

BRAND CONCEPTS LIMITED

CIN - L51909MP2007PLC066484
140/2/2, Musakhedi Square, Ring Road, Indore 452001 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 28.07.2023

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: Revised Voting Results as per Regulation 44(3) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.

With reference to the above captioned subject, Brand Concepts Limited is herewith enclosing the Revised Voting Results along with the Revised Scrutinizer Report of 15th Extra Ordinary General Meeting held on Thursday, 13th July, 2023 at 11:00 a.m. In pursuance to Regulation 44 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, the Voting results 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





**BRAND
CONCEPTS**

BRAND CONCEPTS LIMITED

CIN - L51909MH2007PLC174702

140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA

Phone: 91-731-422300, Fax- 4221222/444

Email: info@brandconcepts.in

Annexure I

Format for Voting Results

Date of the AGM/EGM	13 th July 2023
Total number of shareholders on record date	4155
No. of shareholders present in the meeting either in person or through proxy: Promoters and Promoter Group: Public:	-
No. of Shareholders attended the meeting through Video Conferencing Promoters and Promoter Group: Public	4(Four) 13 (Thirteen)

[Handwritten Signature]



Resolution/Agenda- wise disclosure

Resolution No: 1. As a Special Resolution

1. Issuance of 5,00,000 Equity Shares of face value Rs. 10 each @ Rs. 309.21 per equity shares for an aggregate consideration not exceeding Rs. 15,46,05,000 (Rs. Fifteen Crores, Forty Six Lacs and Five Thousand Only).

Resolution required: (Ordinary/ Special)

1. Issuance of 5,00,000 Equity Shares of face value Rs. 10/- each at Rs. 15/- per share (Total Rs. 75,00,000/-) (Rs. Fifteen Crores, Forty Six Lacs and Five Thousand Only).									
15,46,05,000 (Rs. Fifteen Crores, Forty Six Lacs and Five Thousand Only).									
Resolution required: (Ordinary/ Special)			Special						
Whether promoter/ promoter group are interested in the agenda/ resolution?			No						
Category	Mode of Voting	No. of shares held	No. of votes polled	% of votes Polled on outstanding shares (3)=[(2)/(1)]*100	No. of Votes - in favour	No. of Votes - against	% 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	4522546	4522546	0	4522546	0	100%	0	
	Poll	0	0	0	0	0	0	0	
	Postal Ballot (if applicable)	0	0	0	0	0	100%	0	
	Total	4522546	4522546	0	4522546	0	0	0	
	E-Voting	0	0	0	0	0	0	0	
Public-Institutions	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	100%	0	
	E-Voting	1728361	1728361	0	1728361	0	0	0	
	Poll	0	0	0	0	0	0	0	
Public-Institution S	Postal Ballot (if applicable)	0	0	0	0	0	100%	0	
	Total	1728361	1728361	0	1728361	0	0	0	
	E-Voting	0	0	0	0	0	0	0	
	Poll	0	0	0	0	0	0	0	
	Postal Ballot (if applicable)	1728361	1728361	0	1728361	0	100%	0	
Total	6250907	6250907	0	6250907	0	100%	0		

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 MP 452016
Phone-4993107, 9303223239
Email-mmanjucs@gmail.com

REVISED 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	Thursday, 13 th July 2023 at 11:00 A.M. (IST)
Deemed Venue	Registered office situated at 140/2/2 Musakhedi Square G.P.O. Indore MP 452001 IN
Mode	Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM")

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

Subject: Revised Scrutinizer's Report on resolution 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, 13th July 2023 at 11:00 A.M. (IST) through video conferencing ("VC") or other audio visual means ("OAVM")





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1. I, Manju Mundra, Practicing Company Secretary (Membership No. 4431/C.P. No. 3454), having office at 122 Brajeshwari Extension, Behind Kalyan Marbles, 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 16-06-2023 for the remote e-voting as well as the e-voting by members at the Extra-Ordinary General Meeting ("EGM") of "the Company" held on Thursday, 13th July 2023 at 11:00 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 The Free Press Journal, English newspaper and in Navshakti, Marathi Newspaper on 20th June, 2023 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.
3. The Company has completed the dispatch of notice of EGM by email to all the members by 19th June, 2023 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.





