



# BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484  
04<sup>th</sup> Floor UNO Business Park, Indore Bypass Road, Oppo. Sahara City,  
Bicholi Mardana, Indore, Madhya Pradesh, India - 452016  
Phone: 91-731-4223000, Fax- 4221222/444  
Email: info@brandconcepts.in

Date: 04<sup>th</sup> October, 2024

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

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

Symbol: [BCONCEPTS]

Scrip Code: 543442

**Subject: Summary of Proceeding with respect to the meeting of the Unsecured Creditor of the Brand Concepts Limited convened pursuant to the order dated on 21<sup>st</sup> August 2024 as amended on 23<sup>rd</sup> August 2024 passed by the Hon'ble National Company Law Tribunal, Indore Bench ("NCLT") in CA(CAA)/4(MP)2024.**

Dear Sir/Mam,

As per the requirement to Regulation 30 of SEBI (LODR) Regulation, 2015, and pursuant to the order dated on 21<sup>st</sup> August 2024 as amended on 23<sup>rd</sup> August 2024 passed by the Hon'ble National Company Law Tribunal, Indore Bench ("NCLT") in CA(CAA)/4(MP)2024 (NCLT Order) find enclosed herewith the proceeding of Unsecured Creditor – NCLT Convene Meeting of the Unsecured Creditors of Brand Concepts Limited held on Friday, October 04<sup>th</sup>, 2024 at 03:30 PM through Video Conferencing (VC)/for approving the Scheme of Amalgamation of IFF Overseas Private Limited ("Transferor Company") with Brand Concepts Limited ("Transferee Company") and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 to transact the business.

S.No	Business Transacted
<b><u>Special Business</u></b>	
1.	<b>Approval of Scheme of Amalgamation of IFF Overseas Private Limited ("Transferor Company") with Brand Concepts Limited ("Transferee Company") and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013</b>



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The quorum for the meeting fixed by the NCLT is 50% of the value as a whole of the class of unsecured creditors.

**Mr. Jay Kocheta**, Tax Consultant, Chairman after getting information from Ms. Swati Gupta Company Secretary & Compliance Officer of the Company regarding the requisite quorum not being present within 30 minutes of the meeting ordered adjournment of the meeting to the same day in the next week at the same time and place as per the NCLT Order. The intimation about the adjourned meeting should be given to each creditor through e-mail or by any other mode. If the quorum is still not present on such adjournment date, then the Chairman may furnish a report to that effect to NCLT within seven days thereafter.

The meeting was concluded at 04:15 PM.

We hereby request to kindly take the notice of above information on your record.

**Yours Sincerely,  
For Brand Concepts Limited**

**Swati Gupta  
Company Secretary & Compliance Officer  
(Mem No. ACS 33016)**