



BRAND CONCEPTS LIMITED

CIN - L51909MP2007PLC066484
140/2/2, Musakhedi Square, Ring Road, Indore 452001 (M.P) INDIA
Phone: 91-731-4223000, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 08th February, 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 Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001

Symbol: BCONCEPTS

Scrip Code: 543442

Sub: Outcome of the Board Meeting of "Brand Concepts Limited" (Company) as held on Thursday, 08th February, 2024 at 1:00 p.m.

Dear Sir/Madam,

The Board of Directors of the Company at their meeting held on Thursday, 08th February, 2024 at 1:00 p.m. inter alia transacted the following business.

- Unaudited Financial Results for the quarter & nine months ended on 31st December, 2023 along with Limited Review Report.

The meeting was commenced on 1:00 p.m. and got concluded on 02:45 p.m.

You are therefore requested to take this into your records and oblige.

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

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



BRAND CONCEPTS LIMITED (L51909MP2007PLC066484)

STATEMENT OF STANDALONE UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED 31ST DECEMBER, 2023

(Rs. In Lacs)

Particulars	Standalone					
	Quarter Ended			Nine Months Ended		Year Ended
	31.12.2023	30.09.2023	31.12.2022	31.12.2023	31.12.2022	31.03.2023
	(Unaudited)			(Unaudited)		(Audited)
1. Revenue						
(a) Net Sales/Revenue from Operations	6,551.49	6,893.34	4,535.88	19,250.90	12,154.72	16,321.63
(b) Other Income	42.62	21.53	8.40	115.65	20.04	38.36
Total Income	6,594.11	6,914.87	4,544.28	19,366.55	12,174.76	16,359.99
2. Expenses:						
(a) Purchases of stock-in-trade	4,480.95	4,404.36	2,491.34	12,056.92	7,083.96	9,367.40
(b) Changes in Inventories of Stock in Trade	(1,185.27)	(831.63)	(39.15)	(2,096.00)	(635.38)	(845.49)
(c) Employee benefits expense	584.09	586.57	398.85	1,720.88	1,163.99	1,616.38
(d) Finance Costs	173.90	150.18	141.91	461.32	383.45	494.17
(e) Depreciation and amortization expenses	162.60	144.53	102.92	416.49	248.10	345.99
(f) Other expenses	1,910.61	1,895.01	1,042.97	5,319.01	2,941.29	4,059.85
Total Expenses	6,126.88	6,349.02	4,138.84	17,878.62	11,185.41	15,038.30
3. Profit/(Loss) from operations before exceptional items & Tax (1-2)	467.23	565.85	405.44	1,487.93	989.35	1,321.69
4. Exceptional Items	-	-	-	-	18.01	23.52
5. Profit/ (Loss) after exceptional items & before tax (3+4)	467.23	565.85	405.44	1,487.93	1,007.36	1,345.21
6. Tax expenses:						
Current Tax	166.74	190.48	62.72	511.31	172.86	237.52
Mat Credit Entitlement	-	-	11.11	-	(99.03)	(55.72)
Deferred Tax	(5.67)	4.74	42.41	(12.66)	134.44	159.58
Short (excess) provision for tax relating to prior year	-	-	-	-	-	-
7. Net Profit/(Loss) for the period after tax but before share of profit / (loss) of associates	306.16	370.63	289.20	989.28	799.09	1,003.83
8. Share of profit / (loss) of associates	-	-	-	-	-	-
9. Net Profit/(Loss) for the period after taxes & share of profit / (loss) of associates but before non - controlling interest (7+8)	306.16	370.63	289.20	989.28	799.09	1,003.83
10. Non-controlling interests	-	-	-	-	-	-
11. Net Profit/(Loss) for the period after taxes & share of profit / (loss) of associates and non - controlling interest (9+10)	306.16	370.63	289.20	989.28	799.09	1,003.83
12. Other Comprehensive Income						
A) Items that will not be reclassified to the statement of profit or loss	1.87	4.96	11.90	4.17	12.19	12.51
a. Gain / (loss) on remeasurement of the defined benefit plans Income tax on above						
B) Items that may be reclassified to the statement of profit or loss						
a. Effective portion of gain / (loss) on designated portion of hedging instruments in a cash flow hedge Income tax on above						
Total other comprehensive income	1.87	4.96	11.90	4.17	12.19	12.51
13. Net Profit/(Loss) for the period (11+12)	308.03	375.59	301.10	993.45	811.28	1,016.34
14. Paid-up equity share capital (Face Value of the share @ 10 Rs. / Share)	1,110.78	1,110.78	1,058.28	1,110.78	1,058.28	1,058.28
15. Reserves excluding Revaluation Reserves as at balance sheet date	-	-	-	-	-	1,743.67
16.(i) Earning Per Share (before extraordinary items) (of Rs. 10/- each) (not annualised for quarter)						
a) Basic	2.83	3.48	2.85	9.16	7.67	9.60
b) Diluted	2.76	3.39	2.85	8.92	7.67	9.60