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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 BSE timely.
5. The company has emailed corrigendum to the notice of Extra Ordinary General Meeting dated 06/07/2023 to the shareholders on 10/07/2023 which was completed at 5:21 p.m., and also published in the same newspapers on 07/07/2023, for disclosure of few information as required by law which was not mentioned in explanatory statement of the EGM notice; the information specified the "basis on which price has been arrived at", "Identity of the natural persons who are ultimate beneficial owners of the shares proposed to be allotted and/or who ultimately control the proposed allottees", "Certificate from Practising Company Secretary" etc.
6. As per the requirement of the stock Exchange NSE Limited, the company has again emailed the corrigendum to the notice of EGM dated 19-06-2023 on 20th July, 2023 (after the holding of EGM) to those shareholders who had voted without having knowledge of corrigendum i.e. voted before receiving the corrigendum mail on 10th July, 2023. The Company has waited for their response for 3 days from 21st July, 2023 to 24th July, 2023. As per the confirmation given by the company no response has been received from any of the shareholders who has done remote e-voting on 10th July, 2023 before receiving the corrigendum to notice of EGM. Accordingly, their voting is not being counted for the purpose of passing of resolution and being considered as invalid. A list of those shareholders who voted before 5:21 p.m. on 10th July, 2023 is enclosed herewith whose votes are marked as invalid.

CUT OFF DATE

7. The shareholders of the Company holding shares as on the "cut-off" date of Thursday, 6th July, 2023 were entitled to vote on the resolutions as contained in the Notice of the EGM.

MANAGEMENT RESPONSIBILITY





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8. 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

9. 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.
10. The voting period for remote e-voting commenced on 9:00 a.m. (IST) on Monday, 10th July, 2023 and ended on 5:00 p.m. (IST) on Wednesday, 12th July, 2023 and the CDSL e-voting platform was disabled thereafter.

VOTING AT EGM

11. 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.
12. 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.





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13. 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 13th July, 2023 in the presence of two witnesses, Mr. Palash Jain and Ms. Aayushi Mangal, who are not in the employment of the Company. They have signed at end in confirmation thereof. Thereafter, the details containing inter alia, list of shareholders, who voted "for" / "against" each of the resolution that were put to vote, were generated from the e-voting website of CDSL.
14. 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.
15. This scrutinizer's report is being revised as per the requirement of the company and clarification on the point asked by the NSE limited to address the issue.

RESULTS

16. I submit herewith the Revised Scrutinizer's Report on the Results of the remote e-voting and e-voting at the EGM based on the reports generated by CDSL, copy of which is enclosed as Annexure- "A" & relied upon by me and time of votes cast as the corrigendum to the notice of EGM was sent on 10th July, 2023 at 5:21 p.m., so votes casted after mailing of corrigendum has been considered as valid only:

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
25	6253210	6250907	2303





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The resolution wise list is as under:

Resolution No. 1: Special Resolution

ISSUANCE OF EQUITY SHARES ON A PREFERENTIAL BASIS FOR AN AGGREGATE CONSIDERATION NOT EXCEEDING RS. 15,46,05,000 (Fifteen Crore, Forty-Six Lacs and Five Thousand Only).

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	24	6250907	100	0	0	0	2303
E-voting at EGM	0	0	0	0	0	0	0
TOTAL	24	6250907	100	0	0	0	2303*

- Invalid votes include 1 negative vote also.

17. 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.
18. The 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.



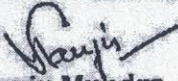


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19. The company may accordingly declare the result of the voting to the respective authorities.

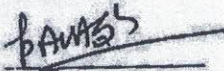
Thanking You,
Yours Faithfully,

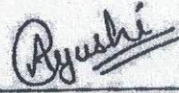

Manju Mundra
Practising Company Secretary
FCS: 4431 CP: 3454
UDIN: F004431E000687511

