



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: 26th October, 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

Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 - Change in Auditors

Dear Sir/Ma'am,

Pursuant to Regulation 30 of (SEBI Listing Regulations, 2015) read with SEBI Circular No. CIR/CFD/CMD1/114/2019 dated October 18, 2019, we wish to inform that M/s Fadnis and Gupte LLP, chartered Accountants (Firm Registration No: 006600C/ C400324), was appointed as Statutory Auditors of the Company to hold the office from the 16th Annual General Meeting until the conclusion of 21st Annual General Meeting to be held in year 2028.

We wish to further inform that the tenure of M/s Maheshwari and Gupta Chartered Accountants (Firm Registration No: 006179C), as Statutory Auditor of Brand Concepts Limited ("the Company") has expired with the conclusion of 16th Annual General Meeting for the Financial year 2022-23 which is held and concluded today i.e 26.10.2023.

Further, as the tenure of the Statutory Auditors is expired at the conclusion of the AGM of the Company and as they cannot be re-appointed as per the provisions of Companies Act, 2013, the Members at the 16th Annual General Meeting has approved the appointment of M/s Fadnis and Gupte LLP, chartered Accountants (Firm Registration No: 006600C/ C400324) for a term of five (5) years to hold office from the conclusion of the 16th AGM till the conclusion of the 21st AGM of the Company to be held in year 2028.

The change is on account of expiry of term/tenure of existing Statutory Auditors and appointment of new Statutory Auditors in their place in accordance with the provisions of Companies Act, 2023. The existing/outgoing Auditors have not raised any concern or issue and there is no reason other than as mentioned in their letter annexed herewith.

The copy of the Letter dated 26.10.2023 with Annexure A as required under clause (7A) of Para A in Part A of Schedule III under Regulation 30(2) of SEBI LODR Regulations, SEBI circular CIR/CFD/CMD1/114/2019 dated October 18, 2019 as received from M/ M/s Maheshwari and Gupta, Chartered Accountants is attached herewith.



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Details with respect to resignation /change in Auditors of the Company as required under Regulation 30 Read with Schedule III of the Listing Regulations, SEBI Circular CIR/CFD/CMD/4/2015 dated September 09, 2015 and are annexed herewith as Annexure-1 and Annexure -2

Kindly take this intimation in record in compliance with applicable statutory provisions.

Thanking You,

**Yours sincerely,
For Brand Concepts Limited**

**Swati Gupta
Company Secretary & Compliance Officer
Mem No. A33016**

Annexure-1

Details with respect to change in Auditors of the Company as required under Regulation 30 Read with Part A Schedule III of the Listing Regulations and SEBI Circular CIR/CFD/CMD/4/2015 dated September 09, 2015

EXPIRY OF TENURE OF M/S MAHESHWARI AND GUPTA,

<u>SR. NO.</u>	<u>PARTICULARS</u>	<u>DETAILS</u>
<u>1.</u>	Name of the Company	Brand Concepts Limited
<u>2.</u>	Name of the Auditor	M/s Maheshwari and Gupta, Chartered Accountants (Firm Registration No: 006179C),
<u>3.</u>	Reason for Change viz., appointment, resignation, removal, death or otherwise	Expiry of the tenure at the conclusion of 16 th AGM of the Company in accordance with the provisions of Companies Act, 2013
<u>4.</u>	Effective Date of resignation	Expiry of tenure w.e.f. conclusion of AGM dated 26.10.2023
<u>5.</u>	Brief Profile	NA
<u>6.</u>	Disclosure of relationships between Directors (in case of appointment of a director)	NA

ANNEXURE II

Disclosure under Sub Para A of Part A of Schedule III pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular no. CIR/CFD/CMD/4/2015 dated September 09, 2015:

APPOINTMENT OF M/S N. FADNIS AND GUPTA LLP, AS STATUTORY AUDITORS

SR. NO	PARTICULARS	DETAILS
1	Name of the Company	Brand Concepts Limited
2	Name of the Auditor	M/s Fadnis and Gupte LLP, chartered Accountants (Firm Registration No: 006600C/ C400324)
3	Reason for Change viz. Appointment, Resignation, Removal, death or otherwise	<p>Existing Auditors M/s. Maheshwari and Gupta, Chartered Accountants, retired at the Conclusion of 16th Annual General Meeting after completing the term of appointment of five years.</p> <p>The Shareholders of the Company at 16th AGM held today, have approved the appointment of M/s Fadnis and Gupte LLP, chartered Accountants (Firm Registration No: 006600C/ C400324) Chartered Accountants, as the Statutory Auditors of the Company in place of the retiring auditors, M/s. Maheshwari and Gupta, Chartered Accountants (Firm Registration No: 006179C), to hold office for a term of five years from the conclusion of the 16th Annual General Meeting (AGM) till the conclusion of 21st AGM to be held in the year 2028.</p>
4	Date of Appointment / cessation (as applicable) & Term of Appointment	Appointed w.e.f. 26.10.2023 to hold office from conclusion of the 16 th Annual General Meeting (AGM) till the conclusion of 21 st AGM to be held in the year 2028
	Brief Profile	M/s Fadnis and Gupte LLP, chartered Accountants (Firm Registration No: 006600C/ C400324) Chartered audit, management consultancy, tax consultancy, accounting services, manpower management, secretarial services. The Firm is professionally managed firm since year 1983 and consists of distinguished Chartered Accountants, Corporate Financial Advisors and Tax Consultants. Disclosure in this regard has already been provided.
6	Disclosure of relationships between Directors (in case of appointment of a director)	NA

Yours sincerely,
For Brand Concepts Limited

Swati Gupta
Company Secretary & Compliance Officer
Mem No. A33016