

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	30-12-2023
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?	
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.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)
								Class Equity X	Class Others Y	Total			No. (a)	As a % of total shares held (b)	No. (a)	As a % of total shares held (b)	
(A)	Promoter & Promoter Group	5	5422546	0	0	5422546	48.8175	5422546	0	48.8175	0	0.0000	0	0.0000	0	5422546	
(B)	Public	5208	5685254	0	0	5685254	51.1825	5685254	0	51.1825	558897	9.7955	0	0	0	5393594	
(C)	Non Promoter-Non Public	0	0	0	0	0	0.0000	0	0.0000	0.0000	0	0.0000	0	0.0000	0	0	
(C1)	Shares underlying DRs	0	0	0	0	0	0.0000	0	0.0000	0.0000	0	0.0000	0	0.0000	0	0	
(C2)	Shares held by Employee Trusts	0	0	0	0	0	0.0000	0	0.0000	0.0000	0	0.0000	0	0.0000	0	0	
	Total	5213	11107800	0	0	11107800	100.0000	11107800	0	100.0000	558897	5.0136	0	0.0000	0	10816140	

Table II - 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 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)	Shares held as a % of SCRR, 1957 As a % of (A+B+C) (viii)	Number of Voting Rights held in each class of securities (ix)			No of Outstanding convertible securities (including Warrants) (x)	Sharehold ng. as a % assuming full conversion of convertible securities (xi)	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)		
																			No of Voting Rights
1 Indian																			
(a) Individuals/Hindu undivided Family																			
PRADDEEP MAHESHWARI	Promoter	AAHP8501M	1	900000	0	0	900000	8.1024	0	900000	0	8.1024	0	0	0	0	0	0	0
PRADDEEP MAHESHWARI	Promoter	AHPM6430C	1	2322904	0	0	2322904	20.9124	0	2322904	0	20.9124	0	0	0	0	0	0	0
Total			2	3222904	0	0	3222904	29.0148	0	3222904	0	29.0148	0	0	0	0	0	0	0
(b) Central Government/State Government(s)																			
			3	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0	0	0	0
(c) Financial Institutions/Banks																			
			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0	0	0	0
(d) Any Other (DIRECTORS RELATIVES)																			
ANNA PURVA MAHESHWARI																			
	Promoter Group	ACZPM724D	1	1050000	0	0	1050000	9.4528	0	1050000	0	9.4528	0	0	0	0	0	0	0
	Promoter Group	AHPM7063L	1	997642	0	0	997642	8.9815	0	997642	0	8.9815	0	0	0	0	0	0	0
	Promoter Group	AIGPR2818F	1	152000	0	0	152000	1.3684	0	152000	0	1.3684	0	0	0	0	0	0	0
Total			3	2199642	0	0	2199642	19.8027	0	2199642	0	19.8027	0	0	0	0	0	0	0
Sub-Total (A1)			5	5422546	0	0	5422546	48.8175	0	5422546	0	48.8175	0	0	0	0	0	0	0
2 Foreign																			
(a) Individuals (Non-Resident Individuals/Foreign Individuals)																			
			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0	0	0	0
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0	0	0	0
(c) Institutions																			
			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0	0	0	0
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0	0	0	0
Sub-Total (A2)			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0	0	0	0
Total Shareholding of Promoters			5	5422546	0	0	5422546	48.8175	0	5422546	0	48.8175	0	0	0	0	0	0	0

Details of Shares which remain unclaimed may be given tear 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 disclosed on website of Stock Exchange(s)

