

Date: 22.12.2022

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: Voting Results 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 15th Annual General Meeting held on Wednesday, 21st December, 2022 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 along with the consolidated scrutinizer's report thereon.

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

Annexure I

Format for Voting Results

Date of the AGM/EGM	21 st December 2022
Total number of shareholders on record date	2373
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:	4(Four)
Public	18(Eighteen)



A handwritten signature in blue ink, appearing to read "J. N. K. H." or a similar variation.

Resolution/Agenda- wise disclosure

Resolution No: 1, As an Ordinary Resolution

1. To receive, consider and adopt

1. the audited Financial Statements of the Company for the financial year ended March 31, 2022, together with the Reports of the Board of Directors and Auditors thereon; and
- b) the audited Consolidated Financial Statements of the Company for the financial year ended March 31, 2022 and Report of Auditors thereon.

Resolution required: (Ordinary/ Special)	Ordinary							
Whether promoter/ promoter group are interested in the agenda/resolution?	No							
Category	Mode of Voting	No. of shares held (1)	No. of votes polled (2)	% of Votes Polled (3)=[(2)/(1)]*100	No. of Votes (4)	No. of Votes against - (5)	% of favour on votes polled (6)=[(4)/(2)]*100	% of Votes in in votes polled (7)=[(5)/(2)]*100
Promoter and Promoter Group	E-Voting	48280004	0	4	0	100%	0	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	48280004	0	4	0	100%	0	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-Private	E-Voting	767055	12	0	12	0	100%	0



Rakesh Agarwal

Non Institutio n s	Poll	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0
Total		767055	12	0	12	0	100%
		5595055	16	0	16	0	100%



Resolution No: 2, As an Ordinary Resolution

2. To appoint a director in place of Mrs. Annapurna Maheshwari (DIN-00038346), who retires by rotation, and being eligible, offers herself for reappointment.

Resolution required: (Ordinary/ Special)	Ordinary							
Whether promoter / promoter group are interested in the agenda/resolution?	Yes							
Category	Mode of Voting	No. of shares held	No. of votes polled	% of Votes Polled on outstanding shares	No. of Votes - in favour	No. of Votes - against	% of Votes in favour on votes polled	% of Votes against on votes polled
		(1)	(2)	(3)=[(2)/(1)]*	(4)	(5)	(6)=[(4)/(2)]*100	(7)=[(5)/(2)]*100
Promoter and Promoter Group	E-Voting	4828000	4	0	4	0	100%	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	4828000	4	0	4	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	767055	12	0	12	0	100%	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	767055	12	0	12	0	100%	0
	Total	5595055	16	0	16	0	100%	0



3. Appointment of Mr. Manish Saksena as an Independent Director.

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 outstanding shares	No. of Votes in favour	No. of Votes - against	% of Votes in favour on votes polled	% of Votes in against on votes polled
Promoter and Promoter Group	E-Voting	4828000	4	0	4	0	100%	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
Total		4828000	4	0	4	0	100%	0
Public- Institute	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 Institute	E-Voting	767055	12	0	12	0	100%	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
Total		767055	12	0	12	0	100%	0
Total		5595055	16	0	16	0	100%	0



Resolution No: 4, As a Special Resolution

4. Appointment of Mr. Kushagra Praveen Toshniwal as an Independent Director

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
		(1)	(2)
		(3)=[(2)/(1)]*	(4)
		100	(5)
Promoter and Promoter Group	E-Voting	4828000	4
	Poll	0	0
	Postal Ballot (if applicable)	0	0
Total		4828000	4
Public- Institutions	E-Voting	0	0
	Poll	0	0
	Postal Ballot (if applicable)	0	0
Total		0	0
Public- Non Institutions	E-Voting	767055	12
	Poll	0	0
	Postal Ballot (if applicable)	0	0
Total		767055	12
Total		5595055	16



