

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		30-09-2022	
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

Date group (A)	Category of shareholder (B)	Nos. of Share holders (M)	No. of fully paid up equity Share held (N)	Nos. of Partly paid-up equity Share held (V)	No. of shares underlying Depository Receipts (W)	Total nos. shares held (M)+(V)+(W)	Shareholding as a % of total no. of shares (calculated as SCRR, 1957) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (X)			No. of Shares Underlying Outstanding convertible securities (including Warrants) (Y)	Shareholding, as a % assuming full conversion of convertible securities as a % of diluted share capital (X)+(Y)+(Z) As a % of (A+B+C2)	Number of Locked in Shares (Z)		Number of Shares pledged or otherwise encumbered (ZM)		Number of equity shares held in dematerialized form (ZV)
								Class Equity X	Class Others Y	Total			No. (Z)	As a % of total share held (Z)	No. (ZM)	As a % of total share held (Z)	
(A)	Promoter & Promoter Group	5	5958429	0	0	5958429	59.303	5958429	0	5958429	59.3030	0	0.0000	0	0.0000	5958429	
(B)	Public	1428	4824371	0	0	4824371	43.697	4824371	0	4824371	43.6970	0	0.0000	0	0.0000	4332711	
(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	1435	10582800	0	0	10582800	100.0000	10582800	0	10582800	100.0000	0	0.0000	0	0.0000	10291140	

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

Category & Name of the Shareholders (i)	Entity Type	PAN (ii)	No. of Shares held (iii)	No. of fully paid up equity Shares held (iv)	Partly paid up equity Share held (v)	No. of underlying Depository Receipts (vi)	Total nos. shares held (vii) = (iii)+(iv)+(vi)	Shareholding % calculate d 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) (x)	No. of Shares Outstanding convertible securities (including Warrants) (xi)	Shareholdi ng, as a % assuming full conversion of convertible securities as a % of diluted share capital (xii)	Number of Locked in shares (xiii)		Number of Shares pledged or otherwise encumbered (xiv)		Number of equity shares held in dematerialized form (xv)
									Class Equity	Class Others	Total				(a)	As a % of total shares held (b)	(c)	As a % of total shares held (d)	
(a) Individual/Hindu undivided Family																			
PRADIP MAHESHWARI	Promoter	AAHFB90TM	1	900000	0	0	900000	8.5044	0	0	0	8.5044	0	0.0000	0	0.0000	0	0.0000	900000
PRADIP MAHESHWARI	Promoter	AHLFV643GC	1	2425000	0	0	2425000	23.8565	0	0	0	23.8565	0	0.0000	0	0.0000	0	0.0000	2425000
(b) Central Government/State Government(s)			2	3425000	0	0	3425000	32.3638	0	0	0	32.3638	0	0.0000	0	0.0000	0	0.0000	3425000
(c) Financial Institutions/Banks			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(d) Any Other/BODIES CORPORATE																			
HIF OVERSEAS PRIVATE LTD	Promoter	AAAC9569A	1	230429	0	0	230429	2.1774	0	0	0	2.1774	0	0.0000	0	0.0000	0	0.0000	230429
(e) ANY OTHER/DIRECTORS RELATIVES			1	230429	0	0	230429	2.1774	0	0	0	2.1774	0	0.0000	0	0.0000	0	0.0000	230429
ANNADEURMA MAHESHWARI	Promoter	ACAPR17243D	1	1050000	0	0	1050000	9.9218	0	0	0	9.9218	0	0.0000	0	0.0000	0	0.0000	1050000
PRADIP MAHESHWARI	Promoter	AHLFV643GC	1	1101000	0	0	1101000	10.4037	0	0	0	10.4037	0	0.0000	0	0.0000	0	0.0000	1101000
SAKSHI RATHI MAHESHWARI	Promoter	AIGFR2918F	1	152000	0	0	152000	1.4363	0	0	0	1.4363	0	0.0000	0	0.0000	0	0.0000	152000
(f) Foreign			3	2303000	0	0	2303000	21.7617	0	0	0	21.7617	0	0.0000	0	0.0000	0	0.0000	2303000
(g) Individual/Non-Resident Individual/Foreign Individuals			6	5958429	0	0	5958429	56.3030	0	0	0	56.3030	0	0.0000	0	0.0000	0	0.0000	5958429
(c) Institutions																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Sub-Total (A+B)			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Total Shareholding of Promoters			6	5958429	0	0	5958429	56.3030	0	0	0	56.3030	0	0.0000	0	0.0000	0	0.0000	5958429

Details of Shares which remain unclaimed may be given hear 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 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+C2)	No. of 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)	As a % of share hold (xiii)	Number of Shares pledged or otherwise encumbered (xiv)	As a % of total shares held (see applicable) (xv)	Number of equity shares held in dematerialize form (xvi)
								Class Equity	Class Others	Total								
1 Custodian/DR Holder																		
Total Non Promoter-Non Public Shareholding (C)=(X)+(X)(2)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0.0000	N/A	N/A	0

(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.

Note