

Holding of Specified Securities

Annexure - I

1. Name of Listed Entity: BRAND CONCEPTS LIMITED	
2. Scrip Code/Name of Scrip/Class of Security Reg. 31(1)(a)/Reg. 31(1)(b)/Reg.31(1)(c)	
3. Share Holding Pattern Filed under: Reg. 31(1)(b) then indicate the report for Quarter ending 31-12-2021	
a. If under 31(1)(b) then indicate the report for Quarter ending	
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*
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 any shares held by promoters are held with differential voting rights?	
8 Whether company has equity shares with differential voting rights?	
* 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 1 - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Category (I)	Category of shareholder (II)	No. of Share holders (III)	No. of fully paid-up equity Share held (IV)	No. of Partly paid-up equity Share held (V)	No. of shares held (VI)= (IV)+(V)+(VI)	Total nos. 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 (IX)	Shareholding, as a % assuming full conversion of convertible securities, as a % of diluted share (X) As a % of (A+B+C2)	No. of Shares held in Lockedin shares (XI)	Number of Shares pledged or otherwise encumbered (XII)	Number of equity shares held in dematerialized form (XIV)
									No. of shares held (X)= (VII)+(X)	No. of Voting Rights (XI) As a % of (A+B+C)	No. of shares held (XII) As a % of (A+B+C)	No. of shares held (XIV) As a % of (A+B+C)
(A) Promoter & Promoter Group		6	6316000	0	0	6316000	59.6817	0	59.6817	0	0.0000	0
(B) Public			263	4266800	0	4266800	40.3183	0	40.3183	0	0.0000	0
(C) Non Promoter-Non Public			0	0	0	0	0	0	0	0	0.0000	NA
(C1) Shares underlying DRs			0	0	0	0	NA	0	0	0	0.0000	NA
(C2) Shares held by Employee Trusts			0	0	0	0	0	0	0	0	0.0000	0
Total		269	10582800	0	0	10582800	100.0000	0	100.0000	0	0.0000	10291140

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

Category & Name of the shareholders (i)	Entity Type (ii)	PAN (iii)	No of Share Holders (iv)	No of fully paid-up equity shares held (v)	Partly paid-up equity underlying Share Receipts (vi)	No of shares held (vii) = (iv)+(v)+(vi)	Total nos. shares held (viii)	Shareholding % calculated as per SCRR, 19 57	Number of Voting Rights (ix)	No. of Outstanding securities (including Warrants) (x)	Shareholding % as a % of (A+B+C)	Number of Locked in shares (xi)	Number of Shares pledged or otherwise encumbered (xii)	Number of equity shares held in dematerialized form (xiii)	Number of equity shares held (xiv)
1 Indian															
(a) Individuals(Hindu undivided Family PRADEEP MAHESHWARI)	Promoter	AAHHP8501M AHPMP9430C	1 2	900000 2525000 3425000	0 0 0	900000 23,8595 32,3638	8,5044 2825000 3425000	0 0 0	8,5044 23,8595 32,3638	0 0 0	0 0 0	0 0 0	0 0 0	0 0 0	900000 2525000 3425000
(b) Central Government/State Government(s)				0	0	0	0	0	0	0	0	0	0	0	0
Total				0	0	0	0	0	0	0	0	0	0	0	0
Total				0	0	0	0	0	0	0	0	0	0	0	0
(c) Financial Institutions/Banks				0	0	0	0	0	0	0	0	0	0	0	0
Total				0	0	0	0	0	0	0	0	0	0	0	0
(d) Any Other(BODIES CORPORATE) IFC OVERSEAS PRIVATE LTD	Promoter	AAACI3959A	1	588000	0	0	588000	5,5562	588000	0	5,5562	0	0	0	588000
Total				588000	0	0	588000	5,5562	588000	0	5,5562	0	0	0	588000
(d) Any Other(DIRECTORS RELATIVES) ANNA PURNIMA MAHESHWARI	Promoter Group	ACAPW7243D AHPMP7063L	1 1	1050000 1101000	0 0	1050000 1101000	9,9218 10,4037	0 0	9,9218 10,4037	0 0	0 0	0 0	0 0	0 0	1050000 1101000
PRAATEEK MAHESHWARI	Promoter Group	AGPR2818F	1	152000	0	0	152000	1,4363	152000	0	1,4363	0	0	0	152000
SAKSHI RATHI MAHESHWARI	Promoter Group		3	2303000	0	0	2303000	21,7617	2303000	0	21,7617	0	0	0	2303000
Total			6	6316000	0	0	6316000	59,6817	6316000	0	59,6817	0	0	0	6316000
Sub-Total (A)1															
2 Foreign															
(a) Individuals(Non-Resident Individuals/Foreign Individuals)				0	0	0	0	0	0	0	0	0	0	0	0
Total				0	0	0	0	0	0	0	0	0	0	0	0
(c) Institutions				0	0	0	0	0	0	0	0	0	0	0	0
Total				0	0	0	0	0	0	0	0	0	0	0	0
Sub-Total (A)2				6	6316000	0	6316000	59,6817	6316000	0	59,6817	0	0	0	6316000
Total Shareholding of Promoters															

