



# BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484  
4<sup>TH</sup> Floor, UNO Business Park, Indore Bypass Road, Opp. Sahara  
City, Bicholi Mardana, Indore – M.P. (452016)  
Phone: 91-731-422300, Fax- 4221222/444  
Email: info@brandconcepts.in

**Date: 14<sup>th</sup> August, 2024**

To,  
National Stock Exchange of India Limited  
Listing & Compliance Department  
Exchange Plaza, 5<sup>th</sup> 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

**Symbol: BCONCEPTS**

**Scrip Code: 543442**

**Sub: Grant of Employee Stock Options under Employee Stock Option Scheme (ESOP-2020)**

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), we wish to inform you that the Nomination and Remuneration Committee (“NRC”) of the Board of Directors of the Company vide a circular resolution dated 14<sup>th</sup> August, 2024 has approved the grant of Stock Options to its Eligible Employees under the “Employee Stock Option Scheme – 2020” (“ESOP 2020”) as per details given below:

S. No.	Particulars	Details
1.	Brief details of the options granted	1,08,000 (One Lakh and Eight Thousand Only) options have been granted by the NRC in terms of the “Employee Stock Options Scheme” (“ESOP-2020”)
2.	Whether the scheme is in terms of the SEBI (Share Based Employee Benefits & Sweat Equity) Regulations, 2021 as amended from time to time	Yes
3.	Total number of shares covered by these options	Upon exercise, each option shall result into one equity share of the Company. Therefore, the total number of shares covered by options granted as on



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		date by the NRC is 1,08,000 (One Lakh Eight Thousand Only)
4.	Exercise Price	Rs. 569/- per equity share
5.	Vesting Date	Options shall vest after 3 and 4 years respectively subject to the satisfaction of the vesting conditions. Option not exercised within exercise period shall lapse.
6.	Time within which Options may be exercised	Subject to the terms of the Scheme, each tranche of Options should be Exercised within 1 year from the respective Vesting Date.

The ESOPs granted are governed by the “Employee Stock Options Scheme” (“ESOP-2020”) which is submitted with the exchanges at the time of obtaining In Principle Approval. The Company has received In Principle approval the Stock Exchanges where it is listed on 26<sup>th</sup> August 2022.

The above intimation is given to you for your record. Kindly take the note of the same.

**Thanking You,**

**Yours faithfully  
For Brand Concepts Limited,**

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