



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: 09th 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: Newspaper Cutting of Published Unaudited Financial Results for the quarter and nine months ended on 31st December, 2023.

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para-A of Schedule III, Regulation 33 and Regulation 75 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 we are attaching herewith the copy of unaudited financial results of the Company for the quarter and nine months ended on 31st December, 2023 as published in newspapers namely Free Press (English Edition) and Choutha Sansar (Hindi Edition) on 09th February, 2024.

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

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

**Swati
Gupta**

Digitally signed
by Swati Gupta
Date: 2024.02.09
19:15:33 +05'30'

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

BHOPAL: The state government issued an order on Thursday elevating 2000-batch IAS officers to the post of Principal Secretary, Commissioner of Public Relations Sandeep Yadav, principal revenue commissioner Vivek Porwal, member secretary of MP Food Commission Shobhit Jain and commissioner (Ayush) Sonali Wayangankar have been promoted to the post of PS.

CAG exposes anomalies in PM Awas Yojna in state

OUR STAFF REPORTER
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Comptroller and Auditor General (CAG) has exposed gross irregularities in the implementation of PM Awas Yojna in the state. The CAG report tabled in the state assembly on Thursday pointed out that some of the beneficiaries of the scheme got the amount for the houses twice, while some received the second instalment late by one day to 1500 days.

The delay in payment of instalment to beneficiaries has failed to translate Prime Minister Narendra Modi's dream to provide shelter to the roofless into reality. The mega scheme runs by the rural development department of the state, funded by the Government of India.

According to the report of the year 2021, the state government had failed to contribute its share to the

Even four-wheeler owner covered under scheme, some beneficiaries managed to get amount twice
More than 13 lakh beneficiaries of scheme got second instalment late by one to 1500 days



scheme and as a result the beneficiaries got the amount late to construct their houses. From the financial year 2016-2021, more than 25 lakh houses were sanctioned, in which more than 8 lakh people had got the second instalment within the scheduled time period of 15 days, but more than 13 lakh beneficiaries got the instalments late to one day to 1500 days.

18% HOUSES INCOMPLETE
Of the period, more than 6.64 lakh houses remain incomplete which is around 18% of the total sanctioned houses under the scheme.

RS 15 CR DISBURSED TO INELIGIBLE BENEFICIARIES
Carelessness in selecting the beneficiaries is also a big mistake of the panchayat officials. More than 2000 beneficiaries had been given the benefits who were having four wheelers, two wheelers and other vehicles. The government had paid more than Rs 15 crore to illegible beneficiaries. In village Dharmaj of Dhar district, the owner of the house owned a high-end SUV. The department had also allocated houses to those beneficiaries who had taken the benefit of the scheme. And also the benefit of the scheme was given to other family members, which is a violation of the norms of the scheme. All irregularities had happened, because the department was not having any method to check irregularities. More than 6 lakh houses were given on the names of husband and wife, 12.66 lakh houses were given only on the name of man, 1.37 lakh houses were given only married women, and 3569 unmarried women also got the house. More than 2 lakh widows women also got the houses and there are 126 houses which are given to such people who are not specified in the scheme.

House serving purpose of garage, storehouse
While inspecting the houses, the CAG team found that the houses built for the residential purposes were serving different purposes. In Bhiara district, they found a house being used as a store house where grain and cow dung cakes were stored. Similarly, in the Bhatnagar area of Gwalior, a house constructed under the scheme is being used as a garage.

MP sees 50 lakh voters increase since last LS polls

2,89,139 electorates added since Assembly polls

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50,106 youths have submitted applications in this regard. Talking about the gender ratio, he said that in 2019, the gender ratio was 1000:919 which has now increased to 1000:946. As far as siddling names into the voter list is concerned, the maximum of 23,279 names were added in Indore city, followed by 18,700 names in Raipur. The lowest number, 590 names, were added in Umaria, followed by 728 names in Allarajpur.

In comparison to the last Lok Sabha election, around 50 lakh voters have increased in Madhya Pradesh. The number of general voters stands at 5,63,40,064, including 2,89,13,765 male voters and 2,73,87,122 female voters. Apart from this, there are 1,237 third-gender voters and 75,246 service voters in the state. In this way, the total number of voters is 5,64,15,310. Since the assembly election, 2,08,93,139 voters have increased in the state.

