

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

January 11, 2023

*Dear Sir/Madam,*

**Re: Rating Letter for BLR of Brand Concepts Limited**

India Ratings and Research (Ind-Ra) has upgraded Brand Concepts Limited' (BCL) Long-Term Issuer Rating to 'IND BBB-' from 'IND BB(ISSUER NOT COOPERATING)'. The Outlook is Stable. The instrument-wise rating actions are as follows:

Instrument Type	Maturity Date	Size of Issue (million)	Rating/Outlook	Rating Action	Historical Rating/Outlook as on 20 July 2022
Fund-based facilities	-	INR210	IND BBB-/ Stable	Upgraded	IND BB(ISSUER NOT COOPERATING)
Non-fund-based facilities		INR50	IND A3	Upgraded	IND A4+(ISSUER NOT COOPERATING)
Proposed fund-based limit		INR20	WD	Withdrawn (the company did not proceed with the instrument envisaged)	IND BB(ISSUER NOT COOPERATING)
Term loans	January 2027	INR31.67 (increased from INR1.7)	IND BBB-/Stable	Upgraded	IND BB(ISSUER NOT COOPERATING)
Proposed non-fund-based facilities		INR20	WD	Withdrawn (the company did not proceed with the instruments envisaged)	IND A4+(ISSUER NOT COOPERATING)

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](mailto:infogrp@indiaratings.co.in)

Sincerely,

India Ratings



**Sunil Kumar Sinha**  
Senior Director

**Annexure: Facilities Breakup**

<b>Instrument Description</b>	<b>Banks Name</b>	<b>Ratings</b>	<b>Outstanding/Rated Amount(INR million)</b>
Fund Based Working Capital Limit	Axis Bank Limited	IND BBB-/Stable	150
Working Capital Term Loan	Union Bank of India	IND BBB-/Stable	16
Letter of Credit	Axis Bank Limited	IND A3	50
Term Loan	Axis Bank Limited	IND BBB-/Stable	15.67
Fund Based Working Capital Limit	Union Bank of India	IND BBB-/Stable	60

Srinika