Resolution No: 5, As a Special Resolution

5. Approval under section 185 of the Companies Act, 2013.:

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 Polled on outstanding shares	No. of Votes in favour	No. of Votes - against	% of Votes on votes polled
Promoter and Promoter Group	(1)	(2)	(3)=[(2)/(1)]*	(4)	(5)	(6)=[(4)/(2)]*100	(7)=[(5)/(2)]*100
E-Voting	4828000	4	0	4	0	100%	0
Poll	0	0	0	0	0	0	0
Postal Ballot (if applicable)	0	0	0	0	0	0	0
Total	4828000	4	0	4	0	100%	0
Public- Institutions	E-Voting Poll	0 0	0 0	0 0	0 0	0 0	0 0
Total	Postal Ballot (if applicable)	0	0	0	0	0	0
Public- Non Institutions	E-Voting Poll	767055 0	12 0	12 0	0 0	100% 0	0 0
Total	Postal Ballot (if applicable)	767055	12	12	0	100%	0
Total		5595055	16	0	16	0	100%



Resolution No: 6. As a Special Resolution

6. Approval for Remuneration to Mr. Prateek Maheshwari under Regulation 17 6(e)(i) of (Listing Obligations & Disclosure Requirement) Regulation 2015 of SEBI To consider and, if thought fit to pass with or without modification(s), the following resolution as Special Resolution:

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 outstanding (3)=[(2)/(1)]* 100	No.of Votes (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	4828000	4	0	4	0	100%	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
Total		4828000	4	0	4	0	100%	0
Public- Institu	E-Voting	0	0	0	0	0	0	0
	Poll	0	0	0	0	0	0	0
n s	Postal Ballot (if applicable)	0	0	0	0	0	0	0
Total		0	0	0	0	0	0	0
Public- Non Institu	E-Voting	767055	12	0	12	0	100%	0
	Poll	0	0	0	0	0	0	0
n s	Postal Ballot (if applicable)	0	0	0	0	0	0	0
Total		767055	12	0	12	0	100%	0
Total		5595055	16	0	16	0	100%	0



Nalini

Resolution No: 7. As a Special Resolution

7. Withdrawal of Remuneration of Mr. Govind S Shrikhande:.

Resolution required: (Ordinary/ Special)		Special	
Whether promoter/ promoter group are interested in the agenda/resolution?		No	
Category	Mode of Voting	No. of shares held (1)	No. of votes polled (2)
Promoter and Promoter Group	E-Voting	4828000	4
	Poll	0	0
	Postal Ballot (if applicable)	0	0
Total		4828000	4
Public- Institute	E-Voting	0	0
	Poll	0	0
	Postal Ballot (if applicable)	0	0
Total		0	0
Public- Non Institute	E-Voting	767055	12
	Poll	0	0
	Postal Ballot (if applicable)	0	0
Total		767055	12
	Total	5595055	16



Resolution No: 8, As a Special Resolution

8. To Consider and approve Shifting of the Registered Office of the Company from one State to another State and consequent alteration in the Memorandum of Association:.

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	No. of Votes in favour	No. of Votes - against	% of Votes in favour on votes polled	% of Votes against on votes polled
Promoter and Promoter Group	(1)	(2)	(3)=[(2)/(1)]*	(4)	(5)	(6)=[(4)/(2)]*100	(7)=[(5)/(2)]*100	
E-Voting Poll	4828000	4	0	4	0	100%	0	0
Postal Ballot (if applicable)	0	0	0	0	0	0	0	0
Total	4828000	4	0	4	0	100%	0	0
Public- Institutions	E-Voting Poll	0	0	0	0	0	0	0
Postal Ballot (if applicable)	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	0
Public- Non Institutions	E-Voting Poll	767055	12	0	12	0	100%	0
Postal Ballot (if applicable)	0	0	0	0	0	0	0	0
Total	767055	12	0	12	0	100%	0	0
Total	5595055	16	0	16	0	100%	0	



For Brand Concepts Limited



Swati Gupta
Company Secretary & Compliance Officer
Mem No. A33016



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CONSOLIDATED SCRUTINIZER'S REPORT

