0	0	0
(B) Bodies Corporate		34	1180458	0	0	1180458	11.3465	1180458	0	1180458	11.3465	11.3465	0	0	0	0	1180458	0	1180458
(C) BODIES CORPORATE LIMITED	AAOCBO180C	1	183721	0	0	183721	1.7360	183721	0	183721	1.7360	1.7360	0	0	0	0	183721	0	183721
HARYANA REFACTORIES PRIVATE LIMITED	AAOCBO180C	1	284385	0	0	284385	2.6972	284385	0	284385	2.6972	2.6972	0	0	0	0	284385	0	284385
TANAM INVESTMENT SERVICES PRIVATE LIMITED	AAOC1343B	1	291700	0	0	291700	2.7564	291700	0	291700	2.7564	2.7564	0	0	0	0	291700	0	291700
(m) Any Other (CLEARING MEMBER)		3	9331	0	0	9331	0.0882	9331	0	9331	0.0882	0.0882	0	0	0	0	9331	0	9331
(n) Any Other (HINDU UNDIVIDED FAMILY)		57	147738	0	0	147738	1.3980	147738	0	147738	1.3980	1.3980	0	0	0	0	147738	0	147738
(o) Any Other (PROPRIETARY FIRM)		2	11228	0	0	11228	0.1061	11228	0	11228	0.1061	0.1061	0	0	0	0	11228	0	11228
(p) Any Other (TRUSTS)		1	1	0	0	1	0.0000	1	0	1	0.0000	0.0000	0	0	0	0	1	0	1
Summary:																			
SUB TOTAL (B)(14)		3075	4854800	0	0	4854800	45.8744	4854800	0	4854800	45.8744	45.8744	0	0	0	0	4854800	0	4854800
Total Public Shareholding (B) = (B)(1)-(B)(2)-(B)(3)		3075	4854800	0	0	4854800	45.8744	4854800	0	4854800	45.8744	45.8744	0	0	0	0	4854800	0	4854800

Details of the Shareholders acting as persons in Concert (including their Shareholding No. and %):

(1) PAN would not be displayed on website of Stock Exchange(s)

(2) The above format needs to be disclosed along with the names of the shareholders holding 1% or more than 1% of shares of the listed entity. Column no. (XIII) is not applicable in the above format.

(3) Calculation and disclosure of shareholding pattern of the promoters, directors, key managerial personnel, relatives of promoters, trusts, etc. shall be in accordance with the provisions of the Companies Act, 2013 and the Companies (Shareholding Pattern) Rules, 2018.

(4) Calculation and disclosure of shareholding pattern of the promoters, directors, key managerial personnel, relatives of promoters, trusts, etc. shall be in accordance with the provisions of the Companies Act, 2013 and the Companies (Shareholding Pattern) Rules, 2018.

(5) Site-categorization of shares under column no. (XVI) will be based on shareholding (no. of shares) under the following sub-categories:

(i) Shareholders who are represented by a nominee Director on the board of the listed entity or have the right to nominate a representative (i.e. Director) on the board of the listed entity.

(ii) Shareholders who have entered into shareholder agreement with the listed entity.

(iii) Shareholders acting as persons in concert with promoters.

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)	Nos. of underlying Depository Receipts (vi)	Total no. shares held (vii) = (iv)+(v)+(vi)	Shareholding 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+C2)	No. of Shares Underlying Outstanding 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 dematerialized form (xiv)
								Class Equity x	Class Others y	Total				No. (a)	As a % of total shares held (b)	No. (Not applicable) (a)	As a % of total shares held (Not applicable)	
1 Custodian/DR Holder																		
10 Total Non Promoter- Non Public Shareholding (C)=(1)+(C)(2)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0.0000	NA	NA	0

Note
 (1) PAN 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.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available.

Annexure - B

Table VI - Statement Showing Foreign Ownership Limit

	Board approved limits	Limits utilized
As on shareholding date		
As on the end of previous 1st quarter		
As on the end of previous 2nd quarter		
As on the end of previous 3rd quarter		
As on the end of previous 4th quarter		