

**Date: 10<sup>th</sup> November, 2022**

To,  
National Stock Exchange of India Limited  
Listing & Compliance Department  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex,  
Bandra East, Mumbai - 400051,

To,  
BSE Limited  
Listing & Compliance Department  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400001

**Symbol: BCONCEPTS**

**Scrip Code: 543442**

**Sub: Outcome of the Board Meeting of "Brand Concepts Limited" (Company)  
held on Thursday, 10<sup>th</sup> November, 2022 at 4:00 p.m.**

Dear Sir/Ma'am,

The Board of Directors of the Company at their meeting held on 10th November, 2022 at 4:00 p.m., inter alia transacted the following business:

- Unaudited financial result for the quarter & six months ended on 30th September 2022 along with Limited Review Report.

You are therefore requested to take this into your records and oblige.

**Thanking You,  
Yours faithfully  
For Brand Concepts Limited,**

  
**Swati Gupta  
Company Secretary & Compliance Officer  
Mem No. A33016**

**BRAND CONCEPTS LIMITED (L51909MH2007PLC174702)**

STATEMENT OF STANDALONE AND CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED 30TH SEPTEMBER, 2022

(Rs. in Lacs)

Particulars	Standalone						Consolidated					
	For The Quarter Ended			For The Half Year Ended		For The Year Ended	For The Quarter Ended			For The Half Year Ended		For The Year Ended
	30.09.2022	30.06.2022	30.09.2021	30.09.2022	30.09.2021	31.03.2022	30.09.2022	30.06.2022	30.09.2021	30.09.2022	30.09.2021	31.03.2022
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)	(Audited)	(Audited)
<b>1. Revenue</b>												
(a) Net Sales/Income from Operations	4,428.68	3,190.16	2,580.32	7,618.84	3,290.32	8,616.68	4,428.68	3,190.16	2,580.32	7,618.84	3,290.32	8,616.68
(b) Other Revenue	5.81	5.83	14.91	11.64	29.74	60.64	5.81	5.83	14.91	11.64	29.74	60.64
<b>Total Revenue</b>	<b>4,434.49</b>	<b>3,195.99</b>	<b>2,595.23</b>	<b>7,630.48</b>	<b>3,320.06</b>	<b>8,677.32</b>	<b>4,434.49</b>	<b>3,195.99</b>	<b>2,595.23</b>	<b>7,630.48</b>	<b>3,320.06</b>	<b>8,677.32</b>
<b>2. Expenses:</b>												
(a) Cost of Materials Consumed	-	-	-	-	-	-	-	-	-	-	-	-
(b) Purchase of stock-in-trade	2,989.52	1,603.10	1,054.94	4,592.62	1,382.60	4,680.22	2,989.52	1,603.10	1,054.94	4,592.62	1,382.60	4,680.22
(c) Changes in Inventories of Stock in Trade	(642.54)	46.31	398.49	(596.23)	491.63	(47.80)	(642.54)	46.31	398.49	(596.23)	491.63	(47.80)
(d) Employee benefit expenses	397.80	367.34	260.96	765.14	452.35	1,083.75	397.80	367.34	260.96	765.14	452.35	1,083.75
(e) Finance Cost	128.83	112.71	139.71	241.54	235.15	481.28	128.83	112.71	139.71	241.54	235.15	481.28
(f) Depreciation and amortization expenses	78.75	66.43	57.36	145.18	91.41	249.59	78.75	66.43	57.36	145.18	91.41	249.59
(g) Other expenses	1,119.63	778.69	590.93	1,898.32	929.03	2,125.53	1,119.63	778.69	590.93	1,898.32	929.03	2,125.53
<b>Total Expenses</b>	<b>4,071.99</b>	<b>2,974.58</b>	<b>2,502.39</b>	<b>7,046.57</b>	<b>3,582.17</b>	<b>8,572.57</b>	<b>4,071.99</b>	<b>2,974.58</b>	<b>2,502.39</b>	<b>7,046.57</b>	<b>3,582.17</b>	<b>8,572.57</b>
<b>3. Profit/(Loss) from operations before exceptional item &amp; Tax (1-2)</b>	<b>362.50</b>	<b>221.41</b>	<b>92.84</b>	<b>583.91</b>	<b>(262.11)</b>	<b>104.75</b>	<b>362.50</b>	<b>221.41</b>	<b>92.84</b>	<b>583.91</b>	<b>(262.11)</b>	<b>104.75</b>
<b>4. Exceptional Items (Refer Note 7)</b>	<b>-</b>	<b>18.01</b>	<b>-</b>	<b>18.01</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>18.01</b>	<b>-</b>	<b>18.01</b>	<b>-</b>	<b>-</b>
<b>5. Profit/ (Loss) from ordinary activities before tax (3-4)</b>	<b>362.50</b>	<b>239.42</b>	<b>92.84</b>	<b>601.92</b>	<b>(262.11)</b>	<b>104.75</b>	<b>362.50</b>	<b>239.42</b>	<b>92.84</b>	<b>601.92</b>	<b>(262.11)</b>	<b>104.75</b>
<b>6. Tax expenses:</b>												
Current Tax	(73.23)	(36.91)	-	(110.14)	-	(17.19)	(73.23)	(36.91)	-	(110.14)	-	(17.19)
Mat Credit Entitlement	73.23	36.91	-	110.14	-	17.19	73.23	36.91	-	110.14	-	17.19
Deferred Tax	(58.98)	(33.05)	(6.36)	(92.03)	71.79	(28.69)	(58.98)	(33.05)	(6.36)	(92.03)	71.79	(28.69)
Short (excess) provision for tax relating to prior year	-	-	-	-	-	-	-	-	-	-	-	-
<b>7. Net Profit/(Loss) for the period after tax but before share of profit / (loss) of associates</b>	<b>303.52</b>	<b>206.37</b>	<b>86.48</b>	<b>509.89</b>	<b>(190.32)</b>	<b>76.06</b>	<b>303.52</b>	<b>206.37</b>	<b>86.48</b>	<b>509.89</b>	<b>(190.32)</b>	<b>76.06</b>
<b>8. Share of profit / (loss) of associates</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(7.36)</b>	<b>(9.76)</b>	<b>-</b>	<b>(17.12)</b>	<b>-</b>	<b>(13.05)</b>
<b>9. Net Profit/(Loss) for the period after taxes &amp; share of profit / (loss) of associates but before non - controlling interest (7+8)</b>	<b>303.52</b>	<b>206.37</b>	<b>86.48</b>	<b>509.89</b>	<b>(190.32)</b>	<b>76.06</b>	<b>296.16</b>	<b>196.61</b>	<b>86.48</b>	<b>492.77</b>	<b>(190.32)</b>	<b>63.01</b>

