



BRAND CONCEPTS LIMITED

CIN - L51909MP2007PLC066484
UNO Business Park, 4th Floor, Indore Bypass Road, Opposite
Sahara City, Bicholi Mardana, Indore - 452016
Phone: 91-731-4223000, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 28th May, 2024

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th 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: Statement on deviation or variation of fund under Regulation 32(1) of the SEBI (Listing Obligation and Disclosure Requirement) Regulations, 2015 for the quarter ended 31st March, 2024.

Dear Sir/Madam,

Pursuant to Regulation 32(1) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD1/162/2019 dated December 24, 2019, we hereby confirm that there is no deviation or variation in the use of funds raised through Preferential Issue of Equity Shares from the objects stated in the Explanatory Statement to the Notice of Extra-Ordinary General Meeting of the Company dated 13th July, 2023.

Accordingly, a Nil Statement of Deviation, duly reviewed by the Audit Committee of the Company, for the Quarter ended 31st March, 2024 is enclosed as "Annexure A".

You are requested to kindly take the same on your records.

**Yours Sincerely,
For Brand Concepts Limited,**

**Swati Gupta
Company Secretary and Compliance Officer
(M. No.: ACS 33016)**

Statement of Deviation or Variation for the quarter ended 31st March, 2024

Statement of Deviation / Variation in utilisation of funds raised	
Name of listed entity	Brand Concepts Limited
Mode of Fund Raising	Public Issues / Rights Issues / Preferential Issue / QIP / Others
Date of Raising Funds	6 th September, 2023
Amount Raised	15,46,05,000
Report filed for Quarter ended	31 st March, 2024
Monitoring Agency	Not Applicable
Monitoring Agency Name, if applicable	Not Applicable
Is there a Deviation / Variation in use of funds raised	No
If yes, whether the same is pursuant to change in terms of a contract or objects, which was approved by the shareholders	Not Applicable
If Yes, Date of shareholder Approval	Not Applicable
Explanation for the Deviation / Variation	Not Applicable
Comments of the Audit Committee after review	No Comments
Comments of the auditors, if any	No Comments

Objects for which funds have been raised and where there has been a deviation, in the following table:						
Original Object	Modified Object, if any	Original Allocation	Modified allocation, if any	Funds Utilised	Amount of Deviation/Variation for the quarter according to applicable object	Remarks if any
Not applicable as there is no deviation from the Objects for which funds have been raised.						

Deviation or variation could mean:

- (a) Deviation in the objects or purposes for which the funds have been raised or
- (b) Deviation in the amount of funds actually utilized as against what was originally disclosed or
- (c) Change in terms of a contract referred to in the fund raising document i.e. prospectus, letter of offer, etc.

Name of Signatory: Swati Gupta

Designation: Company Secretary & Compliance Officer