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	**30-09-2023**			
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.s of Share holders (III)	No. of fully paid up equity Share held (IV)	No.s of Partly paid-up equity Share held (V)	No. of shares underlying Depository Receipts (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 Votting Rights held in each class of securities (IX)				No. of Shares Underlying Outstating convertible securities (including Warrants) (X)	Shareholding, as a % assuming full conversion of convertible securities(as a % of diluted share capital) (XI)=(VII)+(X) As a % of (A+B+C2)	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 x	Class Others y	Total								
(A)	Promoter & Promoter Group	5	5422546	0	0	5422546	51.2392	5422546	0	5422546	51.2392	0	51.2392	0	0.0000	0	0.0000	5422546
(B)	Public	4294	5160254	0	0	5160254	48.7608	5160254	0	5160254	48.7608	0	48.7608	56897	1.1026	0	0	4868594
(C)	Non Promoter-Non Public	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(C1)	Shares underlying DRs	0	0	0	0	0	NA	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
(C2)	Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
	Total	4299	10582800	0	0	10582800		10582800	0	10582800	100.0000	0	100.0000	56897	0.5376			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,1957 As a % of (A+B+C2) (VIII)	Number of Voting Rights held in each class of securities (IX)				No. of Shares Underlying Outstating convertible securities (including Warrants) (X)	Shareholding, as a % assuming full conversion of convertible securities(as a % of diluted share capital) (XI)=(VII)+(X) As a % of (A+B+C2)	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	Class Others	Total								
1	Indian																			
(a)	Individuals/Hindu undivided Family																			
	PRADEEP MAHESHWARI	Promoter	AAIHP8501M	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	AHJPM9430C	1	2322904	0	0	2322904	21.9498	2322904	0	2322904	21.9498	0	21.9498	0	0.0000	0	0.0000	2322904
	Total			2	3222904	0	0	3222904	30.4542	3222904	0	3222904	30.4542	0	30.4542	0	0.0000	0	0.0000	3222904
(b)	Central Government/State Government(s)																			
				0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
	Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(c)	Financial Institutions/Banks																			
				0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
	Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(d)	Any Other(DIRECTORS RELATIVES)																			
	ANNAPURNA 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	997642	0	0	997642	9.4270	997642	0	997642	9.4270	0	9.4270	0	0.0000	0	0.0000	997642
	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
	Total			3	2199642	0	0	2199642	20.7851	2199642	0	2199642	20.7851	0	20.7851	0	0.0000	0	0.0000	2199642
	Sub-Total (A)(1			5	5422546	0	0	5422546	51.2392	5422546	0	5422546	51.2392	0	51.2392	0	0.0000	0	0.0000	5422546
2	Foreign																			
(a)	Individuals(Non-Resident Individuals/Foreign Individuals)																			
				0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
	Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(c)	Institutions																			
				0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
	Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
	Sub-Total (A)(2			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
	Total Shareholding of Promoters			5	5422546	0	0	5422546	51.2392	5422546	0	5422546	51.2392	0	51.2392	0	0.0000	0	0.0000	5422546