Notes :

- The consolidated financial results include Brand Concepts Limited ("the Parent") and its associate entity 7E Wellness Private Limited (the Parent and its Associate together referred to as "the Group").
- The above standalone and consolidated financial results of the Company/ Group for the quarter and nine months ended December 31, 2023 have been reviewed by the Audit Committee and taken on record and approved by the Board of Directors of Parent at their respective meetings held on February 8, 2024. The statutory auditors of the Company have reviewed the standalone and consolidated financial results pursuant to Regulations 33 of SEBI (Listing obligation and Discloser Requirements) Regulation 2015, as amended.
- The above financial results have been prepared in accordance with the recognition and measurement principles stated therein prescribed under Section 133 of the Companies Act, 2013 read with the relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulations 33 of SEBI (Listing obligation and Discloser Requirements).
- The management of the Company has identified "Travel Gear and related accessories" as the single reportable operating segment for the continued operations in the consolidated financial statements as per Ind AS 108- Operating Segment.
- The Board of Directors have approved Scheme of Amalgamation with M/s IFF Overseas Private Limited (Transferor Company), subject to the approval by shareholders and creditors of both the companies, approvals by Stock Exchanges, Registrar of Companies and other competent authorities, and subject to sanction by National Company Law Tribunal (NCLT). The appointed date proposed is 1st April, 2024. The transferor company is under the control of the promoters. No effect has been given and none is required, in the financial results for the quarter ended December 2023.
- The quarterly and nine months ended standalone and consolidated financial results of the Company for the previous quarters ended on December 31, 2022 and for the year ended on March 31, 2023 have been reviewed/ audited by the previous auditors M/s. Maheshwani and Gupta, Chartered Accountants, who have expressed an unmodified conclusion/ opinion on those financial information/ statements vide their reports dated February 03, 2023 and May 25, 2023 respectively. The standalone and consolidated financial results of the Company for the quarter ended on September 30, 2023 and December 31, 2023 have been reviewed by Fadnis & Gupte LLP, Chartered Accountants, the auditors appointed in the last Annual General Meeting (AGM).

For Brand Concepts Limited

Abhinav Kumar
Whole Time Director & CEO
DIN : 06657880



Date : 8th February 2024
Place : Indore

BRAND CONCEPTS LIMITED (L51909MP2007PLC066484)
STATEMENT OF CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED 31ST DECEMBER, 2023