Chief Electoral Officer (CEO) Anupam Rajan said to the media that the final publication of the voter list has been completed. The youths who were about to attain 18 years of age were asked to submit their applications in advance. So far,

Third gender voters highest in Bhopal

The final electoral list says that there are 1237 third-genders in the state and of them, highest 169 third-genders are in Bhopal district and Umaria has only 2

City	Number
Indore	103
Jabalpur	97
Ujjain	67
Gwalior	55
Ratlam	34
Sagar	33
Umaria	2

Bhopal has 20,96,097 voters

As far as voters are concerned then Bhopal district is having 20,96,097 voters including 10,70,695 males and 10,17,835 females. Indore district is having 27,84,130 voters including 14,05,797 males and 13,78,230 females.

Valentine's Day party organised



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M Group organised a party on Thursday to celebrate Valentine's Day. President Supriya Madan said that

Mayor hears grievances at public hearing

DEWAS

Mayor Geeta Durgesh Agarwal held a public hearing at the Dewas Municipal Corporation office on Wednesday. In the hearing, applicants presented their problems in front of the mayor who promptly issued necessary instructions to the officials concerned.

During the hearing, a total of 11 applications were submitted spanning various issues. Several applications were swiftly resolved on the spot, while the remaining were directed to the department concerned. Residents of Vrindavan Dham raised concerns about contaminated water, on which the mayor directed water supply assistant engineer, Dilip Malviya, to investigate and rectify the issue promptly.

forth the dire need for road construction in the area. Assurances were made, with directions issued for immediate execution and subsequent action. The mayor distributed four labour diaries and issued nine licences for food and non-food items to deserving beneficiaries.

Periphery of Kheoni Wildlife Sanctuary included in eco-sensitive zone

DEWAS

The public hearing also witnessed the presence of councillors, including Ritu Saxena, Bindeshwari Verma, alongside councillor representatives Gopal Khatri, Raj Verma and Rupesh Verma besides departmental officers.

The area extending up to two kilometres around the boundary of the Kheoni Wildlife Sanctuary of the district has been included in the eco-sensitive zone by the Central government. The state government will prepare the zonal master plan in consultation with the locals by following the stipulations

given in the notification issued by the government. The departments of environment, forest and wildlife, agriculture and horticulture, revenue, urban development, tourism and eco-tourism, rural development and others will prepare an action plan together.

Three-day drama festival begins with Heer Ranjha's Prem Katha



FP NEWS SERVICE
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The three-day theatre festival focusing on the play director every year, started with Heer Ranjha's Prem Katha at the Abhirang Natya Grih of Kalidas Sanskrit Academy here on Thursday evening under the aegis of Abhinav Rangmandali.

The event focusing on Kewal Dhariwal, president of Sangeet Natak Akademi, Punjab, an important theatre personality is being organised in collaboration with the culture department of the state government.

Host organisation's head Sharad Sharma said that the drama festival was inaugurated by lighting the lamp by Kalidas Sanskrit Academy director Govind Gandhi, MFSSR chairman Dr Gopal Sharma, art critic Dr Pliendra Arora, senior Congress leader Manohar Bairagi and Kewal Dhariwal. Apart from being a philosopher in the true sense, Waris Shah was also a fakir as well as a poet who established a unique tradition through his works of love, dedication and devotion, a beautiful example of which is the love story of Heer-Ranjha. Even after so many decades, the story continues to enthral readers and audiences. During the reign of Waris Shah, feudalism was prevalent in which Ranjha emerged as a revolutionary hero who cared for the government nor for himself. The seeds of rebellion he sowed on the ground of love brought about constructive change in the then society. Waris Shah told the world that only love and dedication instead of power and de-

Franklin Templeton Mutual Fund

Cordially invites you for a program under it's Investor Education and Awareness Initiative.

Venue : Hotel Lemon Tree, 3 RNT Marg, Indore
Date: 11th February, 2024
Time: 7.30 pm
Contact Person: Vishal Rathore (9893028690)

Due to limited seats, entry will be provided to registered attendees only. Please call on the above number to register by tomorrow.

We look forward to your participation.

FRANKLIN TEMPLETON
Registered office: One International Centre, Tower 2, 12th & 13th Floor, Senapati Bapat Marg, Elphinstone (West) Mumbai - 400013

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

FRANKLIN TEMPLETON
Cordially invites you for a program under it's Investor Education and Awareness Initiative.