<b>10. Non-controlling interests</b>	-	0.00	-	-	-	-	-	-	-	-	-	-
<b>11. Net Profit/(Loss) for the period after taxes &amp; share of profit/(loss) of associates and non-controlling interest (9+10)</b>	303.52	206.37	86.48	509.89	(190.32)	76.06	296.16	196.61	86.48	492.77	(190.32)	63.01
<b>12. Other Comprehensive Income</b>												
A) Items that will not be reclassified to the statement of profit or loss												
a. Gain/(loss) on remeasurement of the defined benefit plans	(0.04)	0.33	0.27	0.29	(1.59)	(6.35)	(0.04)	0.33	0.27	0.29	(1.59)	(6.35)
Income tax on above	-	-	-	-	-	-	-	-	-	-	-	-
B) Items that may be reclassified to the statement of profit or loss												
a. Effective portion of gain/(loss) on designated portion of hedging instruments in a cash flow hedge	-	-	-	-	-	-	-	-	-	-	-	-
Income tax on above	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total other comprehensive income</b>	(0.04)	0.33	0.27	0.29	(1.59)	(6.35)	(0.04)	0.33	0.27	0.29	(1.59)	(6.35)
<b>13. Net Profit/(Loss) for the period (11+12)</b>	303.48	206.70	86.75	510.18	(191.91)	69.71	296.12	196.94	86.75	493.06	(191.91)	56.66
<b>14. Paid-up equity share capital (Face Value of the share @ 10 Rs./Share)</b>	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28
<b>15. Reserves excluding Revaluation Reserves as at balance sheet date</b>	1,291.20	987.44	648.19	1,291.20	648.19	779.16	1,291.20	987.44	648.19	1,291.20	648.19	779.16
<b>16.(f) Earning Per Share (before extraordinary items) (of Rs. 10/- each) (not annualised for quarter)</b>												
a) Basic	2.87	1.95	0.82	4.82	(1.81)	0.66	2.80	1.86	0.82	4.66	(1.81)	0.54
b) Diluted	2.87	1.95	0.82	4.82	(1.81)	0.66	2.80	1.86	0.82	4.66	(1.81)	0.54

