



BRAND CONCEPTS LIMITED

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Date: 10th November, 2023

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,

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

Symbol: [BCONCEPTS]

Scrip Code: 543442

Sub: Investor Presentation for the September, 2023

Dear Sir/Mam,

With reference to the above captioned subject, we Brand Concepts Limited, hereby submits the Updated Investor Presentation for all our stakeholders of the company and public at large the Investor Presentation for the September'23.

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

Thanking You

**Yours faithfully
For Brand Concepts Limited**

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



BRAND CONCEPTS

Q2 & H1 FY24 INVESTOR PRESENTATION



Refer to disclaimer at end

CORE TOPICS



1. Quarter Performance

- Key Performance Highlights
- Financial Summary
- Channel wise Contribution

2. Way Forward

- New International Brands
- Geographical Footprint

3. About Us

- Company background
- Leadership team; Orgn structure
- Key categories
- Our approach; Design process
- Business Model
- Sales Channels;
- Bagline; Baglineindia.com

4. Annual Highlights

- Income Statement
- Balance Sheet
- Channel wise Contribution

4. Our Brands

- Our Brands
- Tommy Hilfiger
- United Colors of Benetton
- Aeropostale
- Sugarush
- The Vertical

5. Social Media

- Instagram
- Facebook
- Baglineindia.com

Q2 & H1 FY24 Performance Highlights

New BAGLINE

campaign

'EVOLVE'

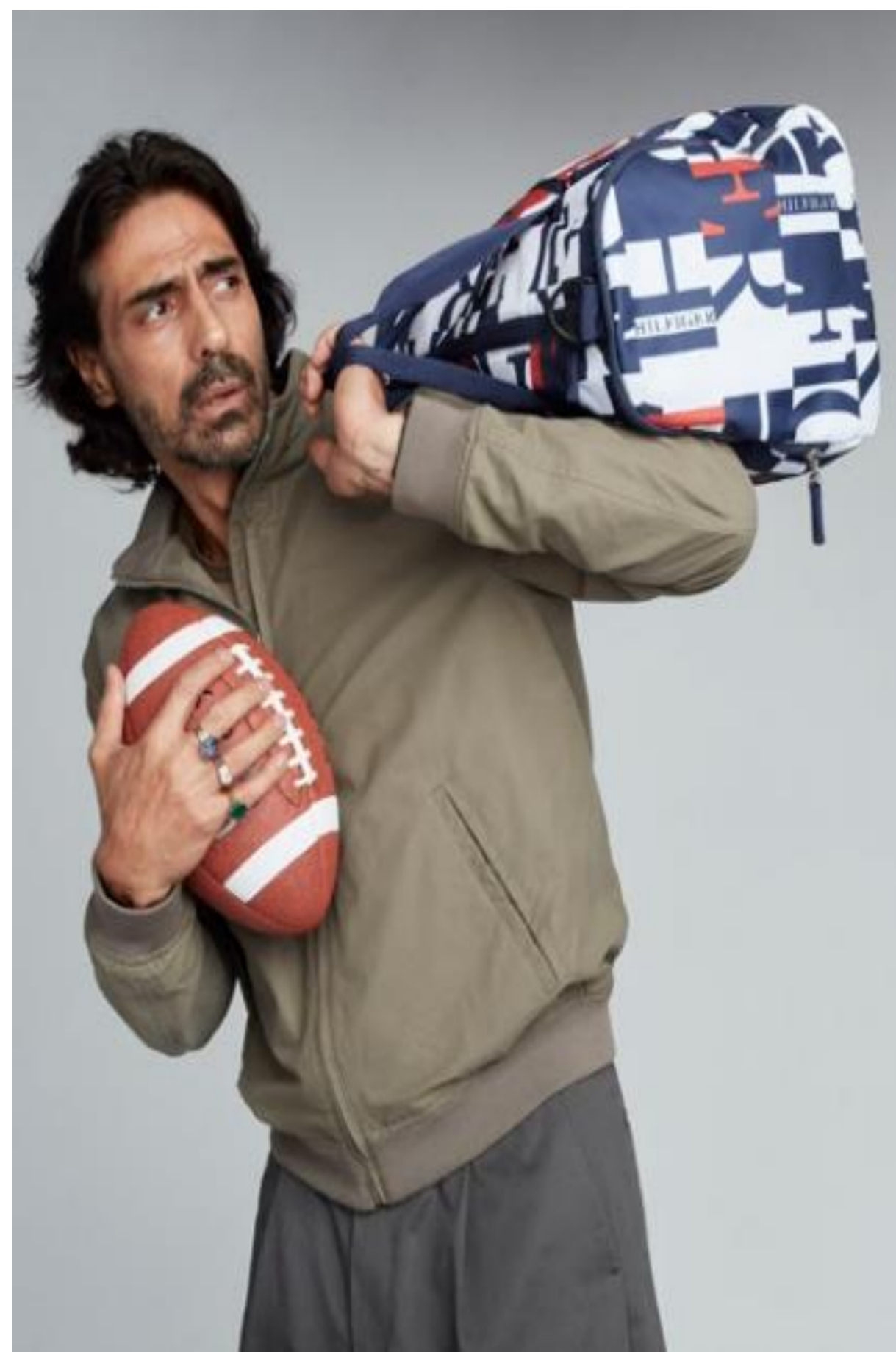
Featuring Arjun

Rampal as brand

ambassador



Q2FY24 PERFORMANCE HIGHLIGHTS



Revenue

↑ 55.7%
YoY

Adj. EBITDA*

↑ 58.2%
YoY

Adj. PBT*

↑ 71.0%
YoY

Adj. Net Profit*

↑ 39.9%
YoY

Adj. EBITDA Margin*

13.0%

Adj. PAT Margin*

6.2%

Commenting on the performance, Mr Abhinav Kumar, WTD & CEO said:

“We have continued on our growth trajectory from the previous quarters. All our channels continued to witness profitable growth. During the quarter we signed up Arjun Rampal as our brand ambassador followed by a high decibel ad campaign around the ICC Cricket World Cup and the upcoming festive season. This has led to significant visibility for our Bagline outlets and partner brands, eventually leading to significant improvement in footfalls. We expect to see the extended benefit of the same in Q3 and Q4 of FY24.

We have also kick started the process of merger of IFF overseas to provide impetus to our manufacturing foray, coupled with the plan of setting up our own manufacturing facility near Indore.”

