



BRAND CONCEPTS LIMITED

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

Date: **16-10-2025**

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 Jeejeebhoy Towers
Dalal Street,
Mumbai - 400001

Symbol: [BCONCEPTS]

Scrip Code: 543442

Subject: Declaration of Results of Remote E-Voting as per Regulation 44 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.

With reference to the above captioned subject, Brand Concepts Limited is herewith enclosing the Voting Results of **Extra-Ordinary General Meeting** held on Thursday, 16th October,2025 at 11:30 A.M. In pursuance to Regulation 44 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, the Voting results along with Scrutinizer Report annexed with this Letter.

We hereby request to kindly take the notice of above information on your record.

**Yours Sincerely,
For Brand Concepts Limited**

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



**MANJU MUNDRA & CO.
COMPANY SECRETARIES**

122, Brajeshwari Extension, Behind Kalyan
Marble, Near World Cup Square, Indore-
452016, M.P.

Phone- 9303223239

Email-mmanjucs@gmail.com

Report of Scrutinizer for Postal Ballot/E-Voting

CONSOLIDATED SCRUTINIZER'S REPORT

[Pursuant to the provisions of section 108 and 109 of the Companies Act, 2013 read with Rules 20 (xii) of the Companies (Management and Administration) Rules, 2014 as amended]

Name of the Company	Brand Concepts Limited CIN: L51909MP2007PLC066484
Meeting	Extra-Ordinary General Meeting
Day, Date & Time	Thrusday,16th October 2025 at 11:30 A.M. (IST)
Deemed Venue	Registered office situated at 4th Floor UNO Business Park, Indore Bypass Road, Oppo. Sahara City, Bicholi Mardana, Indore 452016 (MP)
Mode	Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM")

To,
The Chairman,
Brand Concepts Limited
Extra-Ordinary General Meeting of the Equity Shareholders

Subject: Consolidated Scrutinizer's Report on resolutions passed through remote e-voting and voting electronically conducted pursuant to the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended and Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 at the Extra-Ordinary General Meeting of Brand Concepts Limited held on Thursday, 16th October, 2025 at 11.30 a.m. IST through video conferencing ('VC') or other audio visual means ('OAVM')

1. I, Manju Mundra, Practicing Company Secretary (Membership No. 4431/C.P. No. 3454), having office at 122 Brajeshwari Extension, Behind Kalyan Marble Near World Cup Square, Indore MP 452016 have been appointed as the Scrutinizer by the Board of Directors of Brand Concepts Limited ("**the Company**") in their meeting held on 23-09-2025 for the





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remote e-voting as well as the e-voting by members at the **Extra-Ordinary** General Meeting ("EGM") of "the Company" held on **Thursday, 16th October, 2025 at 11.30 a.m. IST** held through Video Conferencing ("VC") or Other Audio-Visual Means ("OAVM") pursuant to Section 108 of the Companies Act, 2013 ("the Act") read with Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended and in accordance with Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015 ("SEBI Listing Regulations") as amended. My responsibility as a Scrutinizer was to ensure that the voting process was conducted in a fair and transparent manner and submit a Scrutinizer's report on the voting on the resolutions based on the reports generated from the electronic voting system.

The proceedings of the EGM will be deemed to be conducted at the Registered Office of the Company which shall be the deemed venue of the EGM.

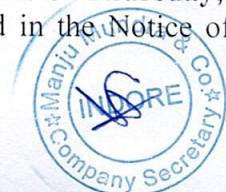
I submit my report as under:

DISPATCH OF NOTICE

2. The Company has published an advertisement in **Free Press** (English newspaper) and in **Chautha Sansar** (Hindi Newspaper) on 25th September, 2025 specifying the date and time of the EGM, availability of the notice on Company's website, and Stock Exchange website, manner of registration of email ids, manner of voting through remote e-voting and e-voting during the EGM etc. Again, **corrigendum** was issued by the Company to the EGM notice on 06-10-2025 and the same was published in both the above mentioned newspapers on 7th October, 2025.
3. The Company has completed the dispatch of notice of EGM by email to all the members by 24th September, 2025 on the basis of the Register of Members and the list of beneficial owners made available by Big Share Services Private Limited, the Registrar and Transfer Agent (RTA) as email ids of all were registered with the Company in accordance with the MCA circulars. Again, corrigendum dated 06-10-2025 was issued by the Company to the EGM notice and the same was dispatched to all members on 06-10-2025 as confirmed by CDSL.
4. The Company has hosted the notice of EGM on its website, website of CDSL, the agency providing the platform for remote e-voting and e-voting during EGM and also intimated the same to stock Exchanges timely.

CUT OFF DATE

5. The shareholders of the Company holding shares as on the "cut-off" date of **Thursday, 09th October, 2025** were entitled to vote on the resolutions as contained in the Notice of the EGM.





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MANAGEMENT RESPONSIBILITY

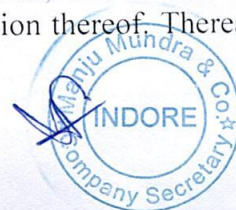
6. The Management of the company is responsible to ensure the compliance with the requirements of the Companies Act, 2013 and Rules relating to remote e-voting and e voting at EGM on the resolutions contained in the notice to the Extra-Ordinary General Meeting (EGM) of the members of the Company. My responsibility as a scrutinizer for the remote e-voting process is restricted to make a Scrutinizer's Report of the Votes cast "in favour" or "against" the resolutions, based on the reports generated from e-voting system provided by Central Depository Services (India) Limited (CDSL), the authorized agency engaged by the company to provide remote e-voting facilities and e-voting facility at the EGM.

