

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		31-12-2021	
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:-			
		Yes*	No*
Particulars			
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 1 - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Category (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 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)			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) (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	Class Others	Total				No. (a)	As a % of total shares held (b)	No. (a)	As a % of total shares held (b)	
(A)	Promoter & Promoter Group	6	6316000	0	0	6316000	59.6817	6316000	0	6316000	59.6817	0	0.0000	0	0.0000	0	0.0000	6316000
(B)	Public	263	4266900	0	0	4266900	40.3183	4266900	0	4266900	40.3183	0	0.0000	0	0.0000	0	0.0000	3975140
(C)	Non Promoter-Non Public	0	0	0	0	0	NA	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(C1)	Shares underlying DRs	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(C2)	Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	10291140
	Total	269	10562800	0	0	10562800	100.0000	10562800	0	10562800	100.0000	0	0.0000	0	0.0000	0	0.0000	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)	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 Outstanding convertible securities (including Warrants) (x)	Shareholdng 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 dematerialized form (xiv)
									Class Equity	Class Others	Total								
1 Indian																			
(a) Individuals/Hindu undivided Family	Promoter	AAHP8501M	1	900000	0	0	900000	8.5044	0	900000	0	900000	8.5044	0	0.0000	0	0.0000	0	900000
PRADDEEP MAHESHWARI	Promoter	AHJPM8430C	1	2525000	0	0	2525000	23.8595	0	2525000	0	2525000	23.8595	0	0.0000	0	0.0000	0	2525000
PRADDEEP MAHESHWARI	Promoter	AHJPM8430C	2	3425000	0	0	3425000	32.3538	0	3425000	0	3425000	32.3538	0	0.0000	0	0.0000	0	3425000
Total																			
				0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
(b) Central Government/State Government(s)																			
				0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
(c) Financial Institutions/Banks																			
				0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
(d) Any Other BODIES CORPORATE																			
				0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
(e) IFF OVERSEAS PRIVATE LTD																			
	Promoter	AAACJ3959A	1	588000	0	0	588000	5.5562	0	588000	0	588000	5.5562	0	0.0000	0	0.0000	0	588000
Total																			
				0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
(d) Any Other DIRECTORS RELATIVES																			
	Promoter	ACAAPW7243D	1	1050000	0	0	1050000	9.9218	0	1050000	0	1050000	9.9218	0	0.0000	0	0.0000	0	1050000
ANNAPURNA MAHESHWARI																			
	Promoter	AHJPM/083L	1	1101000	0	0	1101000	10.4037	0	1101000	0	1101000	10.4037	0	0.0000	0	0.0000	0	1101000
PRATEEK MAHESHWARI																			
	Promoter	AIGPR2818F	1	152000	0	0	152000	1.4363	0	152000	0	152000	1.4363	0	0.0000	0	0.0000	0	152000
SAKSHI RATHI MAHESHWARI																			
	Promoter	AIGPR2818F	3	2303000	0	0	2303000	21.7617	0	2303000	0	2303000	21.7617	0	0.0000	0	0.0000	0	2303000
Total																			
				6	6316000	0	6316000	59.6817	0	6316000	0	6316000	59.6817	0	0.0000	0	0.0000	0	6316000
Sub-Total (A1)																			
				0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
2 Foreign (Non-Resident Individuals/Foreign Individuals)																			
				0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
Total																			
				0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
(c) Institutions																			
				0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
Total																			
				0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
Sub-Total (A2)																			
				6	6316000	0	6316000	59.6817	0	6316000	0	6316000	59.6817	0	0.0000	0	0.0000	0	6316000
Total Shareholding of Promoters																			
				6	6316000	0	6316000	59.6817	0	6316000	0	6316000	59.6817	0	0.0000	0	0.0000	0	6316000