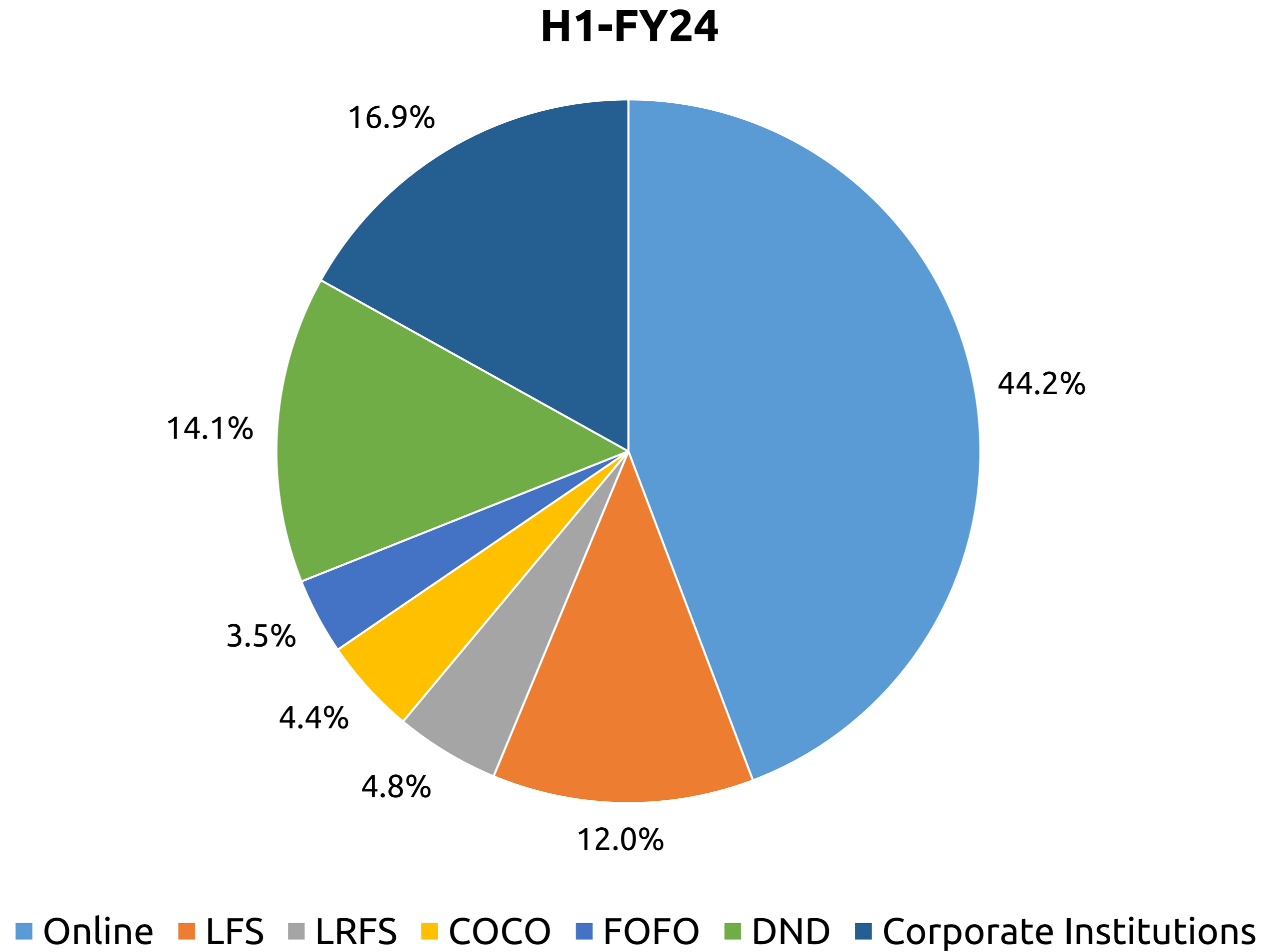
Arjun Rampal signed up as the new Brand Ambassador for Bagline

* Excluding ESOP / Extra ordinary Expense

Q2 & H1 FY24 INCOME STATEMENT

Particulars (INR Mn)	Q2FY24	Q1FY24	Q2FY23	YoY%	H1FY24	H1FY23	YoY%
Revenue from Operations	689.3	580.6	442.9	55.7%	1,269.9	761.9	66.7%
Total Expenditure (excl. ESOP)	600.0	510.3	386.4	55.3%	1,115.7	666.0	66.4%
EBITDA (excl. ESOP)	89.3	70.3	56.4	58.2%	154.2	95.9	60.9%
EBITDA Margin (%) (excl. ESOP)	13.0%	12.1%	12.7%	+21 bps	12.1%	12.6%	-2 bps
Other Income	2.2	5.2	0.6	270.6%	7.3	1.2	527.4%
Depreciation	14.5	10.9	7.9	83.5%	25.4	14.5	74.9%
Profit Before Interest & Tax (excl. ESOP)	77.0	64.5	49.1	56.7%	136.2	82.5	71.4%
Interest	15.0	13.7	12.9	16.6%	28.7	24.2	19.0%
ESOP Expenses	5.4	5.3	-	-	10.7	-	-
Exceptional Items	-	-	-	-	-	1.8	-
Profit Before Tax	56.6	45.5	36.3	56.1%	96.7	60.1	69.6%
Tax	19.5	14.2	5.9	231.0%	33.8	9.2	266.8%
Reported Net Profit	37.1	31.2	30.4	22.1%	62.9	51.0	34.0%
Adj. Net Profit (excl ESOP exp/ Exceptional item)	42.5	36.5	30.4	39.9%	68.2	49.2	60.6%
Adj. PAT Margin (%)	6.2%	6.2%	6.9%	-70 bps	6.2%	6.5%	-23 bps
Adjusted Earnings Per Share (Rs)	3.82	3.45	2.87	33.3%	7.11	4.65	53.0%
Reported Earnings Per Share (Rs)	3.48	2.95	2.87	21.3%	6.41	4.82	33.0%

