

**Date: 11<sup>th</sup> February,2025**

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: - Newspaper Advertisement - Disclosure under Regulation 30 and 47 of SEBI  
(Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/ Madam,

Pursuant to Regulation 30 and 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed copies of newspaper advertisements as published on 11<sup>th</sup> February, 2025 (Tuesday) regarding the Standalone and Consolidated Un-audited Financial Statements of the Company for the quarter and nine months ended on 31<sup>st</sup> December,2024 in newspapers namely; Free Press (English Edition) and Choutha Sansar (Hindi Edition).


The advertisement also includes a Quick Response (QR) code and the weblink to access the complete financial results for the said period. The above information is also available on the website of the Company [www.brandconcepts.in](http://www.brandconcepts.in)

We request you to kindly take the above information on your record.

Thanking you.

Yours faithfully,

**For, Brand Concepts Limited**

**Swati  
Gupta**  Digitally signed  
by Swati Gupta  
Date: 2025.02.11  
14:28:16 +05'30'

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

# Court blocks US from sending 3 Venezuelan migrants to Guantánamo

AP  
ALBUQUERQUE

A federal court on Sunday blocked the Trump administration from sending three Venezuelan immigrants held in New Mexico to Guantánamo Bay Naval Base in Cuba as part of the president's immigration crackdown.

In a legal filing earlier in the day, lawyers for the men said the detainees "fit the profile of those the administration has prioritized for detention in Guantánamo, i.e. Venezuelan men detained in the El Paso area with (false) charges of connections with the Tren de Aragua gang." It asked a US District Court in



New Mexico for a temporary restraining order blocking their transfer, adding that "the mere uncertainty the government has created surrounding the availability of legal process and coun-

sel access is sufficient to authorize the modest injunction."

During a brief hearing, Judge Kenneth J Gonzales granted the temporary order, which was opposed by the government, said

**Judge Gonzales gave the order, which was opposed by the government, said Vosburgh, an attorney for the three men**

Jessica Vosburgh, an attorney for the three men.

"It's short term. This will get revisited and further fleshed out in the weeks to come," Vosburgh told The Associated Press.

# Monkey blamed for Sri Lanka nationwide power cut

Agencies  
COLOMBO

A nationwide blackout in Sri Lanka has been blamed on a monkey that intruded into a power station south of Colombo.

Power is gradually being restored across the island nation of 22 million people, with medical facilities and water purification plants being given priority.

"A monkey has come in contact with our grid transformer, causing an imbalance in the system," Energy Minister Kumara Jayakody told



reporters. The blackout started at about 11:00 local time (05:30 GMT) on Sunday, forcing many to rely on generators.

Officials said it may take a few hours to get power back.

On social media, people criticised the authorities while making fun of the incident. "A

rogue monkey knocked out Sri Lanka's entire power grid after triggering a total failure at a substation in Colombo," X user Mario Nawfal wrote.

# Ecuador's conservative incumbent, leftist lawyer advance to prez runoff

AP  
GUAYAQUIL (ECUADOR)

Ecuador will choose its next president in a runoff election after conservative incumbent Daniel Noboa and leftist lawyer Luisa González garnered enough votes on Sunday to beat 14 other candidates.

The contest, set for April 13, will be a repeat of the October 2023 snap election that earned Noboa a 16-month presidency.

Noboa and González are now vying for a full four-year term, promising voters to reduce the widespread criminal activity that upended their lives four years ago.

The spike in violence across the South American country is tied to the trafficking of cocaine produced in neighbouring Colombia and Peru. So many voters have become crime victims that their personal and collective losses were a determining factor in deciding whether a third president in four years could turn Ecuador around or if Noboa deserved more time in office.

Noboa, an heir to a fortune built on the banana trade, and González, the protégée of Ecuador's most influential president this century, were the clear front-runners ahead of the election.

