

# Holding of Specified Securities

## Annexure - I

1. Name of Listed Entity:	BRAND CONCEPTS LIMITED		
2. Scrip Code/Name of Scrip/Class of Security			
3. Share Holding Pattern Filed under: Reg. 31(1)(a)/Reg. 31(1)(b)/Reg.31(1)(c)			
a. If under 31(1)(b) then indicate the report for Quarter ending	31-03-2022		
b. If under 31(1)(c) then indicate date of allotment/extinguishment			
4. Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-			

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)	No. of Shareholders (III)	No. of fully paid up equity Share held (IV)	No. of Partly paid-up equity Share held (V)	No. of shares underlying Depository Receipts (VI)	Total no. shares held (VII)= (IV)+(V)+(VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (IX)	No. of Shares Underlying Outstanding convertible securities (including Warrants) (X)	Number of Locked in shares (XII)			Number of Shares pledged or otherwise encumbered (XIII)			Number of equity shares held in dematerialized form (XIV)		
										No of Voting Rights			Total as a % of (A+B+C)	No. (a)	As a % of total shares held (b)	No. (a)	As a % of total shares held (b)	
										Class Equity Y	Class Others Z	Total						
(A)	Promoter & Promoter Group	6	6316000	0	0	6316000	59.6817	6316000	0	6316000	59.6817	0	59.6817	0	0.0000	0	0.0000	6316000
(B)	Public	715	4266800	0	0	4266800	40.3183	4266800	0	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	0	0	0	0.0000	0	0.0000	0
(C1)	Shares underlying DRs	0	0	0	0	0	NA	0	0	0	0	0	0	0	0.0000	0	0.0000	NA
(C2)	Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	NA
	Total	721	10582800	0	0	10582800	10582800	10582800	100.0000	10582800	100.0000	0	100.0000	0	0.0000	0	0.0000	10291140

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

	Category & Name of the shareholders (I)	Entity Type	PAN (II)	No of Share holders (III)	No of fully paid up equity Shares held (IV)	Partly paid-up equity Share held (V)	No. of shares underlying Depository Receipts (VI)	Total nos. shares held (VII)= (IV)+(V)+(VI)	Shareholding % calculated as per SCRR, 1997 As a % of (A+B+C) 2) (VIII)	Number of Voting Rights held in each class of securities (IX)			No. of Shares Underlying Outstanding convertible securities (including Warrants) (X)	Number of Locked in shares (XII)			Number of Shares pledged or otherwise encumbered (XIII)		Number of equity shares held in dematerialized form (XIV)
										No of Voting Rights				Total as a % of (A+B+C)	No. (a)	No. (a)	No. (a)	As a % of total shares held (b)	
<b>1 Indian</b>																			
<b>(a) Individuals/Hindu undivided Family</b>																			
PRADEEP MAHESHWARI	Promoter	AAJHP8501M	1	900000	0	0	900000	8,5044	900000	0	900000	8,5044	0	8,5044	0	0,0000	0	0,0000	900000
PRADEEP MAHESHWARI	Promoter	AHIPM9430C	1	2525000	0	0	2525000	23,8595	2525000	0	2525000	23,8595	0	23,8595	0	0,0000	0	0,0000	2525000
<b>Total</b>			<b>2</b>	<b>3425000</b>	<b>0</b>	<b>0</b>	<b>3425000</b>	<b>32,3638</b>	<b>3425000</b>	<b>0</b>	<b>3425000</b>	<b>32,3638</b>	<b>0</b>	<b>32,3638</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>3425000</b>
<b>(b) Central Government/State Government(s)</b>																			
			0	0	0	0	0	0,0000	0	0	0	0,0000	0	0,0000	0	0,0000	0	0,0000	0
<b>Total</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>
<b>(c) Financial Institutions/Banks</b>																			
			0	0	0	0	0	0,0000	0	0	0	0,0000	0	0,0000	0	0,0000	0	0,0000	0
<b>Total</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>
<b>(d) Any Other(BODIES CORPORATE)</b>																			
IFF OVERSEAS PRIVATE LTD	Promoter	AAACI3958A	1	588000	0	0	588000	5,5562	588000	0	588000	5,5562	0	5,5562	0	0,0000	0	0,0000	588000
<b>Total</b>			<b>1</b>	<b>588000</b>	<b>0</b>	<b>0</b>	<b>588000</b>	<b>5,5562</b>	<b>588000</b>	<b>0</b>	<b>588000</b>	<b>5,5562</b>	<b>0</b>	<b>5,5562</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>588000</b>
<b>(d) Any Other(DIRECTORS RELATIVES)</b>																			
ANAPURNA MAHESHWARI	Promoter Group	ACAPM7243D	1	1050000	0	0	1050000	9,9218	1050000	0	1050000	9,9218	0	9,9218	0	0,0000	0	0,0000	1050000
PRATEEK MAHESHWARI	Promoter Group	AHIPM7063L	1	1101000	0	0	1101000	10,4037	1101000	0	1101000	10,4037	0	10,4037	0	0,0000	0	0,0000	1101000
SAKSHI RATHI MAHESHWARI	Promoter Group	AIGPR2818F	1	152000	0	0	152000	1,4363	152000	0	152000	1,4363	0	1,4363	0	0,0000	0	0,0000	152000
<b>Total</b>			<b>3</b>	<b>2303000</b>	<b>0</b>	<b>0</b>	<b>2303000</b>	<b>21,7617</b>	<b>2303000</b>	<b>0</b>	<b>2303000</b>	<b>21,7617</b>	<b>0</b>	<b>21,7617</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>2303000</b>
<b>Sub-Total (A)1</b>			<b>6</b>	<b>6316000</b>	<b>0</b>	<b>0</b>	<b>6316000</b>	<b>59,6817</b>	<b>6316000</b>	<b>0</b>	<b>6316000</b>	<b>59,6817</b>	<b>0</b>	<b>59,6817</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>6316000</b>
<b>2 Foreign</b>																			
<b>(a) Individuals/Non-Resident Individuals/Foreign Individuals)</b>																			
			0	0	0	0	0	0,0000	0	0	0	0,0000	0	0,0000	0	0,0000	0	0,0000	0
<b>Total</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>
<b>(c) Institutions</b>																			
			0	0	0	0	0	0,0000	0	0	0	0,0000	0	0,0000	0	0,0000	0	0,0000	0
<b>Total</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>
<b>Sub-Total (A)2</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>
<b>Total Shareholding of Promoters</b>			<b>6</b>	<b>6316000</b>	<b>0</b>	<b>0</b>	<b>6316000</b>	<b>59,6817</b>	<b>6316000</b>	<b>0</b>	<b>6316000</b>	<b>59,6817</b>	<b>0</b>	<b>59,6817</b>	<b>0</b>	<b>0,0000</b>	<b>0</b>	<b>0,0000</b>	<b>6316000</b>

Details of Shares which remain unclaimed may be given hear 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 IV - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE NON PROMOTER - NON PUBLIC SHAREHOLDER**

### Note

(1) PAN would not be displayed on website of Stock Exchange(s).

(2) The above format needs to disclose name of all holders holding more than 1% of total number of shares.

(3) W.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available.

Table V - STATEMENT SHOWING DETAILS OF SIGNIFICANT BENEFICIAL OWNERS