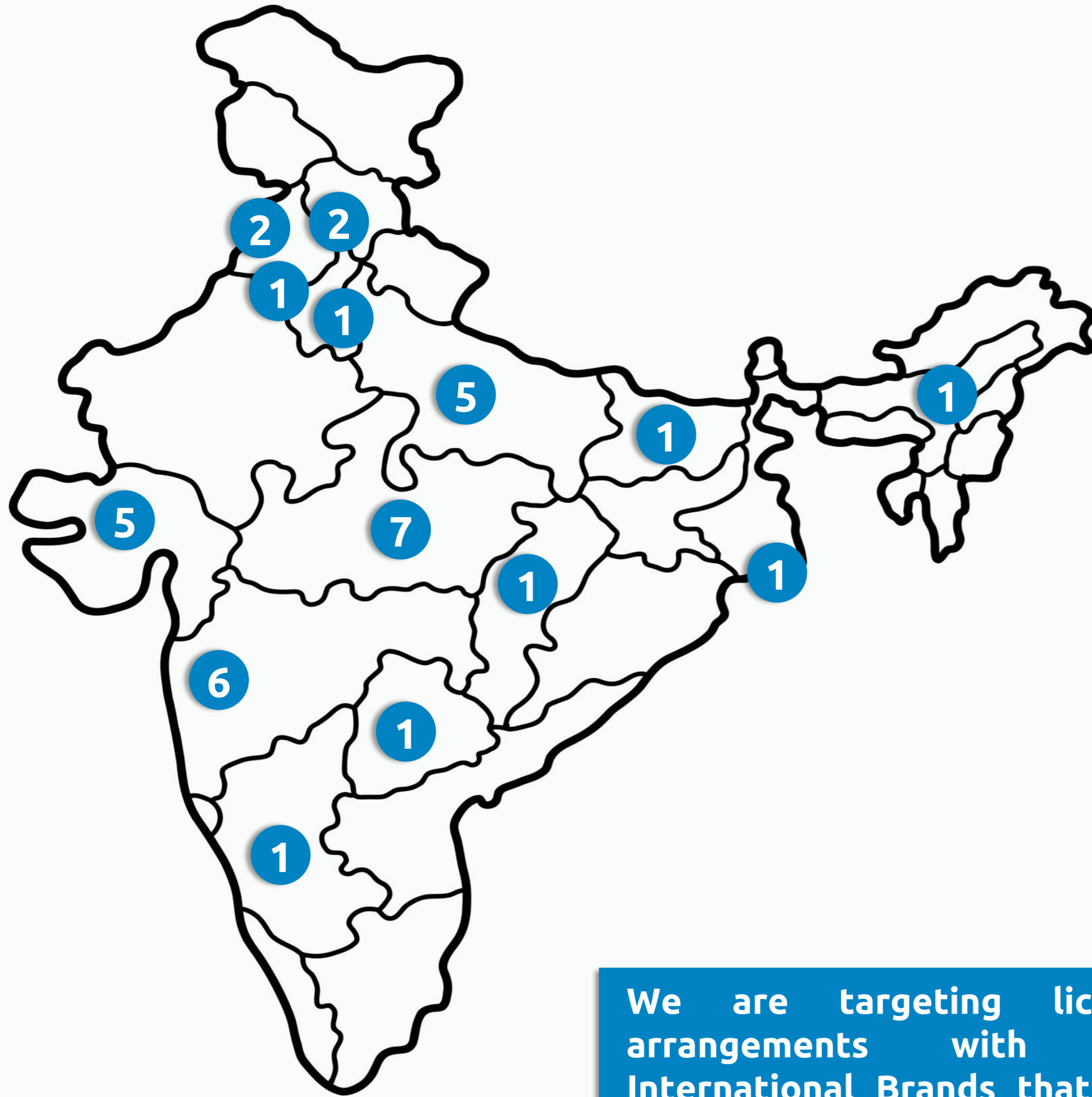
CHANNEL CONTRIBUTION



LRFS: Licensor Flagship Stores (Tommy Hilfiger Stores) || **LFS :** Large Format Stores || **COCO :** Company Owned Company Operated Outlets

FOFO : Franchisee Owned Franchisee Operated outlets || **DND :** Dealer and Distributor

GEOGRAPICAL FOOTPRINT



We are targeting licensing arrangements with other International Brands that could add to the catalogue over time in our core areas.

Store Type	No. of Stores
Tommy Hilfiger Travel Gear (THTG)	4
BAGLINE	31

Store Locations	No. of Stores
Madhya Pradesh (Indore(5), Bhopal, Gwalior)	7
Uttar Pradesh (Lucknow(2), Noida, Varanasi, Prayagraj)	5
Maharashtra (MMR – Mumbai Metropolitan Region)(Pune)	6
Punjab (Ludhiana, Jalandhar)	2
Chandigarh	2
Gujarat (Ahmedabad(2), Vadodara(2), Anand)	5
Delhi (New Delhi)	1
Bihar (Patna)	1
Haryana (Sonipat)	1
Chhattisgarh (Raipur)	1
Telangana (Hyderabad)	1
Karnataka (Bengaluru)	1
Assam (Guwahati)	1
West Bengal	1
Total Store Count	35



Way Forward

WAY FORWARD

**Tommy Hilfiger,
United Colors of Benetton,
Aeropostale**

Expand our presence by scaling up existing MBOs and EBOs and increase presence in LFS

**Sugarush,
The Vertical**

Grow our offerings and presence through MBOs, EBOs and Bagline stores

**New International
Brands**

The company is eyeing 2-3 new international brands for exclusive licensing for India in their focus categories

Manufacturing

The company has started the process of buying land and setting up its own manufacturing as well as merging IFF Overseas

Bagline

Build and grow own Bagline stores and online portal bagline.in for online offerings.



WE ARE WORKING FROM **CONCEPTUALISING** TO **FINISHED PRODUCTS** AND BUILDING RECOGNITION AS A WELL KNOWN **FASHION HOUSE** FOR TRAVEL & ACCESSORIES



About Us

ABOUT US

EXCLUSIVE BRAND LICENSES:

1. **Tommy Hilfiger**
2. **United Colors of Benetton**
3. **Aeropostale**

MISSION

Become the largest Multi-Brand Retail company in India and pioneer innovative concepts in Retailing to benefit the end consumer.

VISION

Become one of the world's most regarded Fashion & Lifestyle Accessories retail entity, by consistently adding more valuable brands to our portfolio.

2007
Year of Incorporation

2018
IPO

Indore
Based

- Brand Concepts is a premier resource for licensed fashion and lifestyle brands in category:
 - **Travel Gears: Luggage Trolleys, Backpacks,**
 - **Small Leather Goods: Belts & Wallets for both Men & Women,**
 - **Women Handbags and Lifestyle accessories.**
- The company works with **valued brands like Tommy Hilfiger, Aeropostale, United Colors of Benetton.**
- **In-house brands Sugarush and The Vertical.**
- Our portfolio, with strategic product offering, makes us one of **the preferred retailer across all formats.** We continuously aspire to get more efficient and stronger with our technical expertise and increasing market share, transforming the latest trends into accessible fashion.
- The company has an **omni channel presence**