# China's marriage rate drops to record low, upswing of divorces

ANI  
BEIJING

China's marriage rate hit a record low in 2024, continuing a troubling trend despite the government's efforts to encourage young people to marry and have children, CNN reported.

According to the Ministry of Civil Affairs, only 6.1 million couples registered their marriages last year, a 20.5 per cent drop compared to 2023. This is the lowest number of marriages recorded since the ministry began tracking the data in 1986.

According to CNN, the decline in both marriages and births presents a serious challenge for China, as it faces the effects of a shrinking workforce and an aging population, which are putting pressure on its economy. The number of marriages in 2024 is less than half of the 13 million registered in 2013, the peak year for marriages in China.

Data released on Saturday also revealed a small increase in the number of divorces in China. In 2024, nearly 2.6 million couples filed for divorce, a rise of 28,000 compared to the previous year.

Since 2021, China has imposed a mandatory 30-day "cooling-off" period for couples filing for divorce, despite criticism that it could make it harder for women to leave broken or even abusive marriages, as per CNN.

Despite a slight rise in the birth rate last year, China's population has been shrinking for three consecutive years. The working-age population, defined as those between 16 and 59,



dropped by 6.83 million in 2024, contributing to the overall decline. Meanwhile, the number of people aged 60 and above continued to grow, now making up 22 per cent of the total population.

Chinese officials believe that the decline in marriages is directly linked to the country's falling birth rates, where social norms and government regulations make it challenging for unmarried couples to have children.

To address these issues, the government has introduced a variety of measures, including financial incentives and awareness campaigns, to encourage young people to marry and have children.

Officials have also organised blind dating events, and mass weddings, and attempted to curtail the tradition of large "bride price" payments from the groom to his future wife's family that put marriage out of reach for many poor men in rural areas.

Some local governments have even handed out cash incentives for young couples to get married.

# Lawyers' protest leads to chaos in Islamabad

ISLAMABAD

Chaos ruled in Pakistan's capital Islamabad once again as lawyers of the country took to the streets on Monday, protesting against a meeting being held at the Supreme Court to finalise names of eight Supreme Court judges.

The Judicial Commission of Pakistan (JCP) is considering elevating eight High Court judges to the Supreme Court in spite of calls from several judges

and thousands of lawyers to defer the meeting.

The legal organisations in Islamabad have also been strongly opposing the recent transfers of five judges to Islamabad High Court (IHC), terming the move as an attempt to divide the judiciary. Authorities and security forces in Islamabad have blocked and barricaded all routes leading to the Supreme Court and deployed additional forces to handle any situation in case the protest intensifies.

BRAND CONCEPTS LIMITED		STANDALONE UNAUDITED FINANCIAL RESULTS FOR THE THIRD QUARTER & NINE MONTHS ENDED ON 31 <sup>ST</sup> DECEMBER, 2024					
		(Rs in Lacs)					
Sr. No	Particulars	Quarter Ended			Nine months ended		Year Ended
		31/12/2024 Unaudited	30/09/2024 Unaudited	31/12/2023 Unaudited	31/12/2024 Unaudited	31/12/2023 Unaudited	
1	Total Income from Operations	6,702.31	7,073.31	6,594.11	20,724.30	19,366.55	25,200.18
2	Net Profit for the Period (before Tax and extraordinary Items)	179.69	270.94	467.23	692.78	1,487.93	1,659.44
3	Net Profit for the Period before Tax (after extraordinary Items)	179.69	270.94	467.23	692.78	1,487.93	1,659.44
4	Net Profit for the Period after Tax (after extraordinary Items)	178.41	178.09	306.16	528.67	989.28	1,095.85
5	Total Comprehensive income for the period (comprising profit for the period (after tax) and other Comprehensive Income (after Tax)	188.32	169.19	308.03	533.37	993.45	1,103.29
6	Paid-up equity share capital (Face Value of the share @ 10 Rs./Share)	1,121.78	1,121.78	1,110.78	1,121.78	1,110.78	1,113.28
7	Reserves excluding Revaluation Reserves as per Balance Sheet of Previous accounting year.	-	-	-	-	-	4,513.17
8	Earning Per Share (before extraordinary items) (of Rs. 10/- each) (not annualised)						
	a) Basic	1.59	1.51	2.83	4.73	9.16	10.07
	b) Diluted	1.55	1.49	2.76	4.61	8.92	9.81

