

# 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		31-12-2022	
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 1 - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Category (A)	Category of shareholder (B)	Nos. of Share holders (C)	No. of fully paid up equity Share held (D)	Nos. of Partly paid-up equity Share held (E)	No. of shares underlying Depository Receipts (F)	Total nos. shares held (G) = (D)+(E)+(F)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) As a % of (A+B+C) (H)	Number of Voting Rights held in each class of securities (I)			No. of Shares Underlying convertible securities (including Warrants) (J)	Shareholding, as a % assuming full conversion of convertible securities as a % of diluted share capital (K) = (G)+(J) As a % of (A+B+C)	Number of Locked in shares (L)		Number of Shares pledged or otherwise encumbered (M)		Number of equity shares held in dematerialized form (N)
								Class Equity	Class Other	Total			No. (a)	As a % of total shares held (b)	No. (a)	As a % of total share held (b)	
(A)	Promoter & Promoter Group	5	5728000	0	0	5728000	54.1256	5728000	0	5728000	54.1256	0	0.0000	0	0.0000	5728000	
(B)	Public	2324	4854800	0	0	4854800	45.8744	4854800	0	4854800	45.8744	0	0.0000	0	0.0000	4854800	
(C)	Non Promoter-Non Public	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	
(C1)	Shares underlying DRs	0	0	0	0	0	NA	0	0	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	
	Total	2329	10582800	0	0	10582800	100.0000	10582800	0	10582800	100.0000	0	0.0000	0	0.0000	10281140	

Table B - 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 % calculate d 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 Underlying Outstanding convertible securities (including Warrants) (x)	Shareholdi ng, as a % assuming full conversion of convertible securities as a % of diluted share capital)	Number of Locked in shares (xi)	As a % of total shares held (xii)	No. of Shares pledged or otherwise encumbered (xiii)	As a % of total shares held (xiv)	Number of equity shares held in dematerialized form (xv)
									Class equity	Class Others	Total								
<b>1 Indian</b>																			
<b>(a) Individuals/Hindu undivided Family</b>																			
PRADEEP MAHESHWARI	Promoter	AUHHP9501M	1	900000	0	0	900000	8.5044	900000	0	900000	8.5044	0	0	0	0.0000	0	0.0000	900000
PRADEEP MAHESHWARI	Promoter	AHJFME430C	1	2525000	0	0	2525000	23.8595	2525000	0	2525000	23.8595	0	0	0	0.0000	0	0.0000	2525000
<b>Total</b>			<b>2</b>	<b>3425000</b>	<b>0</b>	<b>0</b>	<b>3425000</b>	<b>32.3638</b>	<b>3425000</b>	<b>0</b>	<b>3425000</b>	<b>32.3638</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0.0000</b>	<b>3425000</b>
<b>(b) Central Government/State Government(s)</b>																			
<b>Total</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>
<b>(c) Financial Institutions/Banks</b>																			
<b>Total</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>
<b>(d) Any Other/DIRECTORS RELATIVES)</b>																			
ANNAJURNA MAHESHWARI	Promoter	ACAQM7243D	1	1050000	0	0	1050000	9.8218	1050000	0	1050000	9.8218	0	0	0	0.0000	0	0.0000	1050000
PRAATEEK MAHESHWARI	Promoter	AHHPM7063L	1	1101000	0	0	1101000	10.4037	1101000	0	1101000	10.4037	0	0	0	0.0000	0	0.0000	1101000
SAKSHI RATHI MAHESHWARI	Promoter	AIGPR2818F	1	152000	0	0	152000	1.4383	152000	0	152000	1.4383	0	0	0	0.0000	0	0.0000	152000
<b>Total</b>			<b>3</b>	<b>2303000</b>	<b>0</b>	<b>0</b>	<b>2303000</b>	<b>21.7617</b>	<b>2303000</b>	<b>0</b>	<b>2303000</b>	<b>21.7617</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0.0000</b>	<b>2303000</b>
<b>Sub-Total (A)(1)</b>			<b>5</b>	<b>5728000</b>	<b>0</b>	<b>0</b>	<b>5728000</b>	<b>54.1256</b>	<b>5728000</b>	<b>0</b>	<b>5728000</b>	<b>54.1256</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0.0000</b>	<b>5728000</b>
<b>2 Foreign</b>																			
<b>(a) Individuals/(Non-Resident Individuals/(Foreign Individuals)</b>																			
<b>Total</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>
<b>(c) Institutions</b>																			
<b>Total</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>
<b>Sub-Total (A)(2)</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>
<b>Total Shareholding of Promoters</b>			<b>5</b>	<b>5728000</b>	<b>0</b>	<b>0</b>	<b>5728000</b>	<b>54.1256</b>	<b>5728000</b>	<b>0</b>	<b>5728000</b>	<b>54.1256</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0000</b>	<b>0</b>	<b>0.0000</b>	<b>5728000</b>