LEADERSHIP TEAM



Prateek Maheshwari
Managing Director

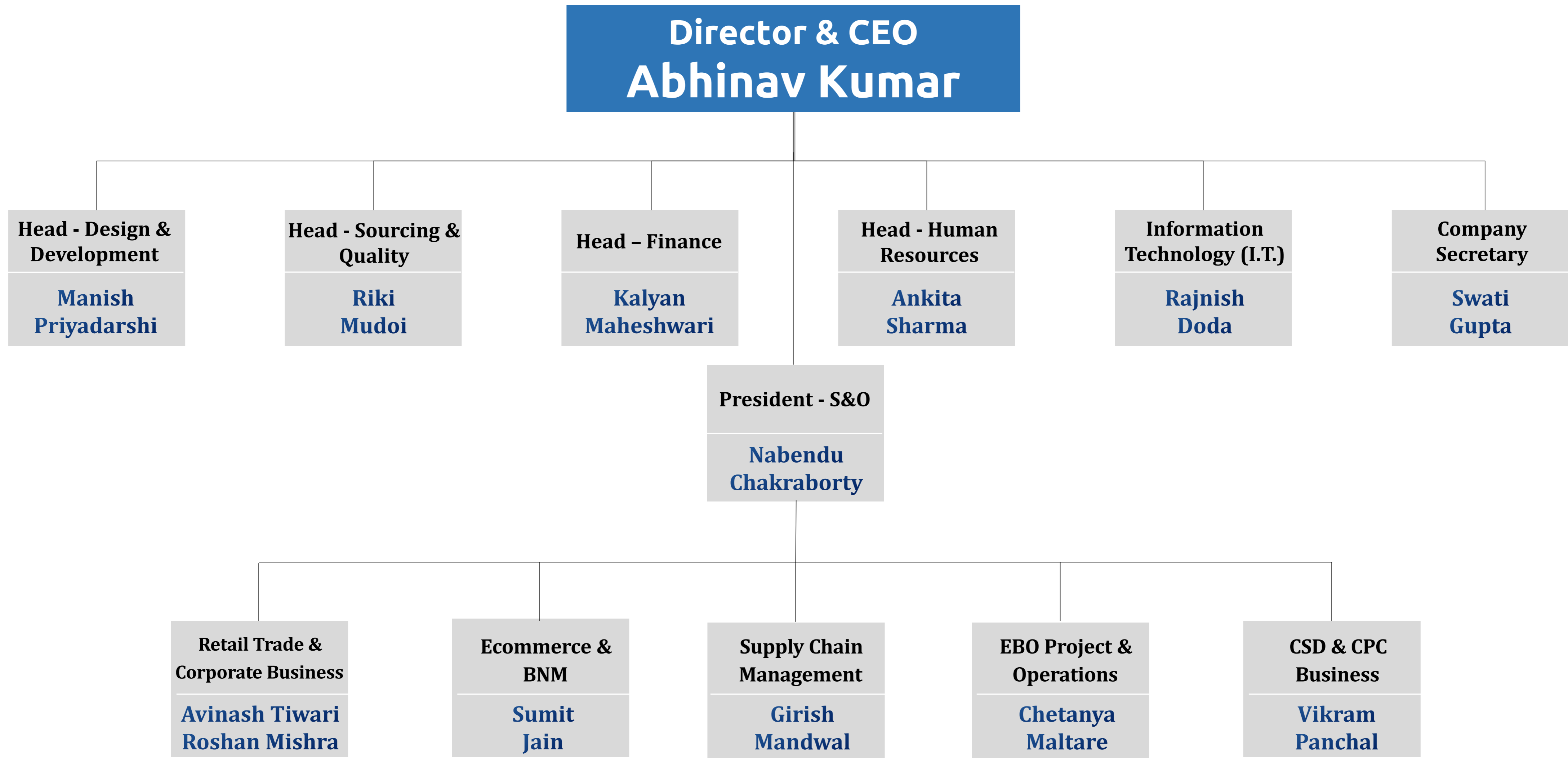
- Mr. Prateek Maheshwari holds the degree of MBA from S.P. Jain Institute, Mumbai.
- He possesses vast experience in the field of Brand Licensing and Fashion Gear manufacturing.
- He is new age marketer, spear heading the Brand Licensing Business to become the pioneers in the bags/ travel gear market in India.
- He is looking after policy matters, organisational development and overall administration of our Company.



Abhinav Kumar
CEO & Whole Time Director

- Mr. Abhinav Kumar is the co-founder of Brand Concepts.
- He started his career with Advertising and later moved on to head the marketing activities of Tommy Hilfiger India during his tenure with the Murjani Group.
- He was not only instrumental in launching 10 different categories under Tommy Hilfiger brand, but was also a part of the core team which brought in other brands like CK, FCUK, Jimmy Choo, Gucci, Bottega Venetta in India under the Murjani stable.
- He has been instrumental in bringing Tommy Hilfiger and the other brand licensees into Brand Concepts.

ORGANISATION STRUCTURE



KEY CATEGORIES

01

BACKPACKS

We design and manufacture trendy and sturdy backpacks. We make laptop bags, duffle & gym bags, rucksacks and school backpacks.

HANDBAGS, CLUTCHES, WALLETS

We offer all kinds of bags such as cross-body, shoulder, totes, hobos, and traditional handbags in colors, styles and patterns that range from the classic to contemporary. From the sleek and sexy to the fun and whimsical bags.

03

02

LUGGAGE

Based on individual taste and preference, we meticulously design our travel gear. We create luggage both hard & soft, that is loaded with fashion and has relevant functionality with a cool classic feel that is perfect for travel.

SMALL LEATHER GOODS

Men's belts & wallets are products that vary from taste to taste and need to need. Trendy casual & formal range of belts and Slim, lightweight designs, such as bi-fold and tri-fold easily slip into a back pants pocket, shirt pocket, coat or briefcase. Durable leather for the classics & fabrics like nylon and canvas.

04

TOMMY HILFIGER

UNITED COLORS OF BENETTON

AÉROPOSTALE

THE VERTICAL SUGARUSH

OUR APPROACH

Brand Concepts is built on the thinking of our Founders. They believe that brand and lifestyle licensing is mutually beneficial to both the licensor and the licensee. While the brand owner/licensor benefits from generating a new revenue stream, increasing their brand awareness, and expanding into new product categories, geographies as well as retail channels; the licensee generates a new revenue stream at the same time as having an association with the brand name, and differentiating its offerings from competitors.

Since Brand Concepts works with highly reputed global and domestic brands, it follows the highest standards of quality checks, inspite of outsourcing the manufacturing of its products.

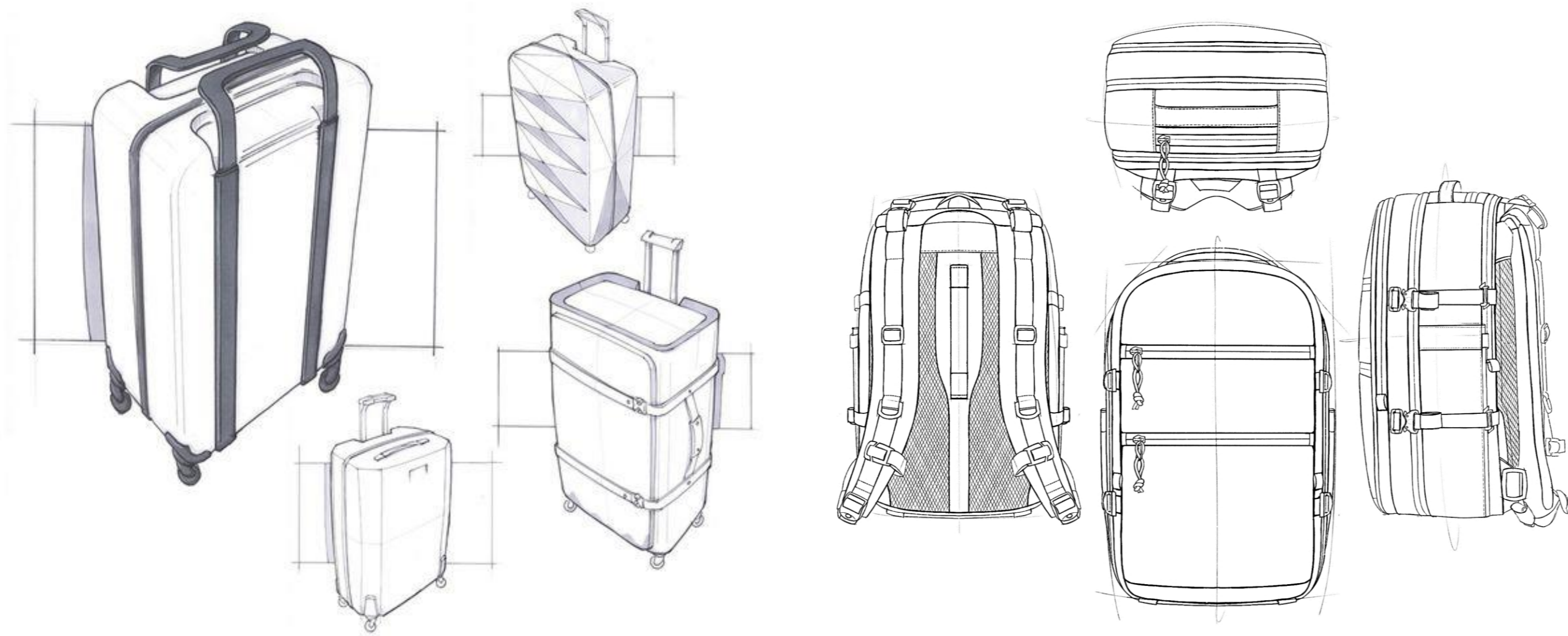
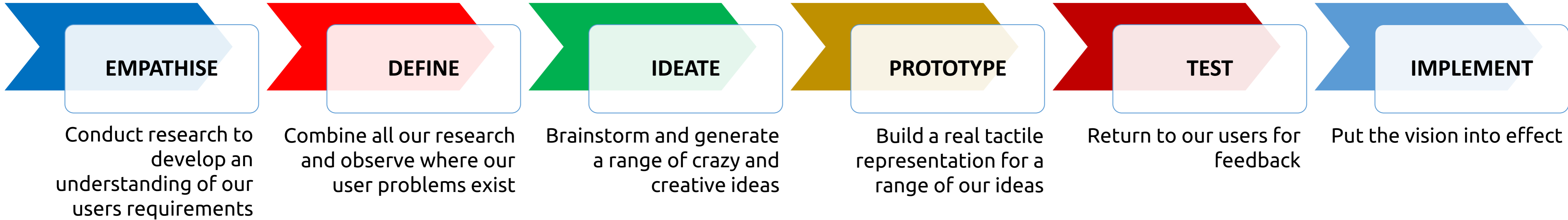
With a dedicated team of in-house professionals that include merchandisers, account specialists and retail planners, Brand Concept services its key retail relationships with unmatched execution and program management