Particulars	(Rs. in Lacs)					
	Consolidated					
	Quarter Ended			Nine Months Ended		Year Ended
	31.12.2023	30.09.2023	31.12.2022	31.12.2023	31.12.2022	31.03.2023
	(Unaudited)		(Unaudited)		(Audited)	
1. Revenue						
(a) Net Sales/Revenue from Operations	6,551.49	6,893.34	4,535.88	19,250.90	12,154.72	16,321.63
(b) Other Income	42.62	21.53	8.40	115.65	20.04	38.36
Total Income	6,594.11	6,914.87	4,544.28	19,366.55	12,174.76	16,359.99
2. Expenses:						
(a) Purchases of stock-in-trade	4,480.95	4,404.36	2,491.34	12,056.92	7,083.96	9,367.40
(b) Changes in Inventories of Stock in Trade	(1,185.27)	(831.63)	(39.15)	(2,096.00)	(635.38)	(845.49)
(c) Employee benefits expense	584.09	586.57	398.85	1,720.88	1,163.99	1,616.38
(d) Finance Costs	173.90	150.18	141.91	461.32	383.45	494.17
(e) Depreciation and amortization expenses	162.60	144.53	102.92	416.49	248.10	345.99
(f) Other expenses	1,910.61	1,895.01	1,042.97	5,319.01	2,941.29	4,059.85
Total Expenses	6,126.88	6,349.02	4,138.84	17,878.62	11,185.41	15,038.30
3. Profit/(Loss) from operations before exceptional items & Tax (1-2)	467.23	565.85	405.44	1,487.93	989.35	1,321.69
4. Exceptional Items	-	-	-	-	18.01	23.52
5. Profit/ (Loss) after exceptional items & before tax (3+4)	467.23	565.85	405.44	1,487.93	1,007.36	1,345.21
6. Tax expenses:						
Current Tax	166.74	190.48	62.72	511.31	172.86	237.52
Mat Credit Entitlement	-	-	11.11	-	(99.03)	(55.72)
Deferred Tax	(5.67)	4.74	42.41	(12.66)	134.44	159.58
Short (excess) provision for tax relating to prior year						
7. Net Profit /(Loss) for the period after tax but before share of profit / (loss) of associates	306.16	370.63	289.20	989.28	799.09	1,003.83
8. Share of profit / (loss) of associates	(10.33)	(6.62)	(6.34)	(21.00)	(17.12)	(26.31)
9. Net Profit /(Loss) for the period after taxes & share of profit / (loss) of associates but before non - controlling interest (7+8)	295.83	364.01	282.86	968.28	781.97	977.52
10. Non-controlling interests	-	-	-	-	-	-
11. Net Profit /(Loss) for the period after taxes & share of profit / (loss) of associates and non - controlling interest (9+10)	295.83	364.01	282.86	968.28	781.97	977.52
12. Other Comprehensive Income						
A) Items that will not be reclassified to the statement of profit or loss	1.87	4.96	11.90	4.17	12.19	12.51
a. Gain / (loss) on remeasurement of the defined benefit plans						
Income tax on above						
B) Items that may be reclassified to the statement of profit or loss						
a. Effective portion of gain / (loss) on designated portion of hedging instruments in a cash flow hedge						
Income tax on above						
Total other comprehensive income	1.87	4.96	11.90	4.17	12.19	12.51
13. Net Profit /(Loss) for the period (11+12)	297.70	368.97	294.76	972.45	794.16	990.03
14. Paid-up equity share capital (Face Value of the share @ 10 Rs. / Share)	1,110.78	1,058.28	1,058.28	1,110.78	1,058.28	1,058.28
15. Reserves excluding Revaluation Reserves as at balance sheet date	-	-	-	-	-	1,704.31
16.(i) Earning Per Share (before extraordinary Items) (of Rs. 10/- each) (not annualised for quarter)						
a) Basic	2.74	3.42	2.79	8.96	7.44	9.36
b) Diluted	2.67	3.33	2.79	8.73	7.44	9.36

Notes :

- The consolidated financial results include Brand Concepts Limited ("the Parent") and its associate entity 7E Wellness Private Limited (the Parent and its Associate together referred to as "the Group").
- The above standalone and consolidated financial results of the Company/ Group for the quarter and nine months ended December 31, 2023 have been reviewed by the Audit Committee and taken on record and approved by the Board of Directors of Parent at their respective meetings held on February 8, 2024. The statutory auditors of the Company have reviewed the standalone and consolidated financial results pursuant to Regulations 33 of SEBI (Listing obligation and Discloser Requirements) Regulation 2015, as amended.
- The above financial results have been prepared in accordance with the recognition and measurement principles stated therein prescribed under Section 133 of the Companies Act, 2013 read with the relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulations 33 of SEBI (Listing obligation and Discloser Requirements).
- The management of the Company has identified "Travel Gear and related accessories" as the single reportable operating segment for the continued operations in the consolidated financial statements as per Ind AS 108- Operating Segment.
- The Board of Directors have approved Scheme of Amalgamation with M/s IFF Overseas Private Limited (Transferor Company), subject to the approval by shareholders and creditors of both the companies, approvals by Stock Exchanges, Registrar of Companies and other competent authorities, and subject to sanction by National Company Law Tribunal (NCLT). The appointed date proposed is 1st April, 2024. The transferor company is under the control of the promoters. No effect has been given and none is required, in the financial results for the quarter ended December 2023.
- The quarterly and nine months ended standalone and consolidated financial results of the Company for the previous quarters ended on December 31, 2022 and for the year ended on March 31, 2023 have been reviewed/ audited by the previous auditors M/s. Maheshwari and Gupta, Chartered Accountants, who have expressed an unmodified conclusion/ opinion on those financial information/ statements vide their reports dated February 03, 2023 and May 25, 2023 respectively. The standalone and consolidated financial results of the Company for the quarter ended on September 30, 2023 and December 31, 2023 have been reviewed by Fadnis & Gupte LLP, Chartered Accountants, the auditors appointed in the last Annual General Meeting (AGM).

