



# BRAND CONCEPTS LIMITED

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

---

**Date: 24<sup>th</sup> July, 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: Announcement for Adding New Brand "Juicy Couture" IC to our Brand Portfolio.**

Dear Sir/Madam,

In pursuance of regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we are pleased to announce that your company Brand Concepts Limited has entered a long-term licensing contract with ABG Juicy Couture LLC to launch Handbags & Travel Accessories under the brand name **Juicy Couture** in India.

Enclosed herewith the glance for the same.

We request you to kindly take the above information in your records.

**Yours faithfully,  
For Brand Concepts Limited,**

**Swati Gupta  
Company Secretary & Compliance Officer**



## BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484

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

---

### **Brand Concepts partners with ABG Juicy Couture LLC to launch Women’s handbags and travel accessories under the brand name Juicy Couture in India**

Brand Concepts Limited has entered into a long-term licensing contract with **ABG Juicy Couture LLC** to launch Travel & Fashion Accessories of the iconic fashion and lifestyle brand, **Juicy Couture** in India. Brand Concepts has become the official product licensee for Women’s Handbags, Small Leather Goods, Travel Gear, Socks & Caps and will now design, manufacture, and retail the same across all channels in India.

Brand Concepts will introduce **Juicy Couture’s** latest fashion offerings to Indian consumers through a mix of exclusive brand stores, multi-brand stores and digital commerce platforms.

Both companies aim at leveraging the **Juicy Couture** brand name and position as a leading lifestyle brand, and establish competencies in operating a robust omni-channel retail network, while also scaling local manufacturing and driving sourcing efficiencies.

**Juicy Couture** is an LA lifestyle brand infused with casual glamour and an irreverent attitude, designed for girls all over the world. Embracing its Los Angeles heritage, Juicy discovers the couture in the everyday and delivers an element of surprise in all of its designs. Identified as a casual luxury brand, the **Juicy Couture** brand features athletic and lifestyle apparel for women, girls and babies, as well as handbags, shoes, intimates, swimwear, accessories and jewelry.

“At Brand Concepts, we pride ourselves in bringing the latest and best to our customers and we are happy to announce the addition of the iconic **Juicy Couture** brand to our fashion and lifestyle portfolio. We believe both Brand Concepts and **Juicy Couture** complement each other in their vision to bring industry leading fashion products and retail experiences to their consumers.” said Abhinav Kumar, Director, Brand Concepts Limited. He elaborates, “We had identified women’s handbags as a gap in our portfolio, given the fact that this segment is expected to reach an impressive USD 4.5 billion this year. This licensing deal will help strengthen and solidify our position in this key category within the overall travel bags and accessories space.”

A joint Press Release shall follow soon.