The team is backed by a strong sourcing network, in-house trend-spotting and design teams, coupled with robust logistics and warehousing network.

We sell our products through our owned (8) / franchisee exclusive brand outlets (22) (EBOs) and several large multi brand outlets (MBOs). We have also appointed master distributors (on cash and carry) to service our distributor and retail business.

- 1 **TOMMY HILFIGER**
- 2 **UNITED COLORS OF BENETTON**
- 3 **AEROPOSTALE**
- 4 **SUGARUSH**
- 5 **THE VERTICAL**

DESIGN PROCESS



Conceptual Prototypes

Final Products



BUSINESS MODEL

LICENSED BRANDS

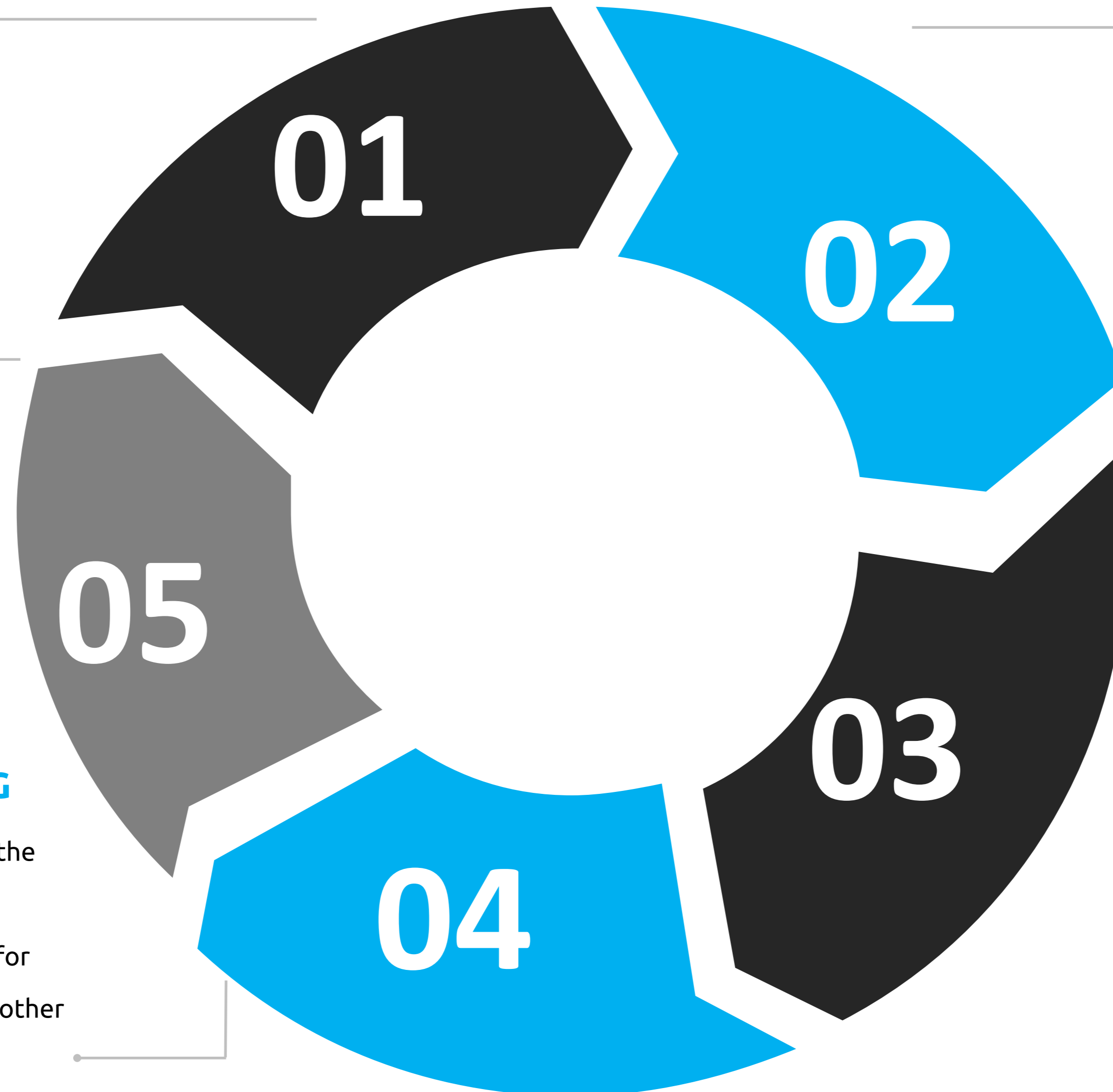
Partner with top international and domestic brands as an exclusive licensee in key product categories.

OMNI CHANNEL

Our products are sold Online as well as in stores through EBOs(COCO / FOFO / FOCO), MBOs, LFS, Distributors & Retail.