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

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 % as calculated 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 Total Voting Rights (x)	No. of Shares Underlying Outstanding convertible securities (including Warrants) (xi)	Total Shareholding, as a % assuming full conversion of convertible securities as a percentage of diluted share capital (xii)=(vii)+(xi) As a % of (A+B+C2)	Number of Locked in shares (xiii)		Number of Shares pledged or otherwise encumbered (xiii)		Number of equity shares held in dematerialized form (xiv)	
								Class Equity	Class Others	Total				No. (a)	As a % of shares held (b)	No. (for applicable) (a)	As a % of total shares held (b)		
1 Institutions																			
(a) Mutual Funds			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(b) Venture Capital Funds			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(c) Alternate Investment Funds			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(d) Foreign Venture Capital Investors			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(e) Foreign Portfolio Investors			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(f) Financial Institutions/Banks			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(g) Insurance Companies			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(h) Provident Funds/ Pension Funds			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
SUB TOTAL (B)(1)			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
2 Central / State Government(s)																			
(a) Central Government/ State Government(s)/President of India			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
SUB TOTAL (B)(2)			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
3 Non-Institutions			202	923800	0	923800	8.7293	923800	0	923800	8.7293	0	8.7293	0	0.0000	NA	NA	923800	0
(a) Individuals - i. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.			28	2421100	0	2421100	22.8777	2421100	0	2421100	22.8777	0	22.8777	0	0.0000	NA	NA	2129440	0
(a. INDIVIDUAL - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.																			
(b) ABHINAV KUMAR	AOKPK1790C		1	763000	0	763000	7.2098	763000	0	763000	7.2098	0	7.2098	0	0.0000	0	0	763000	0
	336000			336000		336000	3.1750	336000	0	336000	3.1750	0	3.1750	0	0.0000	0	0	336000	0
	291680			291680		291680	2.7560	291680	0	291680	2.7560	0	2.7560	0	0.0000	0	0	291680	0
	194440			194440		194440	1.8373	194440	0	194440	1.8373	0	1.8373	0	0.0000	0	0	194440	0
(b) PRAASHANT CHANDRAKANT SHAH	AAVPS0598H		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(b) PRASHANT CHANDRAKANT SHAH	AAVPS0598H		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(c) Employee Trusts			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(d) Overseas Depositories (holding DRs) (balancing figure)			0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	0	0
(e) Any other Bodies Corporate			11	820600	0	820600	7.7541	820600	0	820600	7.7541	0	7.7541	0	0.0000	NA	NA	820600	0
	AAOCCH8048J			390000		390000	3.6852	390000	0	390000	3.6852	0	3.6852	0	0.0000	0	0	390000	0
	AAOCCH8048J			291700		291700	2.7564	291700	0	291700	2.7564	0	2.7564	0	0.0000	0	0	291700	0
(e) Any other CLEARING MEMBER			1	18000	0	18000	0.1701	18000	0	18000	0.1701	0	0.1701	0	0.0000	NA	NA	18000	0
(e) Any Other HINDU UNDIVIDED FAMILY			18	76900	0	76900	0.7287	76900	0	76900	0.7287	0	0.7287	0	0.0000	NA	NA	76900	0
(e) Any Other NON RESIDENT INDIANS (NRIs)			3	6400	0	6400	0.0605	6400	0	6400	0.0605	0	0.0605	0	0.0000	NA	NA	6400	0
SUB TOTAL (B)(3)			263	4266800	0	4266800	40.3183	4266800	0	4266800	40.3183	0	40.3183	0	0.0000	NA	NA	3975140	0
Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)			263	4266800	0	4266800	40.3183	4266800	0	4266800	40.3183	0	40.3183	0	0.0000	NA	NA	3975140	0

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

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.

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. of shares underlying Depository Receipts (vi)	Total no. 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)			Total as a % of (A+B+C)	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) = (viii)+(x) As a % of (A+B+C2)	Number of Locked in shares (xii)	As a % of total shares held (b)	Number of Shares pledged or otherwise encumbered (xiii)	As a % of total shares held (Not applicable)	Number of equity shares held in dematerialized form (xiv)
								Class Equity (x)	Class Others (y)	Total								
1 Custodian/DR 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 (C)=(1)+(C)2		0	0	0	0	0	0.0000	0	0	0	0.0000	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.ct. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available.