(2) The term "Encumbrance" has the same meaning as assigned under regulation 28(c) 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)	Nos of Share holders (iii)	No. of fully paid up shares held (iv)	Partly paid-up equity shares held (v)	Nos of underlying Receipts (vi)	Total nos. shares held as per Schedule III of the Companies Act, 2013 (vii)-(v)(v)	Shareholding % calculated as per Schedule III of the Companies Act, 2013 (viii)			No. of Voting Rights held in each class of securities (ix)	No. of Outstanding convertible securities (including Warrants) (x)	Total Shareholding, as a % assuming full conversion of convertible securities, as a percentage of diluted share capital (X)+(Y)+(Z) As a % of (A+B+C) (xi)	Number of Locked in shares (xii)	Number of Shares pledged or otherwise encumbered (xiii)	Number of equity shares held in form of dematerialized shares (xiv)	Sub-categorization of shares (xv)			
							Shareholding as a % of the total nos. shares held (vii)	Shareholding as a % of the total paid-up equity shares held (vii)	Shareholding as a % of the total paid-up equity shares held (vii)							No. (ii)	As a % of the total shares held (ii)	Sub-category (i)	Sub-category (ii)
1 Institutions (Domestic)																			
(a) Mutual Funds		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(b) Venture Capital Funds		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(c) Alternative Investment Funds		2	275000	0	275000	24757	275000	24757	275000	0	2.4757	150000	150000	44.5455	275000	0			
AUGMENTA VALUE TRUST - SCHEME 1		150000	150000	0	150000	13504	150000	13504	150000	0	1.9504	140000	140000	150000	150000	0			
INDIA EQUITY FUND 1		125000	125000	0	125000	12500	125000	12500	125000	0	1.2500	0	0	0	125000	0			
(d) Banks		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(e) Insurance Companies		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(f) Provident / Pension Funds		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(g) Asset Reconstruction Companies		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(h) Sovereign Wealth Funds		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(i) NBFCs registered with RBI		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(j) Other Financial Institutions		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
SUB TOTAL (B)(1)		2	275000	0	275000	24757	275000	24757	275000	0	2.4757	150000	150000	54.5455	275000	0			
2 Institutions (Foreign)		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(a) Foreign Direct Investment		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(b) Venture Capital Investors		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(c) Foreign Portfolio Investors		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(d) Foreign Portfolio Investors Category I		1	45	0	45	0.0004	45	0.0004	45	0	0.0004	0	0	0	45	0			
(e) Foreign Portfolio Investors Category II		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(f) OVERSEAS DEPOSITORIES (Holding DRs) (Balancing Figure)		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
SUB TOTAL (B)(2)		1	45	0	45	0.0004	45	0.0004	45	0	0.0004	0	0	0	45	0			
3 Central Government / State Government																			
(a) Central Government / President of India		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(b) State Government / Governor		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(c) Central/State Govt. shareholding by Cos or Bodies Corp		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
SUB TOTAL (B)(3)		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
4 Non-institutions																			
(a) Associate Companies / Subsidiaries		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(b) Directors And their relatives (Non-Promoter)		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(c) Key Managerial Personnel		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(d) Relatives of Promoters (Non-Promoter)		2	1840	0	1840	0.3176	1840	0.3176	1840	0	0.3176	0	0	1840	1840	0			
(e) Trusts (Non-Promoter)		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(f) Investor Education and Protection Fund(IPEF)		0	0	0	0	0	0	0	0	0	0.0000	0	0	0	0	NA			
(g) Individuals - i. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.		4934	1583929	0	1583929	14.5596	1583929	14.5596	1583929	0	14.5596	0	0	1583929	1583929	0			
(h) INDIVIDUAL - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		28	3042070	0	3042070	27.3868	3042070	27.3868	3042070	0	27.3868	406837	406837	2750410	2750410	0			
(i) ABHINAV KUMAR	AOPK1796C	1	753000	0	753000	6.8506	753000	6.8506	753000	0	6.8506	0	0	753000	753000	0			
ASHISH KACHOLIA	AOPK0757F	1	150003	0	150003	1.4413	150003	1.4413	150003	0	1.4413	0	0	150003	150003	0			
GITA NRI PARAG	AOPR3911H	1	350000	0	350000	3.2488	350000	3.2488	350000	0	3.2488	0	0	350000	350000	0			
CHANDRA MOHAN	AEPR6529F	1	201680	0	201680	2.7854	201680	2.7854	201680	0	2.7854	0	0	201680	201680	0			
LAXMI CHANGRAKANT SHAH	AAOP2484N	1	150000	0	150000	1.3504	150000	1.3504	150000	0	1.3504	0	0	150000	150000	0			
SUGANDHI JATINDER AGARWAL	AAAY1045N	1	152559	0	152559	1.3734	152559	1.3734	152559	0	1.3734	150000	150000	150000	150000	0			
SURENDRA KUMAR JAIN	AAOP2484N	1	144192	0	144192	1.3661	144192	1.3661	144192	0	1.3661	126569	126569	126569	126569	0			
SURESH KUMAR AGARWAL	AAOP2484N	1	170121	0	170121	1.5315	170121	1.5315	170121	0	1.5315	0	0	170121	170121	0			
(j) NON RESIDENT INDIANS (NRIs)		103	170121	0	170121	1.5315	170121	1.5315	170121	0	1.5315	0	0	170121	170121	0			
(k) FOREIGN NATIONALS		0	0	0	0	0.0000	0	0.0000	0	0	0.0000	0	0	0	0	NA			
(l) Foreign Companies		40	465411	0	465411	4.1899	465411	4.1899	465411	0	4.1899	0	0	465411	465411	0			
SOUSE CORPORATE SERVICES PRIVATE LIMITED	AADCB0160C	1	186571	0	186571	1.6956	186571	1.6956	186571	0	1.6956	0	0	186571	186571	0			
(m) Any Other (CLEARING MEMBER)		3	23742	0	23742	0.2137	23742	0.2137	23742	0	0.2137	0	0	23742	23742	0			
(n) Any Other (HINDU UNDIVIDED FAMILY)		94	119605	0	119605	1.0768	119605	1.0768	119605	0	1.0768	0	0	119605	119605	0			
(o) Any Other (PROPRIETARY FIRM)		1	3381	0	3381	0.0304	3381	0.0304	3381	0	0.0304	0	0	3381	3381	0			
SUB TOTAL (B)(4)		5205	5410209	0	5410209	48.7064	5410209	48.7064	5410209	0	48.7064	406837	406837	7.5209	5118549	0			
SUB TOTAL (B)(5)		5205	5838244	0	5838244	51.6224	5838244	51.6224	5838244	0	51.6224	566897	566897	9.7955	5393594	0			

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

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 % 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 % 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) (e)	As a % of total shares held (Not applicable) (f)	
1 Custodian/DR Holder		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0
Total Non Promoter- Non Public Shareholding (C)=(C1)+(C2)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0

Note
 (1) PAN would not be displayed on websites of Stock Exchanges.
 (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		