



ANITA CHOUDHARI & COMPANY

June 19, 2023

To,
The General Manager
Listing Operation
BSE Limited
P. J. Towers, Dalal Street
Mumbai - 400001

Manager - Listing Compliance
National Stock Exchange of India Limited
'Exchange Plaza'. C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400051

Scrip Code: 543442

Symbol: BCONCEPTS

Sub: Application for "In-principle approval" for issue and allotment of 5,00,000 (Five Lakhs) fully paid-up equity shares of face value of Rs. 10/- (Rupees Ten only) to be issued on preferential basis by Brand Concepts Limited under Regulation 28(1) of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015

Dear Sir / Madam,

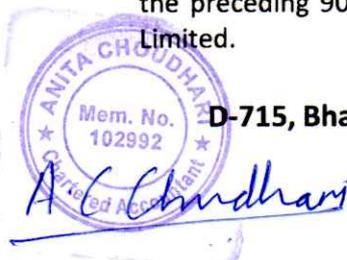
1. We Anita Choudhari & Co. (~~Name of the Statutory Auditor/ Practicing Chartered Accountant/ Practicing Company Secretary~~), hereby certify that the minimum issue price for the proposed preferential issue of Brand Concepts Limited, based on the pricing formula prescribed under Regulation 164 / 165 of Chapter V of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 has been worked out at Rs. 309.21 (Rupees Three Hundred and Nine and Paise Twenty One Only).
2. The entire pre-preferential holding of the proposed allottees are in dematerialized form:

Name of Proposed Allottee	DP ID *	Pre-preferential holding	Lock-in details		Pledge d with	Pledge end date
			From	To		
Surendra Kumar Jain	12032300-02503749	52559	14/06/2023	31/12/2023	NA	NA
Vineet Kaul	IN300476-43154092	4338	15/06/2023	31/12/2023	NA	NA
Augmenta Value Trust Fund	IN303719-11143435	Nil	NA	NA	NA	NA
Sugandhi Jatinder Agarwal	IN3002145-9867221	Nil	NA	NA	NA	NA

3. The relevant date for the purpose of said minimum issue price was June 13, 2023.
4. The workings for arriving at such minimum issue price have been attached herewith as **annexure A**.
5. The highest trading volume in respect of the equity shares of the issuer has been recorded during the preceding 90 trading days prior to the relevant date on National Stock Exchange of India Limited.

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6. We hereby certify that the Articles of Association of the issuer does not provide for a method of determination which results in a floor price higher than that determined under ICDR Regulations, 2018.

OR

~~We hereby certify that the Articles of Association of the issuer provides for a method of determination which results in a floor price higher than that determined under ICDR Regulations, 2018 then the same shall be considered as the floor price for equity shares to be allotted pursuant to the preferential issue. Accordingly, we have calculated the floor price which worked out as Rs. _____. [kindly provide the detailed working of the same].~~

For **Anita Choudhari & Company.**

A. C. Choudhari

CA Anita Choudhari
FRN -151914W
Mem No: 102992



Date: 19/06/2023

UDIN : 23102992BGVCPG5010

Annexure A

Calculation of floor price as per prescribed under Chapter V of SEBI (ICDR) Regulations, 2018

Particulars	Dates
Date of Board Meeting	June 16, 2023
Date of Extra ordinary General Meeting	July 13, 2023
Relevant Date *	June 13, 2023

*The relevant date for calculation of issue price was considered as June 13, 2023 (being the date 30 days prior to the proposed date for the general meeting in which preferential allotment will be considered).

Whether the equity shares of Brand Concepts Limited frequently traded in terms of Regulation 164(5) of the SEBI ICDR Regulations:

Details of equity shares traded on BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE") during the period from June 23, 2022 to June 12, 2023 (240 trading days preceding the relevant date)

Particulars	BSE	NSE
No. of shares traded	12,79,526	49,62,604
Shares outstanding during the aforesaid period	1,05,82,800	1,05,82,800
Traded volume (in %age)	12.09%	46.89%

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(Source: www.bseindia.com and www.nseindia.com)

Therefore, in terms of Regulation 164(5) of SEBI ICDR Regulations, the equity shares of the Company are frequently traded on National Stock Exchange of India Limited ("NSE").

Calculation of share price in accordance with Regulation 164(1) of the SEBI ICDR Regulations is as under:

(a) 90 Trading days Volume weighted average price

Sr. No.	Date	No. of Shares	Total Turnover (Rs.)
1	12-Jun-23	17,389	56,05,857.75
2	09-Jun-23	11,817	37,39,663.50
3	08-Jun-23	43,462	1,40,41,992.65
4	07-Jun-23	12,441	39,40,152.60
5	06-Jun-23	1,01,330	3,26,94,755.10
6	05-Jun-23	90,796	2,92,76,622.65
7	02-Jun-23	63,588	1,89,30,030.50
8	01-Jun-23	38,136	1,07,79,651.15
9	31-May-23	33,068	91,02,711.95
10	30-May-23	20,490	56,28,706.40
11	29-May-23	1,00,847	2,77,85,450.65
12	26-May-23	91,849	2,33,41,799.80
13	25-May-23	40,513	93,71,947.25
14	24-May-23	60,458	1,49,02,464.70
15	23-May-23	10,714	26,17,846.55
16	22-May-23	56,894	1,36,72,899.00
17	19-May-23	14,673	36,87,906.10
18	18-May-23	19,114	47,75,968.20
19	17-May-23	34,551	85,49,382.65
20	16-May-23	46,471	1,14,21,128.15
21	15-May-23	44,458	1,06,74,158.55
22	12-May-23	6,313	14,18,986.10
23	11-May-23	12,401	28,18,665.10
24	10-May-23	33,988	78,19,679.50
25	09-May-23	10,576	24,23,049.10
26	08-May-23	14,623	33,34,728.25
27	05-May-23	8,868	19,76,821.90
28	04-May-23	4,436	10,03,825.45
29	03-May-23	6,216	14,19,229.65
30	02-May-23	11,465	26,72,907.90
31	28-Apr-23	14,316	32,42,574.80
32	27-Apr-23	27,838	64,52,242.70
33	26-Apr-23	7,697	16,86,976.10
34	25-Apr-23	1,02,923	2,30,42,205.10
35	24-Apr-23	12,397	25,39,751.00
36	21-Apr-23	24,990	49,95,439.15
37	20-Apr-23	7,780	15,47,092.35



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Sr. No.	Date	No. of Shares	Total Turnover (Rs.)
38	19-Apr-23	10,153	20,06,370.70
39	18-Apr-23	37,204	71,90,281.30
40	17-Apr-23	11,065	22,90,874.20
41	13-Apr-23	3,947	8,32,831.65
42	12-Apr-23	22,102	46,65,949.00
43	11-Apr-23	24,295	50,92,363.75
44	10-Apr-23	27,274	57,75,187.35
45	06-Apr-23	24,713	53,31,054.95
46	05-Apr-23	9,056	19,44,363.60
47	03-Apr-23	4,410	9,43,634.70
48	31-Mar-23	8,162	17,86,948.80
49	29-Mar-23	6,876	14,83,487.85
50	28-Mar-23	65,929	1,38,62,427.50
51	27-Mar-23	7,452	15,84,659.40
52	24-Mar-23	16,244	35,65,012.65
53	23-Mar-23	8,330	18,07,959.15
54	22-Mar-23	4,772	10,32,396.25
55	21-Mar-23	8,768	18,90,101.30
56	20-Mar-23	19,142	41,71,037.80
57	17-Mar-23	1,843	4,07,613.05
58	16-Mar-23	21,380	46,71,164.35
59	15-Mar-23	9,891	21,91,332.85
60	14-Mar-23	6,672	15,22,699.70
61	13-Mar-23	26,758	59,80,404.35
62	10-Mar-23	8,085	18,25,142.70
63	09-Mar-23	5,785	13,30,910.25
64	08-Mar-23	17,818	40,53,065.85
65	06-Mar-23	24,283	52,48,652.25
66	03-Mar-23	20,495	44,46,726.00
67	02-Mar-23	4,003	8,85,842.30
68	01-Mar-23	10,334	22,70,729.55
69	28-Feb-23	3,834	8,12,909.60
70	27-Feb-23	28,458	60,41,254.70
71	24-Feb-23	23,517	49,77,631.90
72	23-Feb-23	14,376	30,32,842.10
73	22-Feb-23	9,757	20,60,147.15
74	21-Feb-23	2,151	4,67,332.60
75	20-Feb-23	12,973	28,92,980.70
76	17-Feb-23	8,274	19,08,866.80
77	16-Feb-23	7,523	17,35,442.80
78	15-Feb-23	14,684	34,00,403.40
79	14-Feb-23	39,737	89,10,940.50
80	13-Feb-23	20,037	44,39,197.35
81	10-Feb-23	10,243	24,38,513.35
82	09-Feb-23	25,801	63,23,765.90
83	08-Feb-23	39,856	97,62,816.85



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Sr. No.	Date	No. of Shares	Total Turnover (Rs.)
84	07-Feb-23	40,195	98,62,329.70
85	06-Feb-23	24,744	63,84,996.85
86	03-Feb-23	9,401	24,64,354.20
87	02-Feb-23	4,622	12,42,547.25
88	01-Feb-23	2,434	6,46,718.70
89	31-Jan-23	3,685	9,65,765.90
90	30-Jan-23	4,994	13,14,395.85
Total		20,88,423	51,71,12,649.25
Volume Weighted Average Price			247.61

(b) 10 Trading days Volume weighted average price

Sr. No.	Date	No. of Shares	Total Turnover (Rs.)
1	12-Jun-23	17,389	56,05,857.75
2	09-Jun-23	11,817	37,39,663.50
3	08-Jun-23	43,462	1,40,41,992.65
4	07-Jun-23	12,441	39,40,152.60
5	06-Jun-23	1,01,330	3,26,94,755.10
6	05-Jun-23	90,796	2,92,76,622.65
7	02-Jun-23	63,588	1,89,30,030.50
8	01-Jun-23	38,136	1,07,79,651.15
9	31-May-23	33,068	91,02,711.95
10	30-May-23	20,490	56,28,706.40
Total		4,32,517	13,37,40,144.25
Volume Weighted Average Price			309.21

(c) Minimum Price as calculated under Regulation 164(1) of the SEBI ICDR Regulations

Particulars	Value Per Share (in Rs.)
90 Trading days Volume Weighted Average Price	247.61
10 Trading days Volume Weighted Average Price	309.21
Higher of the above	309.21

A.C. Choudhary