SALES, DISTRIBUTION & MARKETING

Merchandisers takes control and in coordination with the sales team starts planning product placement in the market. Sales team get in touch with marketing team for support. National-level advertising thru OOH, Print & other mediums



PRODUCT DESIGN

The product team analyses the brand, competitive landscape & prepares a product brief for the design team
The design team prepares the design which is send for sampling

SUPPLIER COORDINATION

Buying team coordinates to get the samples, inspects them & place order
Once the products are ready with suppliers , buying team gets it to the warehouse

SALES CHANNELS

EBOs



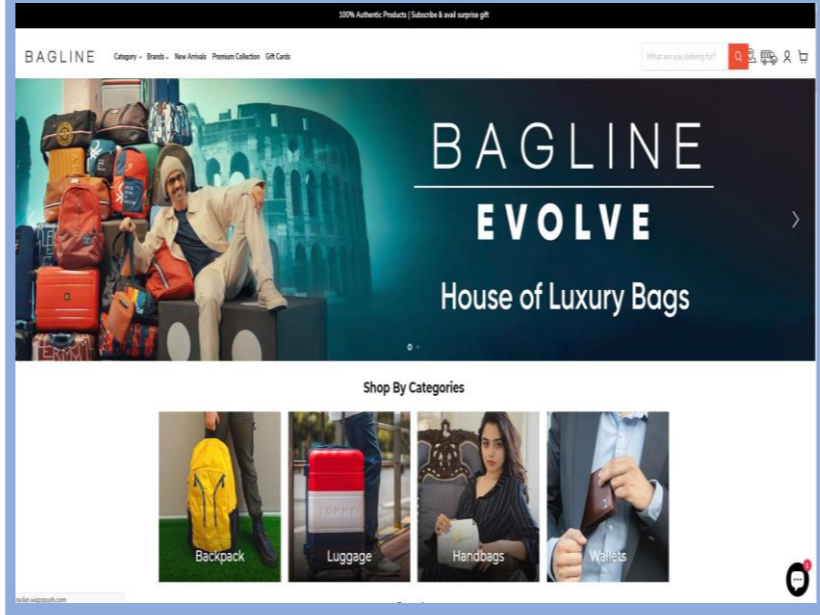
**Tommy Hilfiger
Travel Gear Outlets**

Brand Concepts currently has **4 Tommy Hilfiger Travel Gear (THTG)** outlets exclusively for the Tommy Hilfiger range of Travel Gear and Soft Leather Goods.



Bagline outlets

The company currently has **31 Bagline** stores across India which exclusively sell products manufactured and marketed by Brand Concepts across all their licensee and own brands.



BAGLINE

www.bagline.in is the E-Commerce venture of BCL, which is a fashion accessory retail company. The **physical stores of BCL also go by the name of "BAGLINE"**. All BCL brands would be listed directly with all the bagline stores integrated.



MBOs / Retail

The company sells its products to several **MBOs/Retail** and is systematically moving to a **master distributor model** across all zones / cities to reduce working capital in the business.



Online

The company sells through several **Ecommerce platforms such as Myntra and Amazon** and is currently working on starting its own online selling platform as well under the name of baglineindia.com.

BAGLINE & Baglineindia.com

SPECIALTY STORES ARE THE LATEST IN-THING IN E-COMMERCE. WHILE THE EARLIER WEBSITES FOLLOWED THE 'ALL-THINGS-UNDER-ONE-ROOF' STRATEGY

Background

- www.baglineindia.com is the E-Commerce venture of Brand Concepts Ltd.(BCL), which is a fashion accessory retail company. The physical stores of BCL also go by the name of "BAGLINE". All BCL brands would be listed directly with all the bagline stores integrated.

Categories

- 3 categories of products :
- Travel Gear
- Small Leather Goods
- Women Handbags & Accessories

USP

- Product Selection : Brand Ideology - would be premium to bridge to luxury (Tommy Hilfiger, Calvin Klein, Victorinox, Delsey, Samsonite etc.
- Website Experience: • Fashion • Ease of selection • A+ Cataloging with video content • Ancillary services: Ask me services, Video tutorials for travel packing, travel tips, effective management for travelling etc.
- Omni-Channel : Order online & get delivery from store next door & vice-versa.

Other drivers

- Gifting - Shop online, and the nearest store will keep your gift packed & ready. You could either pick it up on the way or we will deliver it to your house.
- Service - Door to door service available in all the major cities.
- Loyalty/Referral Program - We will not only give you credits for your own purchase, but you get rewarded even when your friends & family shop with us.
- B2B Portal - For all your corporate consumptions, you could directly come on our website & purchase getting the GST benefit. Of course for big bulk inquiry, we would be happy to assign a dedicated product manager to solve your query.



Annual Financial Highlights

ANNUAL INCOME STATEMENT

Particulars (INR Mn)	FY20	FY21	FY22	FY23
Net Sales	712.8	427.9	861.7	1,632.2
Total Expenditure	670.4	458.6	784.2	1,419.8
EBITDA	42.4	-30.6	77.5	212.4
EBITDA Margin (%)	6.0%	-7.2%	9.0%	13.0%
Other Income	1.9	1.0	6.1	3.8
Depreciation	14.6	11.3	25.0	34.6
PBIT	29.7	-40.9	58.6	181.6
Extraordinary Items	-	-	-	2.4
Interest	43.7	46.0	48.1	49.4
PBT	-13.9	-87.0	10.4	134.6
Tax	-2.9	-23.8	2.9	34.1
Profit After Tax	-11.1	-63.2	7.6	100.4
PAT Margin (%)	-1.6%	-14.8%	0.9%	6.2%
Other Comprehensive Income	0.0	0.0	-0.6	1.3
Total Comprehensive Income	-11.1	-63.2	7.0	101.6
Earnings Per Share (Excl. Extraordinary) (Rs)	-1.05	-5.97	0.72	9.49
Earnings Per Share (Reported) (Rs)	-1.05	-5.97	0.66	9.6

