

Holding of Specified Securities

Annexure - I

- Name of Listed Entity: BRAND CONCEPTS LIMITED
- Scrip Code/Name of Scrip/Class of Security
- Share Holding Pattern Filed under: Reg. 31(1)(a)/Reg. 31(1)(b)/Reg. 31(1)(c)
- If under 31(1)(b) then indicate the report for Quarter ending
- If under 31(1)(c) then indicate date of allotment/extinguishment
- Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-

30-09-2021

Particulars	Yes*	No*
1 Whether the Listed Entity has issued any partly paid up shares?		
2 Whether the Listed Entity has issued any Convertible Securities ?		
3 Whether the Listed Entity has issued any Warrants ?		
4 Whether the Listed Entity has any shares against which depository receipts are issued?		
5 Whether the Listed Entity has any shares in locked-in?		
6 Whether any shares held by promoters are pledge or otherwise encumbered?		
7 Whether company has equity shares with differential voting rights?		
8 Whether the listed entity has any significant beneficial owner?		

* If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding Convertible Securities/Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by promoters, as applicable, shall not be displayed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by Listed Entity in above table the values will be considered as 'Zero' by default on submission of the format of holding of specified securities.

Table I - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Category (i)	Category of shareholder (ii)	Table I - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES														
		No. of Share holders (iii)	No. of Share holders fully paid up (iii)	No. of Partly paid-up equity Share holders (iv)	No. of shares underlying Depository Receipts (v) (vii)+(v)+ (vii)	Total nos. shares held (vii) (vii)+(v)+ (vii)	Shareholding as a % of total no. of shares (calculated as per SCRS 1987) (viii)	No. of Voting Rights (viii)	Number of Voting Rights held in each class of securities (ix)	No. of shares held (v) (vii)+(v)+ (vii)	Shareholding as a % of assuming full conversion of convertible securities (including Warrants) (x)	Number of Locked in shares (xi)	No. of Shares pledged or otherwise encumbered (xii)	No. of equity shares held in dematerialized form (xv)		
(A)	Promoter & Promoter Group	6	6316000	0	0	6316000	59.6817	6316000	59.6817	0	59.6817	0	0.0000	0	0.0000	6316000
(B)	Public	261	4266800	0	0	4266800	40.3183	4266800	40.3183	0	40.3183	0	0.0000	0	0.0000	3975140
(C)	Non Promoter-Non Public	0	0	0	0	0	0	0	0	0	0	NA	NA	NA	0	0
(C1)	Shares underlying DRs	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(C2)	Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total		267	10582800	0	0	10582800	# #####	10582800	# #####	0	100.0000	0	0.0000	0	0.0000	40000446

Table II - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PROMOTER AND PROMOTER GROUP

Category & Name of the shareholders (i)	Entity Type	PAN (ii)	No. of Shareholders (iii)	No. of fully paid-up equity shares held (iv)	Partly paid-up equity shares held (v)	No. of shares held underwriting Depository Receipts (vi)	Total nos. shares held (vii) = (iv) + (v) + (vi)	Shareholding % (viii) = (vii)/ (viii)	Number of Voting Rights (ix)	Number of Voting Rights held in each class of securities (x)	No. of Shares Underlying Outstanding convertible securities (including Warrants) (xi)	Shareholding % (xii) = (viii) as a % assuming full conversion of convertible securities	Number of Locked-in shares (xiii)	Number of Shares pledged or otherwise encumbered (xiv)	Number of equity shares held in dematerialized form (xv)	
1 Indian																
(a) Individuals/Hindu undivided Family																
PRADEEP MAHESHWARI	Promoter	AALHP8501M	1	900000	0	900000	8,5044	900000	0	900000	8,5044	0	0,0000	0	0,0000	
Total	Promoter	ALHPM9430C	2	2825000	0	0	2825000	23,8595	2525000	0	2525000	23,8595	0	0,0000	0,0000	
(b) Central Government/State Government(s)																
Total				0	0	0	0	0	0	0	0	0	32,3638	0	0,0000	
(c) Financial Institutions/Banks																
Total				0	0	0	0	0	0	0	0	0	0,0000	0	0,0000	
(d) Any Other(BODIES CORPORATE)																
IFF OVERSEAS PRIVATE LTD	Promoter	AAACI3958A	1	588000	0	0	588000	5,5562	588000	0	588000	5,5562	0	0,0000	0,0000	
Total	Promoter		1	588000	0	0	588000	5,5562	588000	0	588000	5,5562	0	0,0000	0,0000	
(e) Any Other(DIRECTORS RELATIVES)																
ANNAPURNA MAHESHWARI	Promoter	ACAPM7243D	1	1050000	0	0	1050000	9,9218	1050000	0	1050000	9,9218	0	0,0000	0,0000	
PRAATEEK MAHESHWARI	Promoter	AHPMP7063L	1	101000	0	0	1101000	10,4037	1101000	0	1101000	10,4037	0	0,0000	0,0000	
SAKSHI RATHI MAHESHWARI	Promoter	AGPRZ2818F	1	152000	0	0	152000	1,4363	152000	0	152000	1,4363	0	0,0000	0,0000	
Total	Promoter		3	2303000	0	0	2303000	21,7617	2303000	0	2303000	21,7617	0	0,0000	0,0000	
2 Foreign				6	6316000	0	0	6316000	59,6817	6316000	0	6316000	59,6817	0	0,0000	0,0000
(a) Individuals/Non-Resident Individuals/Foreign Individuals																
Total				0	0	0	0	0	0,0000	0	0	0,0000	0	0,0000	0,0000	
(c) Institutions																
Total				0	0	0	0	0	0,0000	0	0	0,0000	0	0,0000	0,0000	
Total Shareholding of Promoters				6	6316000	0	6316000	59,6817	6316000	0	6316000	59,6817	0	0,0000	0,0000	

Details of Shares which remain unclaimed may be given here along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

Note:
(1) PAN would not be displayed on website of Stock Exchange(s).
(2) The term "Encumbrance" has the same meaning as assigned under regulation 28(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Table III - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PUBLIC SHAREHOLDER

Table V - STATEMENT SHOWING DETAILS OF SIGNIFICANT BENEFICIAL OWNERS