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.s of Share holders (III)	No. of fully paid up equity Share held (IV)	Partly paid-up equity Share held (V)	No.s of shares underlying Depository Receipts (VI)	Total nos. shares held (VII)= (IV)+(V)+(VI)	Shareholding % calculated as per SCRR,1957) As a % of (A+B+C2) (VIII)	Number of Voting Rights held in each class of securities (IX)				No. of Shares Underlying Outstating convertible securities (including Warrants) (X)	Total Shareholding, as a % assuming full conversion of convertible securities(as a percentage of diluted share capital) (XI)=(VII)+(X) As a % of (A+B+C2)	Number of Locked in shares (XII)		Number of Shares pledged or otherwise encumbered (XIII)		Number of equity shares held in dematerialized form (XIV)	Sub-categorization of shares (XV)		
									No of Voting Rights			Total as a % of Total Voting Rights								Shareholding (No. of shares) under		
									Class Equity X	Class Others Y	Total				No. (a)	As a % of total shares held (b)	No. (Not applicable) (a)	As a % of total shares held (b)		Sub-category (i)	Sub-category (ii)	Sub-category (iii)
1	Institutions (Domestic)																					
(a)	Mutual Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(b)	Venture Capital Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(c)	Alternate Investment Funds		1	125000	0	0	125000	1.1812	125000	0	125000	1.1812	0	1.1812	0	0.0000	NA	NA	125000			
	INDIA EQUITY FUND 1	AABTI6970J	1	125000	0	0	125000	1.1812	125000	0	125000	1.1812	0	1.1812	0	0.0000	0	0	125000			
(d)	Banks		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(e)	Insurance Companies		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(f)	Provident / Pension Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(g)	Asset Reconstruction Companies		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(h)	Sovereign Wealth Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(i)	NBFCs registered with RBI		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(j)	Other Financial Institutions		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
	SUB TOTAL (B)(1)		1	125000	0	0	125000	1.1812	125000	0	125000	1.1812	0	1.1812	0	0.0000	NA	NA	125000			
2	Institutions (Foreign)																					
(a)	Foreign Direct Investment		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(b)	Foreign Venture Capital Investors		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(c)	Foreign Sovereign Wealth Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(d)	Foreign Portfolio Investors Category I		1	95	0	0	95	0.0009	95	0	95	0.0009	0	0.0009	0	0.0000	NA	NA	95			
(e)	Foreign Portfolio Investors Category II		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(f)	OVERSEAS DEPOSITORIES (Holding DRs) (Balancing Figure)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
	SUB TOTAL (B)(2)		1	95	0	0	95	0.0009	95	0	95	0.0009	0	0.0009	0	0.0000	NA	NA	95			
3	Central Government / State Government																					
(a)	Central Government / President of India		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(b)	State Government / Governor		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(c)	Central/State Govt. shareholding by Cos or Bodies Corp		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
	SUB TOTAL (B)(3)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
4	Non-institutions																					
(a)	Associate Companies / Subsidiaries		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(b)	Directors And their relatives (Non-Promoter)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(c)	Key Managerial Personnel		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(d)	Relatives of Promoters (Non-Promoter)		2	1950	0	0	1950	0.0184	1950	0	1950	0.0184	0	0.0184	0	0.0000	NA	NA	1950			
(e)	Trusts (Non-Promoter)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(f)	Investor Education and Protection Fund(IEPF)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(g)	Individuals - i. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.		4058	1411996	0	0	1411996	13.3424	1411996	0	1411995	13.3424	0	13.3424	4338	0.3072	NA	NA	1411996			
(h)	INDIVIDUAL - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		25	2513212	0	0	2513212	23.7481	2513212	0	2513212	23.7481	0	23.7481	52559	2.0913	NA	NA	2221552			
	ABHINAV KUMAR	AOXPK1790C	1	763000	0	0	763000	7.2098	763000	0	763000	7.2098	0	7.2098	0	0.0000	0	0	763000			
	GITA KIRTI AMBANI	AADPA5911H	1	336000	0	0	336000	3.1750	336000	0	336000	3.1750	0	3.1750	0	0.0000	0	0	336000			
	JATINDER AGARWAL	AESPA6362F	1	200000	0	0	200000	1.8899	200000	0	200000	1.8899	0	1.8899	0	0.0000	0	0	200000			
	LAXMI CHANDRAKANT SHAH	----------	1	291660	0	0	291660	2.7560	291660	0	291660	2.7560	0	2.7560	0	0.0000	0	0	0			
	PRASHANT CHANDRAKANT SHAH	AAYPS0596H	1	109254	0	0	109254	1.0324	109254	0	109254	1.0324	0	1.0324	0	0.0000	0	0	109254			
(i)	NON RESIDENT INDIANS (NRIs)		83	69530	0	0	69530	0.6570	69530	0	69530	0.6570	0	0.6570	0	0.0000	NA	NA	69530			
(j)	FOREIGN NATIONALS		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(k)	Foreign Companies		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0			
(l)	BODIES CORPORATE		43	920520	0	0	920520	8.6983	920520	0	920520	8.6983	0	8.6983	0	0.0000	NA	NA	920520			
	BAJORIA FINANCIAL SERVICES PRIVATE LIMITED	AADCB0160C	1	171571	0	0	171571	1.6212	171571	0	171571	1.6212	0	1.6212	0	0.0000	0	0	171571			
	HARYANA REFRACTORIES PRIVATE LIMITED	AACCH8048J	1	146952	0	0	146952	1.3886	146952	0	146952	1.3886	0	1.3886	0	0.0000	0	0	146952			
	TANAM INVESTMENT SERVICES PRIVATE LIMITED	AADCT3343B	1	291700	0	0	291700	2.7564	291700	0	291700	2.7564	0	2.7564	0	0.0000	0	0	291700			
(m)	Any Other(HINDU UNDIVIDED FAMILY)		80	113725	0	0	113725	1.0746	113725	0	113725	1.0746	0	1.0746	0	0.0000	NA	NA	113725			