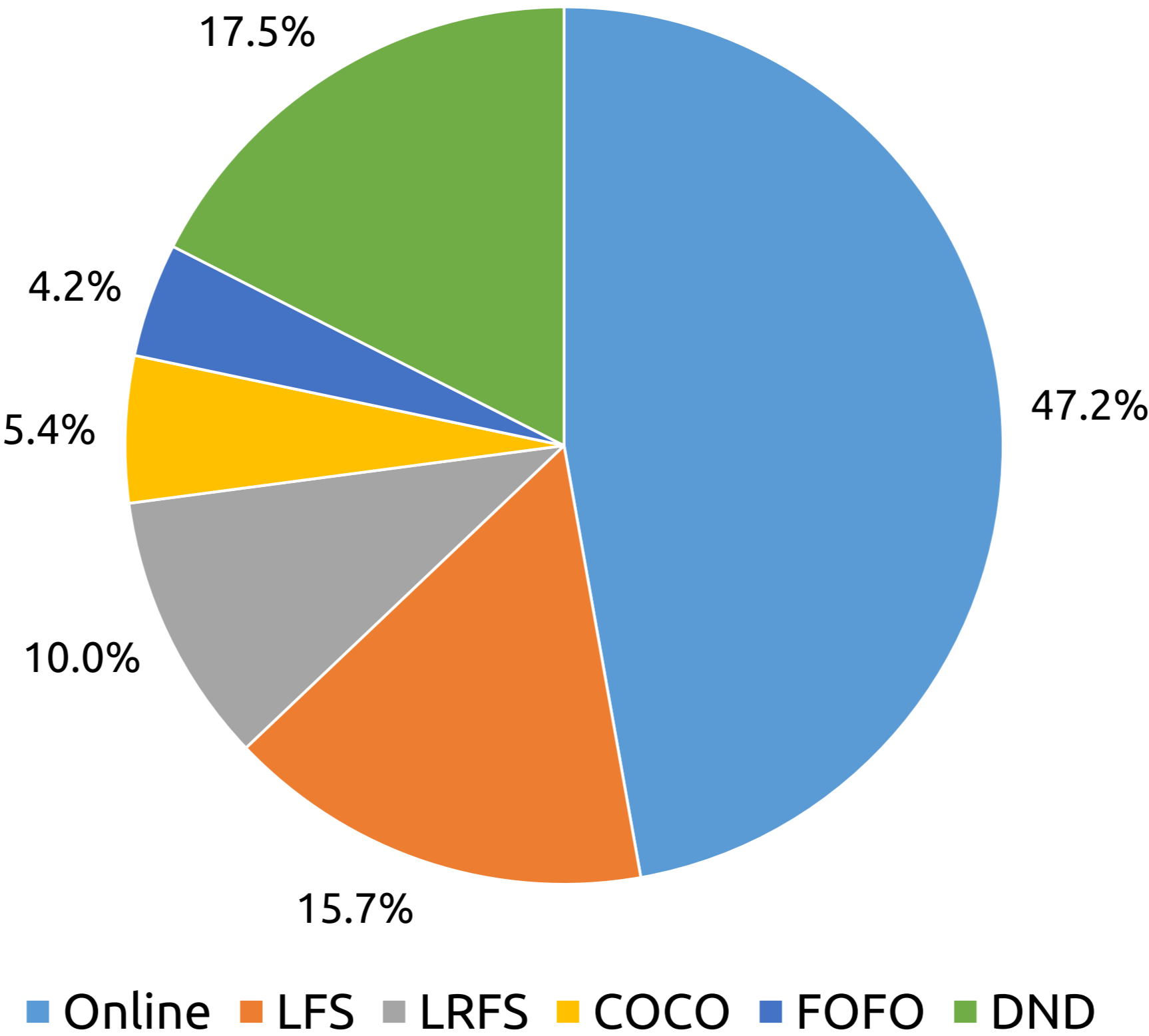
ANNUAL BALANCE SHEET

Particulars (INR Mn)	FY22	FY23
Equity & Liabilities		
Equity		
Equity Share Capital	105.83	105.83
Other Equity	77.92	174.37
Total Equity	183.74	280.19
Non-Current Liabilities		
Financial Liabilities		
i) Borrowings	33.95	28.75
ii) Lease Liabilities	62.90	77.67
iii) Other Financial Liabilities	11.97	13.97
Provisions	8.00	9.99
Total Non-Current Liabilities	116.82	130.37
Current Liabilities		
Financial Liabilities		
i) Borrowings	212.43	224.58
ii) Lease Liabilities	14.18	20.38
iii) Trade Payables	204.52	268.26
iv) Other Financial Liabilities	15.51	19.13
Other Current Liabilities	7.51	2.08
Provisions	4.06	7.94
Total Current Liabilities	458.22	542.37
Total Equity & Liabilities	758.78	952.93

Particulars (INR Mn)	FY22	FY23
Non-Current Assets		
Property Plant & Equipment	98.39	153.00
Capital Work-in-progress	0.00	0.00
Other Intangible Assets	0.54	0.31
Financial Assets		
(i) Investments	2.40	4.74
(ii) Other Financial Assets	9.15	13.95
Deferred Tax Assets (Net)	37.64	27.26
Other Non-Current assets	0.00	1.69
Total Non-Current Assets	148.13	200.93
Current Assets		
Inventories	223.08	307.63
Financial Assets		
(i) Trade Receivables	301.12	320.04
(ii) Cash & Cash Equivalents	4.16	6.13
(iii) Bank Balance (excl. ii)	30.60	53.55
(iv) Other Financial Assets	2.43	2.76
Current Tax Assets	0.57	0.05
Other Current Assets	48.69	61.84
Total Current Assets	610.65	752.00
Total	758.78	952.93

CHANNEL CONTRIBUTION

FY23



LRFS: Licensor Flagship Stores (Tommy Hilfiger Stores) || **LFS :** Large Format Stores || **COCO :** Company Owned Company Operated Outlets

FOFO : Franchisee Owned Franchisee Operated outlets || **DND :** Dealer and Distributor



Our Brands

T O M M Y H I L F I G E R

Tommy Hilfiger (TH) is one of the most successful fashion brands in the world.

Background	Retail Network	Licensed Products
<ul style="list-style-type: none"> • Present in 90+ countries • One of the most popular foreign brands in India • One of the earliest International lifestyle brands to enter India in 2003 through Murjani Group. 	<ul style="list-style-type: none"> • 500+ TH Exclusive Brand Stores • Multi-brand Stores • Digital commerce platforms 	<p>Small Leather Goods (SLG):</p> <ul style="list-style-type: none"> • Belts • Wallets <p>Travel Gear:</p> <ul style="list-style-type: none"> • Backpacks • Hard Luggage • Soft Luggage • Duffle Bags
	<p>License Agreement</p>	
	<p>Exclusive License agreement till 2023, subject to renewal, to manufacture, market & retail the products.</p>	
<p>Other Licensed Categories</p> <ul style="list-style-type: none"> • Apparel: 50:50 JV with Arvind Mills • Watches: Titan • Eyewear: Sterling Metaplast • Undergarments: Arvind Mills 	<p>Positioning</p> <ul style="list-style-type: none"> • Trendy, aspirational & legacy brand in the monotonous premium travel segment. • A good value proposition as products are priced 10-25% discounted to some peers despite carrying a more exclusive brand perception. 	



UNITED COLORS OF BENETTON

UCB is an ambassador of contemporary casual chic style. It is one of the world's most popular & loved Brand.

