

BRAND CONCEPTS LIMITED

ARCHIVAL POLICY

OBJECTIVES:

Pursuant to regulation 30(8) of The Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, every listed entity is required to disclose on its website all such events or information which has been disclosed to Stock Exchanges under the above Regulations and such disclosures shall be hoisted on the website of the listed entity for a minimum period of five years and thereafter as per the Archival Policy of the listed entity, as disclosed on its website. Accordingly, the present policy is adopted.

EFFECTIVE DATE:

This Policy shall come into force from 1st April, 2018.

POLICY:

All the disclosures of events or information made to Stock Exchange shall be uploaded on the website of the Company viz. www.brandconcepts.in

All such disclosure uploaded on the website shall be maintained for a period of five years on the website of the Company. After the expiry of the period of five years, all the above disclosures shall be archived and placed under the heading "Past Events/Information".

The disclosures archived as above, shall be preserved for a further period of three years. These archives shall be made available on a written request made to the Compliance Officer of the Company.

Physical copies of disclosures made to Stock Exchange shall be preserved for such period as specified in the policy for preservation of documents/prevailing regulatory requirements.

DISCLOSURES:

The Company shall disclose this Policy on its website.

AMENDMENTS TO THE POLICY:

Managing Director is authorized to amend this Policy as and when required to ensure that it meets with the objectives of the relevant Regulations and remains effective. Further, any or all provisions of this policy would be subject to revision /amendment in accordance with the Rules, Regulations, Notifications, etc. on the subject as may be issued by relevant statutory authorities, from time to time. In case of any amendment(s), clarification(s), circular(s) etc. shall prevail upon the provisions hereunder and this policy shall stand amended accordingly from the effective date as laid down under such amendment(s), clarification(s), circular(s) etc.