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 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. 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. 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 Total Voting Rights (x)	No. of Shares Underlying Outstanding convertible securities (including Warrants) (xi)	Total Shareholding as a % of convertible full (xii)	Number of Locked in shares (xiii)	As a % of share held (xiv)	No. of Shares pledged or otherwise encumbered (xv)	As a % of share held (xvi)	Number of equity shares held in dematerialized form (xvii)	Sub-categorization of shares (xviii) under
								Class Equity	Class Debt	Total									
<b>1 Institutions (Domestic)</b>																			
(a) Mutual Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(b) Venture Capital Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(c) Alternate Investment Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(d) Banks		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(e) Insurance Companies		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(f) Provident / Pension Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(g) Asset Reconstruction Companies		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(h) Sovereign Wealth Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(i) NRI-Gs registered with RBI		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(j) Other Financial Institutions		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
SUB TOTAL (B)(1)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
<b>2 Institutions (Foreign)</b>																			
(a) Foreign Direct Investment		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(b) Foreign Venture Capital Investors		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(c) Foreign Sovereign Wealth Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(d) Foreign Portfolio Investors Category I		1	10	0	0	10	0.0001	10	0	10	0.0001	0	0.0001	0	0.0001	0	0.0001	10	
(e) Foreign Portfolio Investors Category II		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(f) OVERSEAS DEPOSITORIES (holding Data) (Balancing Figure)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
SUB TOTAL (B)(2)		1	10	0	0	10	0.0001	10	0	10	0.0001	0	0.0001	0	0.0001	0	0.0001	10	
<b>3 Central Government / State Government</b>																			
(a) Central Government / President of India		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(b) State Government / Governor		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	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	0.0000	0	0.0000	0	0	
<b>4 Non-institutions</b>																			
(a) Associate Companies / Subsidiaries		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(b) Directors And their relatives (Non-Promoter)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(c) Key Managerial Personnel		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(d) Relatives of Promoters (Non-Promoter)		2	3900	0	0	3900	0.0369	3900	0	3900	0.0369	0	0.0369	0	0.0369	0	0.0369	3900	
(e) Trusts (Non-Promoter)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(f) Investor Education and Protection Fund (IEPF)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	
(g) Individuals - I. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.		2175	1022915	0	0	1022915	8.6658	1022915	0	1022915	9.6558	0	9.6558	0	0.0000	0	0.0000	1022915	
(h) INDIVIDUALS - II. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		24	2446997	0	0	2446997	23.1224	2446997	0	2446997	23.1224	0	23.1224	0	0.0000	0	0.0000	2156537	
<b>ABHIJAY KUMAR</b>																			
(i) ABHIJAY KUMAR	AOXPK1790C	1	765000	0	0	765000	7.2098	765000	0	765000	7.2098	0	7.2098	0	0.0000	0	0.0000	765000	
(j) GITA KIRTI RAMANI	AADPA5917H	1	359000	0	0	359000	3.1750	359000	0	359000	3.1750	0	3.1750	0	0.0000	0	0.0000	359000	
(k) LADDOX KHERSI BHADHA	ABHPS4690R	1	140000	0	0	140000	1.3229	140000	0	140000	1.3229	0	1.3229	0	0.0000	0	0.0000	140000	
(l) LAVIN CHANDRAKANT SHAH	291000	1	291000	0	0	291000	2.7550	291000	0	291000	2.7550	0	2.7550	0	0.0000	0	0.0000	291000	
(m) PRAASHANT CHANDRAKANT SHAH	AAVPS0598H	1	181440	0	0	181440	1.6373	181440	0	181440	1.6373	0	1.6373	0	0.0000	0	0.0000	181440	
(n) NON RESIDENT INDIANS (NRIs)		25	13902	0	0	13902	0.1286	13902	0	13902	0.1286	0	0.1286	0	0.0000	0	0.0000	13902	
(o) FOREIGN NATIONALS		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0	



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

Category & Name of the shareholders (1)	PAH (2)	No. of Share holders (3)	No. of fully paid up equity Share held (4)	Partly paid-up Share held (5)	Nos. of shares underlying Depository Receipts (6)	Total no. shares held (7)=(4)+(5)+(6)	Shareholding % as per SCRR, 1957) As a % of (A+B+C2) (8)	Number of Voting Rights held in each class of securities (9)			Total as a % of (A+B+C) (10)	No. of Shares Underlying Outstanding convertible securities (including Warrants) (11)	Total Shareholding, as a % assuming full conversion of convertible securities as a % of diluted share capital (12)=(10)+(11) As a % of (A+B+C2)	Number of Locked in shares (13)	As a % of total shares held (14)	Number of Shares pledged or otherwise encumbered (15)	As a % of total shares held (16)	Number of equity shares held in dematerialize form (17)	
								Class Equity (A)	Class Others (B)	Total (C)									
1 Custodian/DR Holder																			
Total Non Promoter- Non Public Shareholding (C1)-(1)+(C2)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	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*

	<b>Board approved limits</b>	<b>Board approved limits</b>
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		