**Notes :**

- 1) The above result after being reviewed by the Audit Committee and approved by the Board of Directors in its meeting held on 10th November, 2022. The limited review carried out by the statutory auditors of the same. There are no qualifications in the report issued by the auditors of the company.
- 2) Financial Results are in compliance with the Indian Accounting Standard (Ind-AS) prescribed under section 133 of the Companies Act, 2013.
- 3) Previous period figures have been regrouped / rearranged, wherever necessary to confirm to current period's classifications.
- 4) The company is dealing in Travel Gear & Related Accessories. The company does not have any geographical / other segments hence no separate reportable segment as defined in Accounting Standard 17 on Segment Reporting notified under Companies (Accounting Standards) Rules, 2017.
- 5) In accordance with Regulation 33 of the SEBI (LODR) Regulation 2015, the Statutory Auditors of the Company carried out Limited Review of the above results for the quarter ended on 30th September 2022.
- 6) The company closed some stores out of business compulsions prematurely. The lease liability and corresponding right-of-use asset, initially recognised at the commencement day and measured at an amount equal to the present value of the lease payments during the lease term are written back and written off respectively on such termination. The resultant gain/loss is shown as exceptional item in the financial results.

**For Brand Concepts Limited**

**Abhinav Kumar**  
CFO & Whole Time Director  
DIN : 6687880



**Date : 10th November 2022**  
**Place : Indore**

**BRAND CONCEPTS LIMITED (L51909MH2007PLC174702)**

**Balance Sheet as at September 30, 2022**

(Rs. In Lacs)

Particulars	Standalone		Consolidated	
	As at	As at	As at	As at
	30.09.2022	31.03.2022	30.09.2022	31.03.2022
	(Unaudited)	(Audited)	(Unaudited)	(Audited)
<b>ASSETS</b>				
<b>Non-current assets</b>				
Property, Plant & Equipment	1,104.5	983.9	1,104.5	983.9
Capital Work-in-progress	-	-	-	-
Other Intangible Assets	4.2	5.4	4.2	5.4
<b>Financial Assets</b>				
i) Investments	24.0	24.0	(6.2)	10.9
ii) Other Financial Assets	107.0	91.5	107.0	91.5
Deferred tax assets (Net)	397.3	376.4	397.3	376.4
Other non-current assets	-	-	-	-
<b>Total Non-Current Assets</b>	<b>1,637.0</b>	<b>1,481.2</b>	<b>1,606.8</b>	<b>1,468.1</b>
<b>Current assets</b>				
Inventories	2,827.1	2,230.8	2,827.1	2,230.8
<b>Financial Assets</b>				
(i) Trade receivables	2,894.6	3,011.2	2,894.6	3,011.2
(ii) Cash & cash equivalents	12.0	41.6	12.0	41.6
(iii) Bank Balances other than (ii) above	385.0	306.0	385.0	306.0
(iv) Other Financial Assets	14.0	24.3	14.0	24.3
Current Tax Assets	25.8	5.7	25.8	5.7
Other current assets	570.7	486.9	570.7	486.9
<b>Total current assets</b>	<b>6,729.2</b>	<b>6,106.5</b>	<b>6,729.2</b>	<b>6,106.5</b>
<b>Total Assets</b>	<b>8,366.2</b>	<b>7,587.7</b>	<b>8,336.0</b>	<b>7,574.6</b>
<b>EQUITY &amp; LIABILITIES</b>				
<b>EQUITY</b>				
Equity Share Capital	1,058.3	1,058.3	1,058.3	1,058.3
Other Equity	1,291.2	779.2	1,261.0	766.1
<b>Total Equity</b>	<b>2,349.5</b>	<b>1,837.5</b>	<b>2,319.3</b>	<b>1,824.4</b>
<b>LIABILITIES</b>				
<b>Non-current liabilities</b>				
<b>Financial Liabilities</b>				
i) Borrowings	307.4	339.5	307.4	339.5
ii) Lease Liabilities	620.4	629.0	620.4	629.0
iii) Other Financial Liabilities	119.7	119.7	119.7	119.7
Provisions	97.8	80.0	97.8	80.0
Other non-current liabilities	-	-	-	-
Deferred Tax Liabilities (Net)	-	-	-	-
<b>Total Non-Current Liabilities</b>	<b>1,145.3</b>	<b>1,168.2</b>	<b>1,145.3</b>	<b>1,168.2</b>
<b>Current Liabilities</b>				
<b>Financial Liabilities</b>				
i) Borrowings	1,406.3	2,124.3	1,406.3	2,124.3
ii) Lease Liabilities	143.7	141.8	143.7	141.8
iii) Trade Payables				
(a) Total Outstanding Dues of micro enterprises and small enterprises	883.1	954.6	883.1	954.6
(b) Total Outstanding Dues of creditors other than micro and small enterprises	2,184.2	1,241.6	2,184.2	1,241.6
iv) Other Financial Liabilities	30.3	4.1	30.3	4.1
Other Current Liabilities	71.5	75.1	71.5	75.1
Provisions	152.3	40.5	152.3	40.5
<b>Total Current Liabilities</b>	<b>4,871.4</b>	<b>4,582.0</b>	<b>4,871.4</b>	<b>4,582.0</b>
<b>Total Liabilities</b>	<b>6,016.7</b>	<b>5,750.2</b>	<b>6,016.7</b>	<b>5,750.2</b>
<b>Total Equity &amp; Liabilities</b>	<b>8,366.2</b>	<b>7,587.7</b>	<b>8,336.0</b>	<b>7,574.6</b>