(m)	Any Other(PROPRIETORY FIRM)		1	4226	0	0	4226	0.0399	4226	0	4226	0.0399	0	0.0399	0	0.0000	NA	NA	4226			
	SUB TOTAL (B)(4)		4292	5035159	0	0	5035159	47.5787	5035159	0	5035159	47.5787	0	47.5787	56897	1.1300	NA	NA	4743499			
	Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3)		4294	5160254	0	0	5160254	48.7608	5160254	0	5160254	48.7608	0	48.7608	56897	1.1026	0	NA	4868594			

Details of the shareholders acting as persons in Concert including their Shareholding (No. and %): 0

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 above format needs to be disclosed along with the names of the shareholders holding 1% or more than 1% of shares of the listed entity. Column no. (XIII) is not applicable in the above format.

(3) W.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available and the balance to be disclosed as held by custodian.

(4) Categorization and disclosure of each shareholder category should be carried out in the order prescribed in the above format. If a shareholder is falling under more than one category, then the same shall be classified in the category falling first in the order prescribed in the above format. Shareholding under
any of the categories shall be unique and will not be duplicated under multiple categories.

(5) Sub-categorization of shares under column no. (XV) will be based on shareholding (no. of shares) under the following sub-categories:

(i) Shareholders who are represented by a nominee Director on the board of the listed entity or have the right to nominate a representative (i.e. Director) on the board of the listed entity.

(ii) Shareholders who have entered into shareholder agreement with the listed entity.

(iii) Shareholders acting as persons in concert with promoters.

Table IV - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE NON PROMOTER - NON PUBLIC SHAREHOLDER

	Category & Name of the shareholders (I)	PAN (II)	No. of Share holders (III)	No. of fully paid up equity Share held (IV)	Partly paid-up equity Share held (V)	No.s of shares underlying Depository Receipts (VI)	Total no. shares held (VII)= (IV)+(V)+(VI)	Shareholding % calculated as per SCRR,1957) As a % of (A+B+C2) (VIII)	Number of Voting Rights held in each class of securities (IX)				No. of Shares Underlying Outstating convertible securities (including Warrants) (X)	Total Shareholding, as a % assuming full conversion of convertible securities(as a % of diluted share capital) (XI)=(VII)+(X) As a % of (A+B+C2)	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. (Not applicable) (a)	As a % of total shares held (Not applicable) (b)	
									Class Equity x	Class Others y	Total								
1	Custodian/DR Holder																		
	0		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
	Total Non Promoter-Non Public Shareholding (C)=(C)(1)+(C)(2)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0

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																
Sr. No	Details of the significant beneficial owner (I)			Details of the registered owner (II)				Details of holding/ exercise of right of the SBO in the reporting company, whether direct or indirect *: (III) Whether by virtue of:							Date of creation / acquisition of significant beneficial interest* (IV)	
	Name	PAN/Passport No. in case of a foreign national	Nationality	Name	PAN/Passport No. in case of a foreign national	Nationality		Shares %	Voting rights %	Rights on distributable dividend or any other distribution	Exercise of control	Exercise of significant influence				

Annexure - B		
Table VI - Statement Showing Foreign Ownership Limit		
	Board approved limits	Limits utilized
As on shareholding date		
As on the end of previous 1st quarter		
As on the end of previous 2nd quarter		
As on the end of previous 3rd quarter		
As on the end of previous 4th quarter		