REMOTE E-VOTING

7. The Company had availed the e-voting facility offered by Central Depository Services (India) Limited ("CDSL") at <https://www.evotingindia.com> for conducting remote e-voting by the Shareholders of the Company.
8. The voting period for remote e-voting commenced on 9:00 a.m. (IST) on Monday, 13th **October, 2025** and ended on 5:00 p.m. (IST) on Wednesday, 15th **October, 2025** and the CDSL e-voting platform was disabled thereafter.

VOTING AT EGM

9. In keeping view with Regulation 44(1) and 44(2) of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 and as prescribed under Rule 20(4)(xiii) of the Companies (Management & Administration) Rules, 2014 for the purpose of ensuring that Members who have cast their votes through remote e-voting do not vote again during the general meeting, the Scrutinizer shall have access after closure of period of remote e-voting and before the start of general meeting, to only such details relating to members who have cast their votes through remote e-voting, such as their names, DP ID & Client ID/ folios, number of shares held but not the manner in which they have voted.
10. Accordingly, CDSL, the remote e-voting agency provided us with the names, DP ID & Client ID / folios and shareholding of the members who had casted their votes through remote e-voting.
11. On completion of e-voting during the EGM, I unblocked the results of the remote e-voting and e-voting by members at the EGM on 16th **October, 2025** around 12:15 P.M. in the presence of two witnesses, **Ms. Avani Purohit and Mr. Yash Porwal**, who are not in the employment of the Company. They have signed at end in confirmation thereof. Thereafter,





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the details containing inter alia, list of equity shareholders, who voted "for" / "against" each of the resolution that were put to vote, were generated from the e-voting website of CDSL.

12. The votes received electronically (remote e-voting and e-voting at the EGM) were duly scrutinized and the shareholding was matched/confirmed with the Register of Members of the Company as provided by the RTA.

RESULTS

13. I submit herewith the consolidated Scrutinizer's Report on the Results of the remote e-voting and e-voting at the EGM based on the reports generated by and relied upon by me as under:

Number of members who cast their votes through remote e-voting and e-voting at EGM	Total no. of Votes cast by them	Total no. of valid votes	Total No. of invalid votes
24	3677842	3677842	0

The resolution wise list is as under:

Resolution No. 1: Special Resolution

ISSUANCE OF 6,10,000 WARRANTS CONVERTIBLE INTO EQUITY SHARES TO MEMBERS OF PROMOTER / PROMOTER GROUP OF THE COMPANY ON PREFERENTIAL BASIS

Manner of Voting	Votes in the favour of the resolution			Votes against the resolution			Invalid/ Abstained Votes
	No. of members	No. of Shares	%	No. of members	No. of Shares	%	No. of Shares
Remote E-voting	18	3639036	99.75	2	29813	0.81	0
E-voting at EGM	4	8993	0.24	0	0	0	0
TOTAL	22	3648029	99.19	0	29813	00.81	0

14. The electronic data and all other relevant records relating to e-voting are under my safe custody and will be handed over to Ms. Swati Gupta, Company Secretary and compliance Officer, for preserving safely after the Chairman considers, approve and signs the minutes of the EGM.





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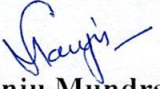
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15. One Resolution mentioned in the EGM Notice as per the details above stands passed under Remote E-voting and voting conducted at EGM electronically with the requisite majority and hence deemed to be passed as on the date of the EGM.
16. The company may accordingly declare the result of the voting to the respective authorities.

Thanking You,
Yours Faithfully,


Manju Mundra
Company Secretary
FCS: 4431 CP: 3454
UDIN: F004431G001585384

MANJU MUNDRA
Company Secretary
FCS 4431 CP 3454

Place: Indore
Date: 16-10-2025

The following were the witnesses to the unblocking the votes cast through remote e-voting.



Avani Purohit



Yash Porwal

Countersigned by:
For Brand Concepts Limited

Ms. Swati Gupta
Company Secretary and
Compliance Officer

Annexure I

Format for Voting Results

Date of the AGM/EGM	16 th October,2025
Total number of shareholders on record date	12108
No. of shareholders present in the meeting either in person or through proxy:	
Promoters and Promoter Group:	0
Public:	0
No. of Shareholders attended the meeting through Video Conferencing	
Promoters and Promoter Group:	3
Public	29

Resolution No: 1. As a Special Resolution**1. Issuance Of 6,10,000 Warrants Convertible into Equity Shares to Members of Promoter / Promoter Group of the Company on Preferential Basis.**

Resolution required: (Ordinary/ Special)			Special					
Whether promoter/ promoter group are interested in the agenda/resolution?			Yes					
Category	Mode of Voting	No .of shares held (1)	No. of votes polled (2)	% of Votes Polled on outstanding shares (3)=[(2)/(1)]* 100	No.of Votes - in favour (4)	No. of Votes – against (5)	% of Votes in favour on votes polled (6)=[(4)/(2)]* 100	% of Votes against on votes polled (7)=[(5)/(2)]* 100
Promoter and Promoter Group	E-Voting	2659093	2659093	0	2659093	0	100	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	2659093	2659093	0	2659093	0	100	0
Public-Institutions	E-Voting	0	0	0	0	0	0	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0
Public-Non Institutions	E-Voting	1018749	1018749	0	988936	29813	97.07	2.93
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	1018749	1018749	0	988936	29813	97.07	2.93
Total		3677842	3677842		3648029	29813	99.19	0.81

For Brand Concepts Limited

Swati Gupta
Company Secretary & Compliance Officer
Mem No. A33016