For Brand Concepts Limited

Abhinav Kumar
Whole Time Director & CEO
DIN : 06687980

Date : 8th February 2024
Place : Indore



FADNIS & GUPTE LLP

CHARTERED ACCOUNTANTS

B-14, Ratlam Kothi, Kanchan Bagh Main Road, Indore-452 001 (M.P.) INDIA

Phone : 0731-2514448, 2527716, Fax : 0731-2528730

E-mail : mail@fngca.com

Independent Auditor's Review Report on the Unaudited Quarterly and Year to date Standalone Financial Results of the Company pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

To,
The Board of Directors of
Brand Concepts Limited
Indore

We have reviewed the accompanying statement of unaudited standalone financial results of Brand Concepts Limited ("the Company") for the quarter ended December 31, 2023 and year to date from April 01, 2023 to December 31, 2023 ("the Statement") attached herewith, being submitted by the Company pursuant to the requirements of Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended ("the Listing Regulations").

This Statement, which is the responsibility of the Company's management and approved by the Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 (Ind AS 34) "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 as amended, read with Rule 3 of Companies (Indian Accounting Standards) Rules, 2015 (as amended) and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. Our responsibility is to express a conclusion on the Statements based on our review.

We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE 2410) "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing specified under Section 143(10) of the Companies Act, 2013 and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in all material respect in accordance with the applicable Indian Accounting Standard (Ind AS) prescribed under Section 133 of Companies Act, 2013 as amended, read with relevant rules issued thereunder and other recognised accounting



practices generally accepted in India, has not disclosed the information required to be disclosed in terms of Listing Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the review and significant findings, including any significant deficiencies in internal control that we identify during our review.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

Other Matter

The comparative standalone financial information of the Group for the corresponding previous quarter ended on December 31, 2022, and consolidated financial statements for the year ended on March 31, 2023, of the Group have been reviewed/audited by the previous auditors who expressed an unmodified conclusion/ opinion on those financial information/statements vide their report dated February 03, 2023, and May 25, 2023 respectively.

For Fadnis & Gupte LLP
Chartered Accountants
FRN 006600C/C400324

Bhavika

(CA. Bhavika Chandwani)
Partner
M. No.: 440574

Place: Indore

Dated: February 08, 2024

UDIN: 24440574BKHCSR4086





FADNIS & GUPTE LLP

CHARTERED ACCOUNTANTS

B-14, Ratlam Kothi, Kanchan Bagh Main Road, Indore- 452001
(M.P.) INDIA

Phone: 0731-2514448, 2527716, 2528730

E-mail: mail@fngca.com, Website: www.fngca.in

Independent Auditor's Review Report on the Unaudited Quarterly and Year to date Consolidated Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended

To,
The Board of Directors of
Brand Concepts Limited
Indore

We have reviewed the accompanying Statement of unaudited consolidated financial results of Brand Concepts Limited ("the Parent") and its associate entity 7E Wellness Private Limited, (the Parent and its associate together referred to as the "Group") for the quarter ended December 31, 2023 and year to date from April 01, 2023 to December 31, 2023 (the "Statement") attached herewith, being submitted by the Parent pursuant to the Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended (the "Listing Regulations").

This Statement, which is responsibility of the Parent's management and approved by the Board of Directors of the Parent company, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34, (IND AS 34) "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 as amended, read with Rule 3 of Companies (Indian Accounting Standards) Rules, 2015, as amended and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. Our responsibility is to express a conclusion on the Statement based on our review.

We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free from material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing specified under Section 143(10) of the Companies Act, 2013 and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

We also performed procedures in accordance with the Circular No. CIR/CFD/CMD1 /44/2019 dated March 29, 2019 issued by the Securities Exchange Board of India under Regulation 33(8) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, to the extent applicable.



Based on our review conducted and procedures performed as stated in paragraph above, and based on the considerations referred to in paragraph below, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard (Ind AS) specified under Section 133 of the Companies Act, 2013, as amended, read with Rule 3 of Companies (Indian Accounting Standards) Rules, 2015, as amended and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations, has not disclosed the information required to be disclosed in terms of the Listing Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.

We did not review the interim financial results and other financial information of the associate namely 7E Wellness Private Limited included in the consolidated unaudited financial results.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the review and significant findings, including any significant deficiencies in internal control that we identify during our review.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

Other Matter

The comparative consolidated financial information of the Group for the corresponding previous quarter ended on December 31, 2022, and consolidated financial statements for the year ended on March 31, 2023, of the Group have been reviewed/audited by the previous auditors who expressed an unmodified conclusion/ opinion on those financial information/statements vide their report dated February 03, 2023, and May 25, 2023 respectively.

For Fadnis & Gupte LLP
Chartered Accountants
FRN 006600C/C400324

Bhavika

(CA. Bhavika Chandwani)
Partner
M. No.: 440574



Place: Indore
Dated: February 08, 2024
UDIN: 24440574BKHCSS1037