

Date: 06th January 2025

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 Jeejeebhoy Towers,
 Dalal Street,
 Mumbai - 400001

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Credit Rating

Dear Sir,

In accordance with the provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that India Ratings and Research (**Ind-Ra**), a credit rating agency has assigned the following ratings to the Term Loan, Fund-based working capital limit and non-fund-based capital/working capital limit to the Company.

Facilities	Amount (In millions)	Rating	Rating Action
Term loan	21	IND BBB/Stable	Affirmed
Non-fund-based capital limit	99	IND A3+	Affirmed
Fund-based working capital limit	250	IND BBB/Stable	Affirmed
Fund-based working capital limit	100	IND BBB/Stable	Assigned
Proposed Fund-based working capital limit	13.9	IND BBB/Stable	Assigned
Non-fund-based working capital limit	125	IND A3+	Assigned
Term loan	231.10	IND BBB/Stable	Assigned



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

The credit rating letter received along with rationale from India Ratings and Research (**Ind-Ra**) is attached as an Annexure.

The credit rating letter was received by the Company on January 06, 2025 at around 4:32 p.m. (IST)

We request you to kindly take the above information on your record.

Yours faithfully,

For Brand Concepts Limited

Prateek Maheshwari
Managing Director
DIN: 00039340

Mr. Abhinav Kumar .
Director
Brand Concepts Limited
140/2/2 Ring Road,
Musakhedi Square, Indore - 452020

January 03, 2025

Dear Sir/Madam,

Re: Rating Letter for BLR of Brand Concepts Limited

India Ratings and Research (Ind-Ra) has taken the following rating actions on Brand Concepts Limited's (BCL) debt instruments:

Instrument Type	Maturity Date	Size of Issue (million)	Rating Assigned along with Outlook/Watch	Rating Action
Term loan	31 January 2027	INR21	IND BBB/Stable	Affirmed
Non-fund-based capital limit	-	INR99	IND A3+	Affirmed
Fund-based working capital limit	-	INR250	IND BBB/Stable	Affirmed
Fund-based working capital limit	-	INR100	IND BBB/Stable	Assigned
Proposed Fund-based working capital limit	-	13.9	IND BBB/Stable	Assigned
Non-fund-based working capital limit	-	INR125	IND A3+	Assigned
Term loan	31 March 2027	INR231.10	IND BBB/Stable	Assigned

In issuing and maintaining its ratings, India Ratings relies on factual information it receives from issuers and underwriters and from other sources India Ratings believes to be credible. India Ratings conducts a reasonable investigation of the factual information relied upon by it in accordance with its ratings methodology, and obtains reasonable verification of that information from independent sources, to the extent such sources are available for a given security.

The manner of India Ratings factual investigation and the scope of the third-party verification it obtains will vary depending on the nature of the rated security and its issuer, the requirements and practices in India where the rated security is offered and sold, the availability and nature of relevant public information, access to the management of the issuer and its advisers, the availability of pre-existing third-party verifications such as audit reports, agreed-upon procedures letters, appraisals, actuarial reports, engineering reports, legal opinions and other reports provided by third parties, the availability of independent and competent third-party verification sources with respect to the particular security or in the particular jurisdiction of the issuer, and a variety of other factors.

Users of India Ratings ratings should understand that neither an enhanced factual investigation nor any third-party verification can ensure that all of the information India Ratings relies on in connection with a rating will be accurate and complete. Ultimately, the issuer and its advisers are responsible for the accuracy of the information they provide to India Ratings and to the market in offering documents and other reports. In issuing its ratings India Ratings must rely on the work of experts, including independent auditors with respect to financial statements and attorneys with

respect to legal and tax matters. Further, ratings are inherently forward-looking and embody assumptions and predictions about future events that by their nature cannot be verified as facts. As a result, despite any verification of current facts, ratings can be affected by future events or conditions that were not anticipated at the time a rating was issued or affirmed.

India Ratings seeks to continuously improve its ratings criteria and methodologies, and periodically updates the descriptions on its website of its criteria and methodologies for securities of a given type. The criteria and methodology used to determine a rating action are those in effect at the time the rating action is taken, which for public ratings is the date of the related rating action commentary. Each rating action commentary provides information about the criteria and methodology used to arrive at the stated rating, which may differ from the general criteria and methodology for the applicable security type posted on the website at a given time. For this reason, you should always consult the applicable rating action commentary for the most accurate information on the basis of any given public rating.

Ratings are based on established criteria and methodologies that India Ratings is continuously evaluating and updating. Therefore, ratings are the collective work product of India Ratings and no individual, or group of individuals, is solely responsible for a rating. All India Ratings reports have shared authorship. Individuals identified in an India Ratings report were involved in, but are not solely responsible for, the opinions stated therein. The individuals are named for contact purposes only.

Ratings are not a recommendation or suggestion, directly or indirectly, to you or any other person, to buy, sell, make or hold any investment, loan or security or to undertake any investment strategy with respect to any investment, loan or security or any issuer. Ratings do not comment on the adequacy of market price, the suitability of any investment, loan or security for a particular investor (including without limitation, any accounting and/or regulatory treatment), or the tax-exempt nature or taxability of payments made in respect of any investment, loan or security. India Ratings is not your advisor, nor is India Ratings providing to you or any other party any financial advice, or any legal, auditing, accounting, appraisal, valuation or actuarial services. A rating should not be viewed as a replacement for such advice or services. Investors may find India Ratings ratings to be important information, and India Ratings notes that you are responsible for communicating the contents of this letter, and any changes with respect to the rating, to investors.

It will be important that you promptly provide us with all information that may be material to the ratings so that our ratings continue to be appropriate. Ratings may be raised, lowered, withdrawn, or placed on Rating Watch due to changes in, additions to, accuracy of or the inadequacy of information or for any other reason India Ratings deems sufficient.

Nothing in this letter is intended to or should be construed as creating a fiduciary relationship between India Ratings and you or between India Ratings and any user of the ratings.

In this letter, "India Ratings" means India Ratings & Research Pvt. Ltd. and any successor in interest.

We are pleased to have had the opportunity to be of service to you. If we can be of further assistance, please email us at infogrp@indiaratings.co.in

Sincerely,

India Ratings



Abhash Sharma
Senior Director

Annexure: Facilities Breakup

Instrument Description	Banks Name	Ratings	Outstanding/Rated Amount(INR million)
Fund Based Working Capital Limit	Axis Bank Limited	IND BBB/Stable	240.00
Fund Based Working Capital Limit	HDFC Bank Limited	IND BBB/Stable	110.00
Non-Fund Based Working Capital Limit	HDFC Bank Limited	IND A3+	119.00
Non-Fund Based Working Capital Limit	Axis Bank Limited	IND A3+	105.00
Term Loan	Axis Bank Limited	IND BBB/Stable	4.10
Term Loan	HDFC Bank Limited	IND BBB/Stable	248.00
Proposed Fund Based Working Capital Limit	NA	IND BBB/Stable	13.90

Shree