For Brand Concepts Limited

Abhinav Kumar  
CFO & Whole Time Director  
DIN : 06687880



Date : 10th November 2022  
Place : Indore

**BRAND CONCEPTS LIMITED (L51909MH2007PLC174702)**  
**Cash Flow Statement for the half year ended September 30, 2022**

(Rs. In Laacs)

Particulars	Standalone		Consolidated	
	Half year ended September 30, 2022	Year ended March 31, 2022	Half year ended September 30, 2022	Year ended March 31, 2022
<b>A. Cash flow from operating activities</b>				
Profit before tax	601.9	104.8	584.8	91.8
Adjustments for:				
Depreciation and amortisation expense	145.2	249.6	145.2	249.6
Loss on sale/write off of property plant and equipment and intangible assets net	-	-	-	-
Finance costs	241.5	481.3	241.5	481.3
Interest income	(7.2)	(15.4)	(7.2)	(15.4)
Remeasurement of lease liabilities	1.2	38.5	1.2	38.5
Share based payment to employees	0.5	1.8	0.5	1.8
<b>Operating profit before working capital changes</b>	<b>983.1</b>	<b>860.6</b>	<b>966.0</b>	<b>847.6</b>
Movements in working capital:				
(Increase)/ decrease in inventories	(596.2)	(47.8)	(596.2)	(47.8)
(Increase)/ decrease in trade receivables	116.7	416.4	116.7	416.4
(Increase)/ decrease in other financial assets	10.3	(12.8)	10.3	(12.8)
(Increase)/ decrease in tax assets (current)	(20.1)	(1.8)	(20.1)	(1.8)
(Increase)/ decrease in other current assets	(83.8)	(43.5)	(83.8)	(43.5)
(Increase)/ decrease in other financial assets (non-current)	(15.5)	28.6	(15.5)	28.6
(Increase)/ decrease in other current assets (non-current)	-	6.6	-	6.6
Increase / (decrease) in trade payables	871.1	231.2	871.1	231.2
Increase / (decrease) in other financial liabilities	26.1	(10.1)	26.1	(10.1)
Increase / (decrease) in other current liabilities	(3.6)	9.0	(3.6)	9.0
Increase / (decrease) in other financial liabilities (non-current)	-	(41.0)	-	(41.0)
Increase / (decrease) in provisions	129.6	21.6	129.6	21.6
<b>Cash generated from operations</b>	<b>1,417.7</b>	<b>1,417.0</b>	<b>1,400.6</b>	<b>1,404.0</b>
Income tax paid (net of refund)	(111.6)	(17.2)	(111.6)	(17.2)
<b>Net cash generated from operating activities (A)</b>	<b>1,306.1</b>	<b>1,399.8</b>	<b>1,289.0</b>	<b>1,386.8</b>
<b>B. Cash flow from investing activities</b>				
Payments for purchase of property plant and equipment including capital work-in-progress, intangible assets and intangible assets under development	(179.3)	(86.9)	(179.3)	(86.9)
Proceeds from disposal of property plant and equipment and intangible assets	-	-	-	-
Derecognition of Right-of-use asset	-	-	-	-
Recognition of Right-of-use asset	(85.2)	(422.1)	(85.2)	(422.1)
Bank balances not considered as cash and cash equivalents	(79.0)	(124.0)	(79.0)	(124.0)
Purchase of investments	-	(21.1)	17.1	(8.0)
Interest received	7.2	15.4	7.2	15.4
<b>Net cash (used in) / from investing activities (B)</b>	<b>(336.3)</b>	<b>(638.7)</b>	<b>(319.2)</b>	<b>(625.6)</b>
<b>C. Cash flow from financing activities</b>				
Repayment of borrowings	(750.1)	(482.0)	(750.1)	(482.0)
Finance costs	(241.5)	(481.3)	(241.5)	(481.3)
Lease liabilities	(7.8)	211.1	(7.8)	211.1
<b>Net cash used in financing activities (C)</b>	<b>(999.4)</b>	<b>(752.2)</b>	<b>(999.4)</b>	<b>(752.2)</b>
<b>Net increase/ (decrease) in cash and cash equivalents (A+B+C)</b>	<b>(29.6)</b>	<b>8.9</b>	<b>(29.6)</b>	<b>8.9</b>
Cash and cash equivalents at the beginning of the year	41.6	32.7	41.6	32.7
<b>Cash and cash equivalents at the end of the year</b>	<b>12.0</b>	<b>41.6</b>	<b>12.0</b>	<b>41.6</b>





