



# 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: 10<sup>th</sup>, October, 2023**

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**

**Subject: Corporate Announcement/Information under Regulation 42 of SEBI (LODR), Regulation 2015 regarding Intimation of Record Date of the 16<sup>th</sup> Annual General Meeting & Withdrawal of Intimation of Book closure period (19<sup>th</sup> October 2023 to 26<sup>th</sup> October 2023).**

In Compliance with Regulation 42 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please note that the 16<sup>th</sup> Annual General Meeting (AGM), of the members of M/S Brand Concepts Limited is scheduled to be held on Thursday, 26<sup>th</sup> October, 2023 at 11:00 am through Video Conferencing (VC)/Other Audio-Visual Means ('OAVM).

We are pleased to inform that the Record Date for the purpose of ascertain the entitlement for payment of dividend @ Rs. 0.50 (5%) per equity share of Rs. 10 each for the financial year 2022-23 subject to approval by shareholders in the said Annual General Meeting is fixed on Thursday 19<sup>th</sup> October 2023.

Further we inform to withdraw the Book Closure period (19.10.2023 to 26.10.2023) as intimated to Exchange

- On 10<sup>th</sup> of October 2023 as Corporate Action of Book Closure.
- On 04<sup>th</sup> of October 2023 as Notice of Annual General Meeting.
- On 05<sup>th</sup> of October 2023 as Newspaper Publication.

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

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

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