Venue : Hotel Lemon Tree, 3 RNT Marg, Indore
Date: 11th February, 2024
Time: 12.10 pm
Contact Person: Vishal Rathore (9893028690)

Due to limited seats, entry will be provided to registered attendees only. Please call on the above number to register by tomorrow.

We look forward to your participation.

FRANKLIN TEMPLETON
Registered office: One International Centre, Tower 2, 12th & 13th Floor, Senapati Bapat Marg, Elphinstone (West) Mumbai - 400013

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

CAPRI GLOBAL CAPITAL LIMITED
Registered Office: 402, Tower 2, Peninsula Business Park, Senapati Bapat Marg, Lower Panel, Mumbai-400013, Circle Office-08, 2nd Floor, Pusa Road, New Delhi - 110009

DEMAND NOTICE

Under Section 13(2) of the Securitisation And Reconstruction of Financial Assets And Enforcement of Security Interest Act, 2002 read with Rule 1(1) of the Security Interest (Enforcement) Rules, 2002. The undersigned is the Authorized Officer of Capri Global Capital Limited (CGCL) under Securitisation And Reconstruction of Financial Assets And Enforcement of Security Interest Act, 2002 (the said Act). In exercise of powers conferred under Section 13(2) of the said Act, calling upon the following Borrower(s) (the said Borrower(s)), to repay the amounts mentioned in the respective Demand Notice(s) issued to them that are also given below. In connection with above, Notice is hereby given, once again, to the said Borrower(s) to pay to CGCL, within 90 days from the publication of this Notice, the amounts indicated herein below, together with further applicable interest from the date(s) mentioned below till the date of payment and/or realization, payable under the loan agreement read with other documents/writings, if any, executed by the said Borrower(s). As security for due repayment of the said loan(s), the following assets have been mortgaged to CGCL by the said Borrower(s) respectively:

S. Name of the Borrower(s)/ Guarantor(s)	Demand Notice Date and Amount	Description of secured asset (immovable property)
1. (Loan Account No. 02-F-24-R-2023955- Branch) Narendra Pwar (Borrower) Mrs. Chhama Pwar (Co-Borrower)	02-F-24-R-2023955-	All Piece and Parcel of land and building the Property being commercial purpose property being building and plot situated at 38/11/11/11/11, Area: 100 Sq. Ft. (69.70 Sq. Mts) Patwar: Halka No. 48, Ward No. 08, Neeti Subhash Chandra Vihar, At: Farid Goud Choravara, Village: Chitavara, Tehsil and Vikas Khurd, District: Khandwa, Madhya Pradesh - 490118. Bounded as follows as per Legal Map: Main Road, South Colony of Sunita and Sobtag Sand. East: Other Shop of Seller. West: Plot of Ramesh Gawai!

If the said Borrower fails to make payment to CGCL as aforesaid, CGCL shall proceed against the above secured assets under Section 13(4) of the Act and the applicable Rules, without any of the risks of the said Borrower(s) as to the costs and expenses. The said Borrower(s) are prohibited under the Act from transferring the aforesaid assets, whether by way of sale, lease or otherwise without the prior written consent of CGCL. Any person who contravenes or abets in the violation of the said provisions of the Act shall be liable for imprisonment and/or fine as provided under the Act.

Place : Khandwa Date : 09/02/2024 Sd/- (Authorized Officer), For Capri Global Capital Limited (CGCL)

PNB पंजाब नैशनल बैंक Punjab National Bank
Circle Office : 20, Sneh Nagar, Sapna Sangam Main Road, Indore. Ph. No. 0731-2438010

DEMAND NOTICE

Demand Notice under section 13(2) of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002. (SARFAESI Act)

In respect of loans availed by below mentioned Borrower from Punjab National Bank which have become NPA with below mentioned balance outstanding on the date mentioned below. We have already issued detailed demand notice dated Mentioned below under section 13(2) of Securitisation & Reconstruction Financial Assets and Enforcement of Security Interest Act 2002 by registered post. We have indicated our intention of taking possession of hypothecated securities and mortgaged Property owned by following Borrowers, Guarantors as per section 13(4) of the Act in case of your failure to pay the amount mentioned below within 60 days. public in general is hereby cautioned not to deal with property and any dealing with the property will subject to the charge of the Punjab National Bank, for the amount mentioned against the Borrowers and interest/charges thereon. Details are hereunder.