**Independent Auditor's Review Report on the Quaterly Unaudited and Year to Date Standalone Financial Results of the Company pursuant to the Regulation 33 of the SEBI(Listing Obligation and Disclosure Requirements ) Regulation,2015 (as amended)**

To,  
The Board of Directors  
Brand Concepts Limited

1. We have reviewed the accompanying statement of unaudited standalone financial results of M/s **Brand Concepts Limited** ("the company") for the quarter ended 30 Sep., 2022 and half year ended on 30<sup>th</sup> September,2022. The statement has been prepared by the company's Management pursuant to the requirement of Regulation 33 of the SEBI (listing Obligations and Disclosure Requirements) Regulations,2015 as amended ("the listing regulations"). This statement is the responsibility of the company's management and has been approved by the Board of Directors.

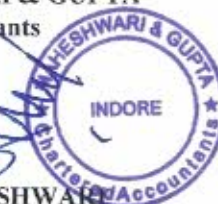
2.This statement, which is the responsibility of the Company's Management and approved by the Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 "Interim Financial Reporting" (Ind AS 34), prescribed under section 133 of the Companies Act,2013, read with relevant rules issued there under and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Financial Statements based on our review.

3. We conducted our review in accordance with the Standard on Review Engagements (SRE) 2410 "*Review of Interim Financial Information Performed by the Independent Auditor of the Entity*", issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

4. Based on our review conducted and procedures performed as above, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results prepared in accordance with recognised and measurement principles laid down in the aforesaid Indian Accounting Standards and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.

Place: Indore  
Date : 10.11.2022

For MAHESHWARI & GUPTA  
Chartered Accountants  
FRN: 006179C



CA. SUNIL MAHESHWARI  
Partner  
M.No. 403346

UDIN : 22403346BCTFNE 3901



**Independent Auditor's Review Report on the Quaterly Unaudited and Year to Date Consolidated Financial Results of the Company pursuant to the Regulation 33 of the SEBI(Listing Obligation and Disclosure Requirements ) Regulation, 2015 (as amended)**

**To**  
**The Board of Directors**  
**Brand Concepts Limited**

1. We have reviewed the accompanying statement of unaudited Consolidated Financial Results ("the statement") of M/s **Brand Concepts Limited** ("the parent") and its associate together referred to as ("the Group") for the quarter ended 30 Sep., 2022 and six month ended on 30<sup>th</sup> September, 2022 attached herewith, being submitted by the parent pursuant to the requirement of Regulation 33 of the SEBI (listing Obligations and Disclosure Requirements) Regulations, 2015 as amended.

Attention is drawn to the fact that the figures for the corresponding half year ended 30<sup>th</sup> September, 2022 of the associate "7E Wellness India Private Limited" have been approved by the Parent's Board of Directors and have been subjected to review by us.

2. This statement, which is the responsibility of the parent company's Management and has been approved by the Board of Directors of the Parent Company, has been prepared in accordance with the recognition and measurement principle laid down in Indian Accounting Standard 34 "Interim Financial Reporting" (Ind AS 34), prescribed under section 133 of the Companies Act, 2013, read with relevant rules issued there under and other accounting principles generally accepted in India. Our responsibility is to issue a report on these Financial Statements based on our review.

3. We conducted our review of the statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review of the interim financial information consists of making, and inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures.

A review is substantially less in scope than an audit conducted in accordance with standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in audit. Accordingly, we do not express an audit opinion.

4. We also performed procedures in accordance with the circular no. CIR/CFD/CMD1/44/2019, dated March 29, 2019 issued by the SEBI under Regulation 33 (8) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, to the extent applicable.





5. Based on our review conducted and procedures performed as above, nothing has come to our attention that causes us to believe that the accompanying statement, prepared in accordance with the recognition and measurement principle laid down in the aforesaid Indian accounting standards and other accounting practices generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.

Place: Indore

Date : 10.11.2022

For MAHESHWARI & GUPTA  
Chartered Accountants  
FRN: 006179C

CA. SUNIL MAHESHWARI  
Partner  
M.No. 403346



UDIN:22403346BCTEZS5147