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

Category & Name of the shareholders (i)	PAN (ii)	No. of Share holders (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 nos. shares held (vii) = (iv)+(v)+(vi)	Shareholding g % calculated as per SCRR,1957 As a % of (A+B+C2) (viii)	Number of Voting Rights as a % of (A+B+C2) (ix)	Total No. of Voting Rights (x)	Total No. of Voting Rights as a % of (A+B+C2) (xi)	Number of shares held in each class of securities (xii)	No. of Shares pledged or otherwise encumbered (xiii)	Number of equity shares held in dematerialized form (xv)	
1 Institutions														
(a) Mutual Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	NA
(b) Venture Capital Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	NA
(c) Alternative Investment Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	NA
(d) Foreign Venture Capital Investors		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	NA
(e) Foreign Portfolio Investors		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	NA
(f) Financial Institutions(Banks)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	NA
(g) Insurance Companies		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	NA
(h) Provident Funds/Pension Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	NA
SUB TOTAL (B)(1)														
2 Central/ State government(s)														
(a) Central Government/State Government(s)/President of India		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	NA
SUB TOTAL (B)(2)														
3 Non-institutions														
(a. Individuals - i. individual shareholders holding nominal share capital up to Rs. 2 lakhs.		202	923800	0	923800	8,7293	923800	0	923800	8,7293	0	0.0000	NA	NA
1) share capital up to Rs. 2 lakhs.														
(a. INDIVIDUAL - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		28	2421100	0	2421100	22,8777	2421100	0	2421100	22,8777	0	22,8777	0	0.0000
ABHINAV KUMAR	AOKPK1790C	1	763000	0	763000	7,2098	763000	0	763000	7,2098	0	0.0000	0	0.0000
GITA KIRTI AMBANI	AADP4591H	1	336000	0	336000	3,1750	336000	0	336000	3,1750	0	0.0000	0	0.0000
LAXMI CHANDRAKANT SHAH	AAVPSD596H	1	291660	0	291660	2,7560	291660	0	291660	2,7560	0	0.0000	0	0.0000
PRASHANT CHANDRAKANT SHAH		1	194440	0	194440	1,8373	194440	0	194440	1,8373	0	0.0000	0	0.0000
(b) NBFCs registered with RBI		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000
(c) Employee Trusts		0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	NA	NA
(d) Overseas Depositors (holding DRs) (balancing figure)		0	0	0	0	0	0	0	0	0	0	0.0000	NA	NA
(e) ANY OTHER(BODIES CORPORATE)	AACC1H948J	11	820600	0	820600	7,7541	820600	0	820600	7,7541	0	0.0000	0	0.0000
HARYANA REFRactories PRIVATE LIMITED		1	390000	0	390000	3,6852	390000	0	390000	3,6852	0	0.0000	0	0.0000
TANAM INVESTMENT SERVICES PRIVATE LIMITED	AADCT3343B	1	291100	0	291100	2,7564	291100	0	291100	2,7564	0	0.0000	0	0.0000
(e) ANY OTHER(CLEARING MEMBER)		1	18000	0	18000	0.1701	18000	0	18000	0.1701	0	0.0000	NA	NA
(e) Any Other(HINDU UNDIVIDED FAMILY)		18	76900	0	76900	0.7267	76900	0	76900	0.7267	0	0.7267	0	0.7267
(e) Any Other(NON RESIDENT INDIANS (NRI))		3	6400	0	6400	0.0605	6400	0	6400	0.0605	0	0.0605	0	0.0605
SUB TOTAL (B)(3)		263	4266800	0	4266800	40,3183	4266800	0	4266800	40,3183	0	0.0000	0	0.0000
Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)														

Details of the shareholders acting as persons in Concert including their Shareholding (No. and %): 0
Details of the shareholders 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 above format needs to be disclosed along with the name of following persons:
Institutions/Non Institutions holding more than 1% of total number of shares.

Table V.- STATEMENT SHOWING DETAILS OF SIGNIFICANT BENEFICIAL OWNERS