BRAND CONCEPTS LIMITED		CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE THIRD QUARTER & NINE MONTHS ENDED ON 31 <sup>ST</sup> DECEMBER, 2024					
		(Rs in Lacs)					
Sr. No	Particulars	Quarter Ended			Nine months ended		Year Ended
		31/12/2024 Unaudited	30/09/2024 Unaudited	31/12/2023 Unaudited	31/12/2024 Unaudited	31/12/2023 Unaudited	
1	Total Income from Operations	6,702.31	7,073.31	6,594.11	20,724.30	19,366.55	25,200.18
2	Net Profit for the Period (before Tax and extraordinary Items)	179.69	270.94	467.23	692.78	1,487.93	1,659.44
3	Net Profit for the Period before Tax (after extraordinary Items)	179.69	270.94	467.23	692.78	1,487.93	1,659.44
4	Net Profit for the Period after Tax (after extraordinary Items)	178.41	178.09	306.16	528.67	989.28	1,095.85
5	Total Comprehensive income for the period (comprising profit for the period (after tax) and other Comprehensive Income (after Tax)	188.32	169.19	297.70	533.37	972.45	1,103.29
6	Paid-up equity share capital (Face Value of the share @ 10 Rs./Share)	1,121.78	1,121.78	1,110.78	1,121.78	1,110.78	1,113.28
7	Reserves excluding Revaluation Reserves as per Balance Sheet of Previous accounting year.	-	-	-	-	-	4,513.17
8	Earning Per Share (before extraordinary items) (of Rs. 10/- each) (not annualised)						
	a) Basic	1.59	1.52	2.74	4.73	8.96	10.07
	b) Diluted	1.55	1.49	2.67	4.61	8.73	9.81

**Notes:** 1. The above results after being reviewed by the Audit Committee and approved by the Board of Directors in its meeting held on 10<sup>th</sup> February, 2025.  
2. The above is an extract of the detailed format of Standalone & Consolidated Financial Results for the third quarter and nine months ended on 31<sup>st</sup> December, 2024, as filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of these Financial Results are available on the Stock Exchange websites, www.nseindia.com and www.bseindia.com and on the Company's website www.brandconcepts.in The same can be accessed by scanning the below given QR code:

**For Brand Concepts Limited**  
Prateek Maheshwari  
Managing Director  
DIN: 00039340

Date: 10<sup>th</sup> February, 2025  
Place: Indore

ARIHANT CAPITAL MARKETS LIMITED		Extract of Unaudited Consolidated Financial Results for the Quarter and Nine Months Ended December 31, 2024					
		(₹ in Lacs)					
S. No.	Particulars	Quarter Ended			Nine Months Ended		Year Ended
		31.12.2024 Unaudited	30.09.2024 Unaudited	31.12.2023 Unaudited	31.12.2024 Unaudited	31.12.2023 Unaudited	
1.	Total Income from Operations	5178.82	7637.94	7265.63	20097.70	17141.69	23514.36
2.	Profit / (Loss) before Share of Profit / (Loss) of Associates, Tax & Exceptional Item	1123.18	2403.89	2475.76	5928.64	5825.14	9058.47
3.	Profit/(Loss) for the period before Tax & Exceptional Item	1297.26	2539.36	2569.91	6346.81	6007.46	9268.75
4.	Net Profit / (Loss) for the period after tax (after Extraordinary items & Minority Interest)	1225.41	1993.99	1958.72	5100.15	4584.99	7051.04
5.	Total Comprehensive Income for the period	1228.43	1996.85	1958.82	5103.84	4586.46	7012.03
6.	Paid-up Equity Share Capital (Face Value Per Share)	1041.13	1041.13	1041.13	1041.13	1041.13	1041.13
7.	Reserves excluding Revaluation Reserves as per Balance Sheet of Previous Accounting Year	1/-	1/-	1/-	1/-	1/-	1/-
8.	Earnings Per Share (₹)						
	Basic & Diluted EPS (₹) Excluding extraordinary items	1.18	1.92	1.88	4.90	4.41	6.77
	Basic & Diluted EPS (₹) Including extraordinary items	1.12	1.83	1.88	4.67	4.41	6.77