MANJU MUNDRA
Company Secretary
FCS 4431 CP 3454

Place: Indore
Date: 27-07-2023

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


Palash Jain


Aayushi Mangal

Countersigned by:
For Brand Concepts Limited


Ms. Swati Gupta
Company Secretary and compliance officer





Holder Suf	Memorid	Member Name	Address	No. of Shares	Resolution Number	No. of Votes for Yes	No. of Votes for No	No. of Votes for Abstain	Emilly Voted	User ID	Date of Voting	Status of Vote	BR File name	POA File name
			D 304 RIDGHI SIDHI SOC GORAI ROAD BEHIND RAMESHWAR BANK BORIVALI WEST MUMBAI	1 000	1	0 000	1 000	0 000	INVESTOR 00433421	12043700	2023-07-10 16:33:33.0	VOTED	Full	NONE
		DNYANESHWAR KAMALAKAR Substall: 120437000043342 BHAGWAT	MAHARASHTRA INDIA 400091 4A 13 SANGEETA APTS JHU RD SANTACRUZ WEST NR LIDO CINEMA MUMBAI	2 100 000	1	2 00 000	0 000	0 000	INVESTOR 01907569	12081600	2023-07-10 15:54:36.0	VOTED	Full	NONE
		ANURAG AGRAWAL Substall: 120816001102347	MAHARASHTRA INDIA 400049 FF-6 ESSEL APARTMENT 13/41 WEST PURNABI BAGH NEW DELHI DELHI INDIA 110026 4/1144 MAIN ROAD BHOLANATH NAGAR SHAMDARA DELHI DELHI INDIA 110032 202 LORD SHIVA APT NR BEWAS CHOWK ULHASNAGAR	182 000	1	182 000	0 000	0 000	INVESTOR 11023471	12081600	2023-07-10 19:38:02.0	VOTED	Full	NONE
		AYUSH GUPTA Substall: 130414000163538	DELHI INDIA 110032 202 LORD SHIVA APT NR BEWAS CHOWK ULHASNAGAR	1 000	1	1 000	0 000	0 000	INVESTOR 07635382	13041400	2023-07-10 09:36:41.0	VOTED	Full	NONE
		ANIL S GABRIA Substall: IN3002141039200X	421001 D6 1ST FLOOR IRE SOCIETY CHARAT SINGH COLONY ANDHERI GHATKOPAR LINK ROAD CHAKALA ANDHERI EAST MUMBAI 400093	10 000	1	10 000	0 000	0 000	INVESTOR 10392000	IN300214	2023-07-10 09:10:49.0	VOTED	Full	NONE
		SATISH JAYANTILAL Substall: IN30053640102132 SHAH	421001 D6 1ST FLOOR IRE SOCIETY CHARAT SINGH COLONY ANDHERI GHATKOPAR LINK ROAD CHAKALA ANDHERI EAST MUMBAI 400093	1 000	1	1 000	0 000	0 000	INVESTOR 40102132	IN300536	2023-07-10 09:21:22.0	VOTED	Full	NONE
		LEKHA SATISH Substall: IN30053640102132 SHAH	421001 D6 1ST FLOOR IRE SOCIETY CHARAT SINGH COLONY ANDHERI GHATKOPAR LINK ROAD CHAKALA ANDHERI EAST MUMBAI 400093	1 000	1	1 000	0 000	0 000	INVESTOR 40102132	IN300536	2023-07-10 09:21:22.0	VOTED	Full	NONE
		RAJESH KEWAL RAM Substall: IN30154902025907 CHAINANI	421001 D6 1ST FLOOR IRE SOCIETY CHARAT SINGH COLONY ANDHERI GHATKOPAR LINK ROAD CHAKALA ANDHERI EAST MUMBAI 400093	1 000	1	1 000	0 000	0 000	INVESTOR 40102132	IN301549	2023-07-10 11:22:56.0	VOTED	Full	NONE
		NARENDER KR Substall: IN3022361039540X	702 URJAVIHAR C G H S SECTOR 45 FARIDABAD 171001 4484 GAL JATAH PAHARI CHIRAL SADAR BAZAR DELHI 110006	5 000	1	5 000	0 000	0 000	INVESTOR 1039540X	IN302236	2023-07-10 13:37:24.0	VOTED	Full	NONE
		PARVOD KUMAR Substall: IN3029941008251 JAIN	702 URJAVIHAR C G H S SECTOR 45 FARIDABAD 171001 4484 GAL JATAH PAHARI CHIRAL SADAR BAZAR DELHI 110006	1 000	1	1 000	0 000	0 000	INVESTOR 1008251	IN302994	2023-07-10 09:04:53.0	VOTED	Full	NONE