



BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484
04th Floor UNO Business Park, Indore Bypass Road, Oppo. Sahara City,
Bicholi Mardana, Indore, Madhya Pradesh, India - 452016
Phone: 91-731-4223000, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 06-10-2025

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 Jesejeebhoy Towers
Dalal Street,
Mumbai - 400001

Symbol: [BCONCEPTS]

Scrip Code: 543442

Sub: Corrigendum to the Notice of Extraordinary General Meeting dated 23rd September, 2025.

Dear Sir/ Madam,

In reference to the captioned subject matter and in continuation to our Letter dated 24th September, 2025, please find enclosed herewith the Corrigendum to the Notice of Extra Ordinary General meeting (“EGM Notice”).

This Corrigendum to the Notice of the EGM shall form an integral part of the Notice of EGM and from the date hereof, the Notice of the EGM shall always be read in conjunction with this Corrigendum.

All other contents of the Notice of EGM, save and except as modified or supplemented by the Corrigendum, shall remain unchanged.

The above documents are also available on the Company's website at www.brandconcepts.in

Kindly take the above information on your records.

Thanking you,
Yours faithfully,

For Brand Concepts Limited

Swati Gupta
Company Secretary & Compliance Officer
M No. 33016

**CORRIGENDUM TO THE NOTICE OF EXTRA ORDINARY GENERAL MEETING OF
BRAND CONCEPTS LIMITED FOR THE ATTENTION OF THE PUBLIC SHAREHOLDERS**



BRAND CONCEPTS LIMITED

Regd. Office: 04th Floor, UNO Business Park, Bypass Road
Opp. Sahara City, Bicholi Mardana Indore, Madhya Pradesh - 452016

CIN: L51909MP2007PLC066484

E-mail: info@brandconcepts.in **Website:** www.brandconcepts.in

This corrigendum is to be read in conjunction with notice to the Extra Ordinary General Meeting dated 23rd September, 2025 to the shareholders of Brand Concepts Limited.

In point no. 2 of item no. 1 of explanatory statement shall be read as under: -

Basis on which the price has been arrived at and justification for the price (referred to warrant price/ exercise price or otherwise which means price to be paid by Investor for exercising warrant including premium, if any): The Equity Shares of the Company are listed on Stock Exchanges, i.e., BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE") and are frequently traded in accordance with the SEBI ICDR Regulations. NSE, being the Stock Exchange with higher trading volumes for the preceding ninety trading days prior to the Relevant Date i.e. 16th September, 2025, has been considered for determining the floor price in accordance with the SEBI ICDR Regulations.

In terms of Chapter V of the SEBI ICDR Regulations, the issue price for the warrant is Rs. 327.80/- per warrant, being equivalent to the floor price computed in accordance with Chapter V of the SEBI ICDR Regulations.

The certificate from Hemang Shah, IBBI Registered Valuer having their office at Co- Venture Hub, 314- 316, 3rd Floor, Kalp Business Hub, Above SBI Bank, Bahucharaji Road, Karelibaugh Vadodara- 390018, Gujarat, India certifying the computation of price in accordance with Chapter V of SEBI ICDR Regulations is available on the Company's website at link: [Warrant Issuance – Brand Concepts Ltd](#)

Article No. 14(1)(c) of the Articles of Association of the Company provide for obtaining a valuation report from a Registered Valuer. The Company has obtained valuation report from Registered Valuer, Hemang Shah (**Reg No. IBBI/RV/03/2020/12854**) and the same is also available on the Company's website at link: [Warrant Issuance – Brand Concepts Ltd](#)

In point no. 10 of the explanatory statement

Intent of the Promoters, Directors or Key Management Personnel (KMPs) or Senior Management Personnel (SMPs) of the issuer to subscribe to the offer:

None of the other Directors and Promoters, Key Managerial Personnel, Senior Management Personnel and/or their relatives intend to subscribe to this offer except Mr. Prateek Maheshwari who is a Managing Director & Member of Promoter Group.

In Point No. 11 of Explanatory statement relating to Shareholding pattern of the issuer

Corrected the Pre- Preferential Shareholding date which was incorrectly mentioned as 16th June, now rectified as 16th September, 2025 which is Relevant date.

Sr. No.	Particulars	Pre-Preferential Issue Shareholding (as of Relevant Date i.e. 16th September 2025)		Post-Preferential Issue Shareholding (after allotment of equity shares)	
	Category	No. of Equity Shares	%	No. of Equity Shares	%
A	Promoter/ Promoter Group Holding's				
	Individual	6,504,100	52.36	7,114,100	54.59
	Sub Total Promoter/ Promoter Group (A)	6,504,100	52.36	7,114,100	54.59
B	Non-Promoters Holding				
	Mutual Funds	0	0.00	0	0.00
	Alternate Investment Funds	29,801	0.24	29,801	0.23
	Foreign Portfolio Investors/ Foreign Institutional Investors	47	0.00	47.00	0.00
	Financial Institutions/ Banks/ QIB	0	0.00	0	0.00
2.	Government of India	0	0.00	0	0.00
3.	Non-Institution:				
	Directors and Relatives	500	0.00	500	0.00
	Indian Public	5357392	43.13	5357392	41.11
	Non-Resident Indians (NRIs)	97382	0.78	97382	0.75
	Bodies Corporate	322613	2.60	322613	2.48
	Trusts	0	0.00	0	0.00
	Firm	0	0.00	0	0.00
	Hindu Undivided Families	108804	0.88	108804	0.83
	Clearing Members	1238	0.01	1238	0.01
	Sub Total (B)	59,17,777	47.64	59,17,777	45.41
	Grand Total (A+ B)	12,421,877	100.00	13,031,877	100.00

Except as above, there are no other changes in the Notice to the Extraordinary General Meeting dated 23rd September, 2025.

For Brand Concepts Limited

Sd/-

Swati Gupta

Company Secretary & Compliance Officer

Membership No.: A33016

Place: Indore

Date:06-10-2025