**Notes:**  
1. The above Unaudited Consolidated Financial Results of the Company for the Quarter and Nine Months ended on December 31, 2024 have been reviewed by the Audit Committee and approved by the Board of Directors in the Meeting held on February 10, 2025. The Statutory Auditors have conducted Limited Review of these results in terms of Regulation 33 of the Securities Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015.  
2. The Consolidated Financial Results for the Quarter ended December 31, 2024 include the following entities of the group:  
(i) The Consolidated Results of the Company include unaudited results of the subsidiaries - Arihant Futures and Commodities Limited (100%), Arihant Financial Services Limited (100%), Arihant Insurance Broking Services Limited (100%) (till 24th October, 2024), Arihant Capital (IFSC) Limited (100%)  
(ii) The Management certified the financial results of associate, Electrum Capital Private Limited (27.23%), in India. The financial result of Electrum Capital Private Limited does not constitute a material component of the consolidated financial results and these have been consolidated as associate, under equity method of accounting as per Indian Accounting standard.  
3. The Company has sold entire shareholding of its wholly owned subsidiary Arihant Insurance Broking Services Limited (AIBSL) on October 24, 2024 for a total consideration of ₹438.07 Lacs. The Company has recognized gain of ₹329.90 lacs in exceptional item in the Consolidated Financial Statements.  
4. During the Quarter ended September 30, 2024, the company has issued 50,00,000 (Fifty Lakh) Convertible Warrants on a preferential basis at an issue price of ₹ 68.50 per warrant to entities belonging to promoter group approved by Board of Directors in their meeting held on May 25, 2024 and approved by members at their Extra Ordinary General Meeting held on June 21, 2024, and consequent to the in-principal approval granted by BSE Limited and National Stock Exchange of India Limited vide their respective letters dated August 05, 2024 and August 02, 2024 respectively. Each Convertible Warrant entitles the holder to convert one (1) warrant into one (1) equity share of the company.  
5. During the Quarter and Nine Months ended on December 31, 2024, the company redeemed 1932 no. of Non-Convertible Secured 9.5% Debentures having face value of ₹ 1,00,000/each amounting of ₹1932 lacs which was repayable at the expiry of term of 1 year.  
6. Previous period / year figures have been regrouped / reclassified, wherever found necessary, to conform to current period / year classification.

**Key Standalone Financial Information is given below:**

S. No.	Particulars	Quarter Ended			Nine Months Ended		Year Ended
		31.12.2024 Unaudited	30.09.2024 Unaudited	31.12.2023 Unaudited	31.12.2024 Unaudited	31.12.2023 Unaudited	
1.	Total Income from Operations	5090.35	7372.12	7106.74	19596.46	16652.63	22893.53
2.	Profit Before Tax	1460.18	2281.88	2393.70	6055.15	5573.39	8699.13
3.	Profit After Tax	1064.64	1765.89	1801.41	4538.18	4221.33	6583.51

7. The full format of the Quarterly Financial Results are available on the exchange website i.e. www.bseindia.com and www.nseindia.com and on the company's website viz. www.arihantcapital.com and can be accessed by scanning the Quick Response Code provided below.

**By or on behalf of the Board**  
sd/-  
Ashok Kumar Jain  
(Chairman & Managing Director)  
DIN : 00184729

Place: Indore  
Date : February 10, 2025