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

Name of the Company	Brand Concepts Limited CIN: L51909MH2007PLC174702
Meeting	15th Annual General Meeting
Day, Date & Time	Wednesday, 21st December, 2022 at 11:00 A.M. (IST)
Deemed Venue	Registered office situated at Lotus Star, Plot No. D-5, Road No. 20, Marol MIDC, Andheri East, Mumbai – 400093 (MH)
Mode	Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM")

To,
The Chairman,
Brand Concepts Limited
15th Annual 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 15th Annual General Meeting of Brand Concepts Limited held on Wednesday, 21st December, 2022 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 302, Soni Mansion, 12-B Ratlam Kothi, Indore-452001 have been appointed as the Scrutinizer by the Board of Directors of Brand Concepts Limited ("the Company") in their meeting held on 25-11-2022 for the remote e-voting as well as the e-voting by members at the 15th Annual General Meeting ("AGM") of "the Company" held on Wednesday, 21st December, 2022 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 AGM will be deemed to be conducted at the Registered Office of the Company which shall be the deemed venue of the AGM.

I submit my report as under:

DISPATCH OF NOTICE

2. The Company has published an advertisement in Free Press (English newspaper) and in Navshakti, Marathi Newspaper on 29th November, 2022 specifying the date and time of the AGM, 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 AGM etc.
3. The Company has completed the dispatch of notice of AGM and Annual Report 2021-22 by email to all the members by 28th November, 2022 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.
4. The Company has hosted the notice of AGM on its website, website of CDSL, the agency providing the platform for remote e-voting and e-voting during AGM and also intimated the same to BSE timely.





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CUT OFF DATE

5. The shareholders of the Company holding shares as on the "cut-off" date of **Wednesday, 14th December, 2022** were entitled to vote on the resolutions as contained in the Notice of the AGM.

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 AGM on the resolutions contained in the notice to the 15th Annual General Meeting (AGM) 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 AGM.

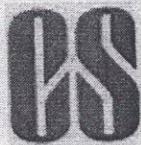
REMOTE E-VOTING

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 Saturday, 17th December, 2022 and ended on 5:00 p.m. (IST) on Tuesday, 20th December, 2022 and the CDSL e-voting platform was disabled thereafter.

VOTING AT AGM

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





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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 period during the AGM, I unblocked the results of the remote e-voting and e-voting by members at the AGM on 21st December, 2022 in the presence of two witnesses, Mr. Palash Jain and Ms. Aashi Agrawal, 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 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 AGM) 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 AGM based on the reports generated by CDSL copy of which is enclosed as Annexure- "A" and relied upon by me as under:

Number of members who cast their votes through remote e-voting and e-voting at AGM	Total no. of Votes cast by them	Total no. of valid votes	Total No. of invalid votes
16	5595055	5595055	0

The resolution wise list is as under:

Resolution No. 1a: Ordinary Resolution

To receive, consider and adopt the Audited Financial Statements of the Company for the financial year ended March 31, 2022, together with the Reports of the Board of Directors and Auditors thereon.





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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	%	
Remote E-voting	16	5595055	100	0	0	0	0
E-voting at AGM	0	0	0	0	0	0	0
TOTAL	16	5595055	100	0	0	0	0

Resolution No. 1b: Ordinary Resolution

To receive, consider and adopt the Audited Consolidated Financial Statements of the Company for the financial year ended March 31, 2022 and Report of Auditor thereon.

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	%	
Remote E-voting	16	5595055	100	0	0	0	0
E-voting at AGM	0	0	0	0	0	0	0
TOTAL	16	5595055	100	0	0	0	0





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Resolution No. 2: Ordinary Resolution

To appoint a director in place of Mrs. Annapurna Maheshwari (DIN-00038346), who retires by rotation, and being eligible, offers herself for reappointment.

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	%	
Remote E-voting	16	5595055	100	0	0	0	0
E-voting at AGM	0	0	0	0	0	0	0
TOTAL	16	5595055	100	0	0	0	0

Resolution No. 3: Special Resolution

Appointment of Mr. Manish Saksena as an Independent Director.

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	%	
Remote E-voting	16	5595055	100	0	0	0	0





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E-voting at AGM	0	0	0	0	0	0	0
TOTAL	16	5595055	100	0	0	0	0

Resolution No. 4: Special Resolution

Appointment of Mr. KUSHAGRA PRAVEEN TOSHNIWAL as an Independent Director.

