

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		30-06-2022	
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 I - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Category of shareholder (i)	Nos of Share holders (ii)	No. of fully paid up equity Share held (iv)	Nos 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 (viii) calculated as per SCRR, 1957 (ix) 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 Omvrs	Total				No. (a)	As a % of total shares held (b)	No. (c)	As a % of total shares held (d)	
(A) Promoter & Promoter Group	6	6316300	0	0	6316300	59.6817	6316300	0	6316300	59.6817	0	0	0	0	0	5319000	
(B) Public	970	4266800	0	0	4266800	40.3183	4266800	0	4266800	40.3183	0	0	0	0	0	3975140	
(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	976	10582800	0	0	10582800	100.0000	10582800	0	10582800	100.0000	0	0	0	0	0	10291740	

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 % (viii) 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 of diluted share capital)	Number of Locked in shares (xi)	As a % of total shares held (xi)	No. Shares pledged or otherwise encumbered (xii)	As a % of total shares held (xii)	Number of equity shares held in dematerialized form (xiii)
									Class Equity	Class Others	Total								
(a) Individuals/Non-Resident Individuals/Foreign Individuals																			
1 Indian																			
(a) Individuals/Non-Resident Individuals/Foreign Individuals																			
(b) Central Government/State Government(s)																			
(c) Financial Institutions/Banks																			
(d) Any Other/BODIES CORPORATE																			
(e) Any Other/DIRECTORS RELATIVES																			
2 Foreign																			
(a) Individuals/Non-Resident Individuals/Foreign Individuals																			
(c) Institutions																			
Total																			
Sub-Total (A)2																			
Total Shareholding of Promoters																			
Total																			
Sub-Total (A)2																			
Total Shareholding of Promoters																			
Total																			

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 26(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. share held (vii) = (iv)+(v)+(vi)	Shareholding as per SCRR, 1957 As a % of (A+B+C2) (viii)	Number of Voting Rights			No. of Shares Underlying Outstanding convertible securities (including Warrants) (ix)	Total Shareholding as a % assuming full conversion of convertible securities as a percentage of diluted share (capex) (x) = (vii)+(ix) As a % of (A+B+C2)	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 share held (xiv)	Number of equity shares held in dematerialized form (xv)
								Class Equity	Class Others	Total							
1 Institutions																	
(a) Mutual Funds		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
(b) Venture Capital Funds		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
(c) Alternate Investment Funds		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
(d) Foreign Venture Capital Investors		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
(e) Foreign Portfolio Investors		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
(f) Financial Institutions/Banks		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
(g) Insurance Companies		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
(h) Provident Funds/Pension Funds		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
(i) SUB TOTAL (B)(1)		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
2 Central / State government(s)																	
(a) Central Government/ State Government(s)/President of India		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
(b) SUB TOTAL (B)(2)		0	0	0	0	0	0.0000	0	0	0	0	0	0.0000	NA	NA	0	
3 Non-Institutions																	
(a) Individuals - Individual shareholders holding nominal share capital up to Rs. 2 lakhs.		875	859878	0	0	859878	8.1262	859878	8.1262	0	8.1262	0	0.0000	NA	NA	859878	
(b) INDIVIDUAL - If Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		26	2336776	0	0	2336776	22.0714	2336776	22.0714	0	22.0714	0	0.0000	NA	NA	2044118	
(c) ABHINAV KUMAR	AOXP9K1790C	1	763000	0	0	763000	7.2098	763000	7.2098	0	7.2098	0	0.0000	0	0	763000	
(d) GITA KORTI AMBANI	AADFA6911H	1	336000	0	0	336000	3.1750	336000	3.1750	0	3.1750	0	0.0000	0	0	336000	
(e) LAXMI CHANDRAKANT SHAH	291660	1	291660	0	0	291660	2.7660	291660	2.7660	0	2.7660	0	0.0000	0	0	291660	
(f) PRAJWANT CHANDRAKANT SHAH	AAAY9S9598H	1	184440	0	0	184440	1.8573	184440	1.8573	0	1.8573	0	0.0000	0	0	184440	
(g) NBFCs registered with RBI		0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(h) Employee Trusts		0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(i) Overseas Depositories (holding figure)		0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(e) Any OVERBIDDERS CORPORATION																	
(a) HARVANA REFRAC TORES PRIVATE LIMITED	AAOCI3048U	1	391228	0	0	391228	3.6988	391228	3.6988	0	3.6988	0	0.0000	0	0	391228	
(b) TANMAM INVESTMENT SERVICES PRIVATE LIMITED	AAADT3043B	1	291700	0	0	291700	2.7564	291700	2.7564	0	2.7564	0	0.0000	0	0	291700	
(c) Any Other (E) EARNG MEMBER		8	4814	0	0	4814	0.0455	4814	0.0455	0	0.0455	0	0.0000	NA	NA	4814	
(d) Any Other (E) (D) UNDIVIDED FAMILY		40	113606	0	0	113606	1.0735	113606	1.0735	0	1.0735	0	0.0000	NA	NA	113606	
(e) Any Other (E) (N) RESIDENT INDIANS (NRI)		4	7633	0	0	7633	0.0721	7633	0.0721	0	0.0721	0	0.0000	NA	NA	7633	
SUB TOTAL (B)(3)																	
Total Public Shareholding (B) =		870	4266800	0	0	4266800	40.3183	4266800	40.3183	0	40.3183	0	0.0000	NA	NA	3975140	
(B)(1)+(B)(2)+(B)(3)		970	4266800	0	0	4266800	40.3183	4266800	40.3183	0	40.3183	0	0.0000	0	0	3975140	

Details of the shareholders acting as persons in Concert including their Shareholding (No. and %): 0

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.

(1) PAN would not be displayed on website of Stock Exchange(s).
 Note:
 (2) The above format needs to be disclosed along with the name of following persons:
 Institutional shareholders holding more than 1% of total number of shares.

Chartered

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) = (vii)+(x) As a % of (A+B+C2)	Number of Locked in shares (xii)	As a % of shares held (xiii)	No. of Shares pledged or otherwise encumbered (xiv)	As a % of total shares held (xv)	Number of equity shares held in dematerialized form (xvi)
								Class Equity x	Class Others y	Total z								
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.C.A. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns for the extent information available.