



BRAND CONCEPTS LIMITED

CIN - L51909MP2007PLC066484
140/2/2 Ring Road Square Musakhedi, INDORE 452 001 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444
Email: info@brandconcepts.in

Date: 15th January, 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,

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

Symbol: BCONCEPTS

Scrip Code: 543442

Sub: Intimation for Renewal of Distribution & License Agreement with PVH Arvind Fashion Private Limited for the Brand name "Tommy Hilfiger".



Dear Sir/Mam,

Pursuant to Regulation 30(6) of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, we are pleased to inform you that the license of your company Brand Concepts Limited for the Brand Name "**Tommy Hilfiger**" under the category Travel Gear and Small Leather Goods (SLG) has been further renewed by PVH Arvind Fashion Private Limited, with effect from 01- January-2024 for a period of 3 years till 31st December 2026.

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

**Yours Faithfully,
For Brand Concepts Limited,**

**Swati Gupta
Company Secretary & Compliance Officer
A33016**