

Mr. Abhinav Kumar .
Director
Brand Concepts Limited
140/2/2 Ring Road,
Musakhedi Square, Indore - 452020

April 10, 2024

Dear Sir/Madam,

Re: Rating Letter for BLR of Brand Concepts Limited

India Ratings and Research (Ind-Ra) has taken the following rating actions on Brand Concepts Limited's (BCL) debt instruments:

Instrument Type	Maturity Date	Size of Issue (million)	Rating assigned along with Outlook/ Watch	Rating Action
Fund-based facilities	-	INR210	IND BBB/Stable	Affirmed
Non-fund-based facilities		INR50	IND A3+	Affirmed
Term loans	January 2027	INR21 (reduced from INR31.67)	IND BBB/Stable	Affirmed
Fund-based facilities		INR40	IND BBB/Stable	Assigned
Non-fund-based facilities		INR49	IND A3+	Assigned

In issuing and maintaining its ratings, India Ratings relies on factual information it receives from issuers and underwriters and from other sources India Ratings believes to be credible. India Ratings conducts a reasonable investigation of the factual information relied upon by it in accordance with its ratings methodology, and obtains reasonable verification of that information from independent sources, to the extent such sources are available for a given security.

The manner of India Ratings factual investigation and the scope of the third-party verification it obtains will vary depending on the nature of the rated security and its issuer, the requirements and practices in India where the rated security is offered and sold, the availability and nature of relevant public information, access to the management of the issuer and its advisers, the availability of pre-existing third-party verifications such as audit reports, agreed-upon procedures letters, appraisals, actuarial reports, engineering reports, legal opinions and other reports provided by third parties, the availability of independent and competent third-party verification sources with respect to the particular security or in the particular jurisdiction of the issuer, and a variety of other factors.

Users of India Ratings ratings should understand that neither an enhanced factual investigation nor any third-party verification can ensure that all of the information India Ratings relies on in connection with a rating will be accurate and complete. Ultimately, the issuer and its advisers are responsible for the accuracy of the information they provide to India Ratings and to the market in offering documents and other reports. In issuing its ratings India Ratings must rely on the work of experts, including independent auditors with respect to financial statements and attorneys with respect to legal and tax matters. Further, ratings are inherently forward-looking and embody assumptions and predictions about future events that by their nature cannot be verified as facts. As a result, despite any verification of current facts, ratings can be affected by future events or conditions that were not anticipated at the time a rating was issued or affirmed.

India Ratings seeks to continuously improve its ratings criteria and methodologies, and periodically updates the descriptions on its website of its criteria and methodologies for securities of a given type. The criteria and methodology used to determine a rating action are those in effect at the time the rating action is taken, which for public ratings is the date of the related rating action commentary. Each rating action commentary provides information about the criteria and methodology used to arrive at the stated rating, which may differ from the general criteria and methodology for the applicable security type posted on the website at a given time. For this reason, you should always consult the applicable rating action commentary for the most accurate information on the basis of any given public rating.

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It will be important that you promptly provide us with all information that may be material to the ratings so that our ratings continue to be appropriate. Ratings may be raised, lowered, withdrawn, or placed on Rating Watch due to changes in, additions to, accuracy of or the inadequacy of information or for any other reason India Ratings deems sufficient.

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In this letter, "India Ratings" means India Ratings & Research Pvt. Ltd. and any successor in interest.

We are pleased to have had the opportunity to be of service to you. If we can be of further assistance, please email us at infogrp@indiaratings.co.in

Sincerely,

India Ratings



Abhash Sharma
Senior Director

Annexure: Facilities Breakup

Instrument Description	Banks Name	Ratings	Outstanding/Rated Amount(INR million)
Fund Based Working Capital Limit	Axis Bank Limited	IND BBB/Stable/IND A3+	190.00
Fund Based Working Capital Limit	HDFC Bank Limited	IND BBB/Stable/IND A3+	60.00
Non-Fund Based Working Capital Limit	HDFC Bank Limited	IND A3+	44.00
Non-Fund Based Working Capital Limit	Axis Bank Limited	IND A3+	55.00
Term Loan	Axis Bank Limited	IND BBB/Stable	5.00
Term Loan	HDFC Bank Limited	IND BBB/Stable	16.00

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