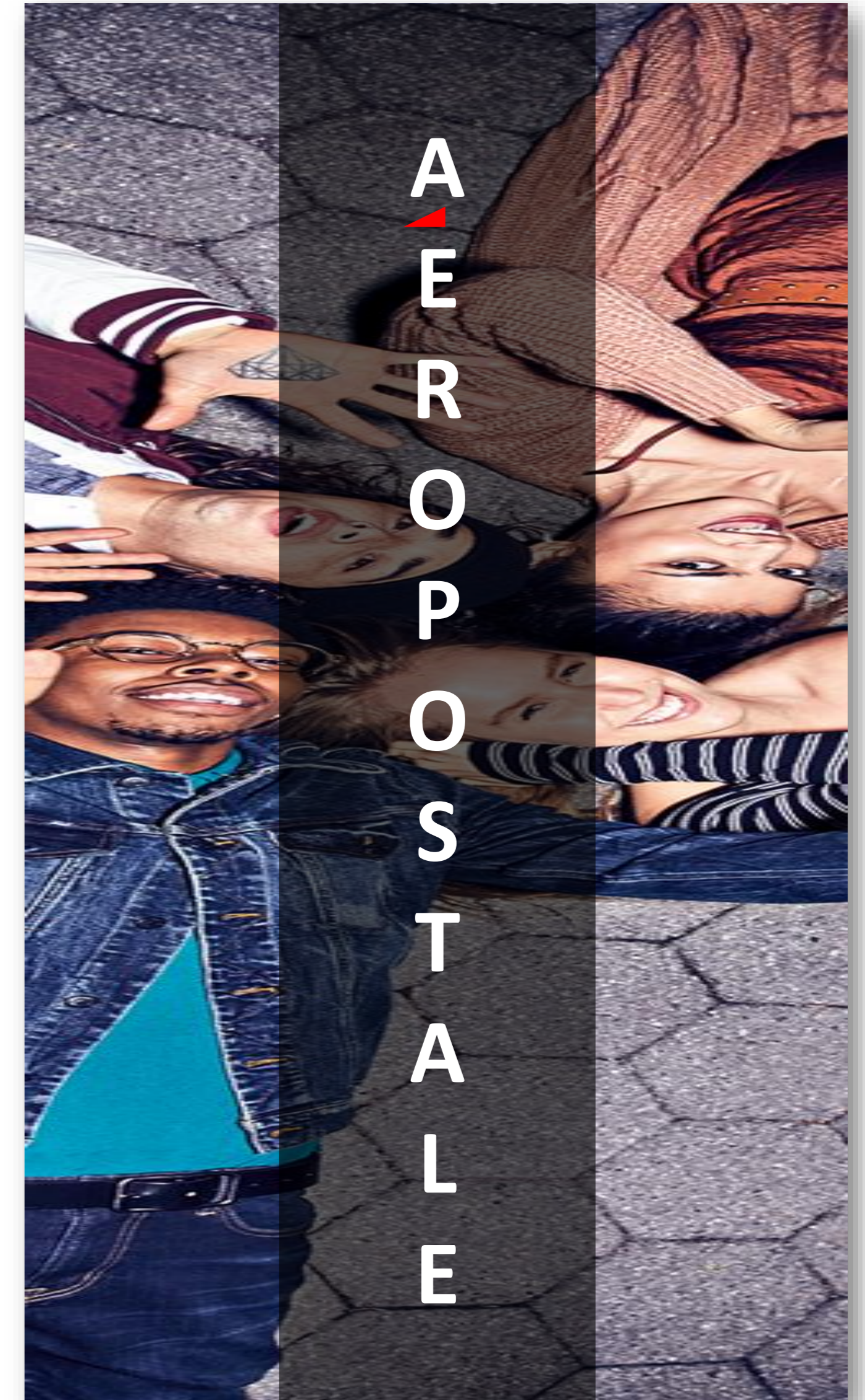
Background	Retail Network	Licensed Products
<ul style="list-style-type: none"> Present in 120+ countries UCB has a network of 6500+ stores across the globe. Benneton Group ventured into the Indian market in 1991. It has a network of 350+ stores in India. 	<ul style="list-style-type: none"> 350+ UCB Exclusive Brand Stores Multi-brand Stores Digital commerce platforms 	<ul style="list-style-type: none"> Small Leather Goods (SLG) Travel Gear Women Handbags Key Chains Neck Pillows & more.
	<p align="center">License Agreement</p>	
	<p align="center">Exclusive License agreement till 2030.</p>	
<p>Other Licensed Categories</p> <ul style="list-style-type: none"> Watches: Timex India Eyewear: Mondottica International 	<p>Positioning</p> <ul style="list-style-type: none"> "Color" is the core competency of UCB. The company boasts of diversity, hence comes the word "United" in the brand name. All the products of UCB are moderately priced as compared to its competitors despite offering a wide range and varieties in its creations. 	



AÉROPOSTALE

Aeropostale is a readily recognizable, famous American brand that is known for its trendy clothing and accessories.

Background	Retail Network	Licensed Products
<ul style="list-style-type: none"> Present in 20+ countries. 350+ stores operated globally (Except USA) Major Dominance in the USA market: 1000+ stores. Aeropostale is a mall-based specialty retailer of casual apparel and accessories. 	<ul style="list-style-type: none"> Exclusive Brand Stores Multi-brand Stores Digital commerce platforms 	<ul style="list-style-type: none"> Travel Gear Small Leather Goods (SLG) Women Handbags Socks & more.
	<p>License Agreement</p>	
	<p>Long Term Contract.</p>	
<p>Other Licensed Categories</p> <ul style="list-style-type: none"> India Stores: Arvind Ltd. Indonesia Stores: PT Mitra Adiperkasa TBK 	<p>Positioning</p> <ul style="list-style-type: none"> Focused selection of high quality fashion and fashion basic merchandise at compelling values in an exciting store environment. Primary focus is on the younger generation. Strong online presence. 	



SUGARUSH

Sugarush believes in breaking the conventional parameters of fashion & giving something new & fresh, that will help one set apart.

Background	Retail Network	Products
<ul style="list-style-type: none"> In-house brand of BCL, started in 2014. SUGARUSH transforms the latest trends into accessible fashion at affordable price. Ahead of time products that are inspired with experimental designs. 	<p>Point of Sales (POS): Bagline Stores Bagline India (Online)</p>	<p>Women Fashion Accessories:</p> <ul style="list-style-type: none"> Handbags Clutches Wallets
	<p>Highlight</p>	
	<ul style="list-style-type: none"> SUGARUSH is THE destination for stylish cosmopolitans with affordable fashion and relevant designs. 	
<p>Positioning</p> <ul style="list-style-type: none"> Fashion Forward, Vibrant and Youthful Attitude, Ahead of Time in form of Colors, Prints and Playful Sophistication are the essence of SUGARUSH. Targeting consumers in the lower price range which are socially active with a limited spending capacity. 		



THE VERTICAL

The Vertical is for Young & Vibrant youth who appreciate Urban Global Fashion and yet seeks value for money.

Background	Retail Network	Products
<ul style="list-style-type: none"> In-house brand of BCL, started in 2014. Caters mainly to the outdoor backpacks segment. Vertical backpacks are designed keeping major 4 elements in the right proportion, they are: Fashion, Function, Quality & Pricing. 	<p>Point of Sales (POS): Bagline Stores Bagline India Online</p>	<p>Fashion Accessories:</p> <ul style="list-style-type: none"> Belts Wallets Backpacks Rucksacks Gym Bags Small Leather Goods
	<p>Highlight</p>	
	<ul style="list-style-type: none"> Co-launched recently in partnership with Roadies. 	
<p>Positioning</p> <ul style="list-style-type: none"> A good value proposition for those who believe in outdoor as a lifestyle. Targeting the lower price segment by offering superior quality compared to that of other mid range segment brands. Target & relate to the millennial youth and pick the fashion which is current and relevant to time. 		





Annexure

MANUFACTURING & WAREHOUSE



BAGLINE ON SOCIAL MEDIA



<https://www.instagram.com/baglineindia/>



<https://www.facebook.com/baglineindia>



www.baglineindia.com



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