



BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484

4th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,
Bicholi Mardana, Indore, Madhya Pradesh, India - 452016

Phone: 91-731-4223000, Fax- 4221222/444

Email: info@brandconcepts.in

Date: 21.03.2026

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
East, Mumbai - 400051

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001 Bandra

Symbol: [BCONCEPTS]

Scrip Code: 543442

Sub: Rating by India Ratings and Research Private Limited (Ind-Ra)

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the India Ratings and Research Private Limited (Ind-Ra), a credit rating agency vide its' letter dated 20 March 2026 has affirmed the Credit Rating to Company's Bank loan facilities as follows:

Instrument Type	Amount (In Millions)	Rating Assigned	Remarks
Bank loan facilities	INR690	IND BBB/Stable/IND A3+	Assigned
Bank loan facilities	INR840	IND BBB/Stable/IND A3+	Affirmed

The above information will also be hosted on the website of the Company at www.brandconcepts.in . You are requested to kindly take the same on record.

Thanking you,

For, **Brand Concepts Limited**

Swati Gupta
Company Secretary & Compliance Officer
M No. A33016