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	%	
Remote E-voting	16	5595055	100	0	0	0	0
E-voting at AGM	0	0	0	0	0	0	0
TOTAL	16	5595055	100	0	0	0	0

Resolution No. 5: Special Resolution

Approval under section 185 of the Companies Act, 2013.

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





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Remote E-voting	16	5595055	100	0	0	0	0
E-voting at AGM	0	0	0	0	0	0	0
TOTAL	16	5595055	100	0	0	0	0

Resolution No. 6: Special Resolution

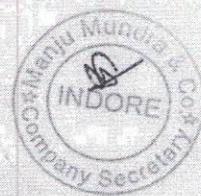
Approval for Remuneration to Mr. Prateek Maheshwari under Regulation 17 6(e)(i) of (Listing Obligations & Disclosure Requirement) Regulation 2015 of SEBI

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	%	
Remote E-voting	16	5595055	100	0	0	0	0
E-voting at AGM	0	0	0	0	0	0	0
TOTAL	16	5595055	100	0	0	0	0

Resolution No. 7: Special Resolution

Withdrawal of Remuneration of Mr. Govind S Shrikhande.

Manner of Voting	Votes in the favour of the resolution	Votes against the resolution	Invalid/ Abstained Votes





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	No. of members	No. of Shares	%	No. of members	No. of Shares	%	No. of Shares
Remote E-voting	16	5595055	100	0	0	0	0
E-voting at AGM	0	0	0	0	0	0	0
TOTAL	16	5595055	100	0	0	0	0

Resolution No. 8: Special Resolution

To Consider and approve Shifting of the Registered Office of the Company from one State to another State and consequent alteration in the Memorandum of Association.

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	%	
Remote E-voting	16	5595055	100	0	0	0	0
E-voting at AGM	0	0	0	0	0	0	0
TOTAL	16	5595055	100	0	0	0	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 AGM.

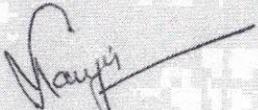




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COMPANY SECRETARIES
302, Soni Mansion Building,
12-B, Ratlam Kothi, Indore-452001
Phone-4993107, 9303223239
[Email-mmanjucs@gmail.com](mailto:mmanjucs@gmail.com)

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

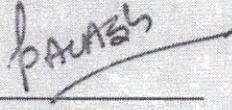
Thanking You,
Yours Faithfully,


Manju Mundra
Company Secretary
FCS: 4431 CP: 3454
UDIN: F004431D002770865

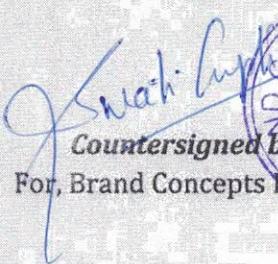
MANJU MUNDRA
Company Secretary
FCS 4431 CP 3454

Place: Indore
Date: 21-12-2022

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


Palash Jain


Aashi Agrawal


Countersigned by:
For, Brand Concepts Limited



Voting Results as of today

EVSN 221123003 for BRAND CONCEPTS LIMITED

ISIN INE977Y01011:BRAND CONCEPTS LIMITED

Nominal Value 10

Voting Rights 1

Total Folios Voted 16

No of Votes 5595055

Res. No.	Yes Count	Yes (%)	No Count	No (%)	TotalCount	Total
1	16	5595055 (100%) 0	0	0 (0%)	16	5595055
2	16	5595055 (100%) 0	0	0 (0%)	16	5595055
3	16	5595055 (100%) 0	0	0 (0%)	16	5595055
4	16	5595055 (100%) 0	0	0 (0%)	16	5595055
5	16	5595055 (100%) 0	0	0 (0%)	16	5595055
6	16	5595055 (100%) 0	0	0 (0%)	16	5595055
7	16	5595055 (100%) 0	0	0 (0%)	16	5595055
8	16	5595055 (100%) 0	0	0 (0%)	16	5595055