S. No.	Name, Address & Account No. of Borrowers / Guarantors	Description of the Property	Demand Notice Date	Outstanding Amount (Rs.)
1	1. Sh. Yogesh Joshi S/o Sh. Krishna Joshi 2. Smt. Swagata W/o Sh. Yogesh Joshi Bath: Adh. No. 498-4th Floor, Rishabh Arcade, Indore Plot No. CA/7 Dist. Indore-452010. Area: 611 Sq. Ft. Bounded by: East- Steps after Prakhoshia No. 405, West- Pakoshia No. 401, North- Common Passage, South- Plot No. C-14, Owned by: Sh. Yogesh Joshi S/o Krishna Joshi and Swagata Joshi W/o Sh. Yogesh Joshi Branch: Manoramangal, Indore	All the piece and parcel of Land & Building Residential property Plot No.406 4th Floor, Rishabh Arcade Kanak Shreeji Valley Village Bicholi Mandana, Indore Plot No. CA/7 Dist. Indore-452010. Area: 611 Sq. Ft. Bounded by: East- Steps after Prakhoshia No. 405, West- Pakoshia No. 401, North- Common Passage, South- Plot No. C-14, Owned by: Sh. Yogesh Joshi S/o Krishna Joshi and Swagata Joshi W/o Sh. Yogesh Joshi	11-01-2024	₹ 16,84,748.77 + interest + other charges w.e.f. 01-01-2024

You all are advised the above demand notice letter/cover was sent to you from postal authority by Punjab National Bank, received as undelivered. (1) Please collect the above mentioned demand notice from Punjab National Bank, for more and complete details. (2) Please pay the balance outstanding amount with interest and costs etc. as mentioned in above notice within 60 days from today to avoid further action under the SARFAESI Act.

Place : Indore, Date : 09-02-2024

Authorized Officer
Punjab National Bank

BRAND CONCEPTS LIMITED
Regd. Office: 140/2/2, Musakhedi Square, Indore G.P.O. Indore MP - 452001 IN
E-mail: swati.gupta@brandconcepts.in; Website: www.brandconcepts.in
CIN: L51909MP2007PLC066484

STANDALONE UNAUDITED FINANCIAL RESULTS FOR THE QUARTER & NINE MONTHS ENDED ON 31st DECEMBER 2023

Sr. No.	Particulars	Quarter Ended			For Nine Months ended			(Rs in Lacs)
		31/12/2023 Unaudited	30/09/2023 Unaudited	31/12/2022 Unaudited	31.12.2023 Unaudited	31.12.2022 Unaudited	31/03/2023 Audited	
1	Total Income from Operations	6,594.11	6,914.87	4,544.28	19,366.55	12,174.76	16,359.99	
2	Net Profit for the Period (before Tax and extraordinary items)	467.23	565.85	405.44	1,487.93	989.35	1,321.69	
3	Net Profit for the Period before Tax (after extraordinary items)	467.23	565.85	405.44	1,487.93	1,007.36	1,345.21	
4	Net Profit for the Period after Tax (after extraordinary items)	306.16	370.63	289.20	989.28	799.09	1,003.83	
5	Total Comprehensive income for the period (comprising profit for the period (after tax) and other Comprehensive Income (after Tax)	308.03	375.59	301.10	993.45	811.28	1,016.34	
6	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	
7	Reserves excluding Revaluation Reserves as per Balance Sheet of Previous accounting year.							
8	Earning Per Share (before extraordinary items) (of Rs. 10/- each) (not annualised)	2.83	3.48	2.85	9.16	7.67	9.60	
a)	Basic	2.76	3.39	2.85	8.92	7.67	9.60	
b)	Diluted							

CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER & NINE MONTHS ENDED ON 31st DECEMBER 2023

Sr. No.	Particulars	Quarter Ended			For Nine Months ended			Year Ended
		31/12/2023 Unaudited	30/09/2023 Unaudited	31/12/2022 Unaudited	31.12.2023 Unaudited	31.12.2022 Unaudited	31/03/2023 Audited	
1	Total Income from Operations	6,594.11	6,914.87	4,544.28	19,366.55	12,174.76	16,359.99	
2	Net Profit for the Period (before Tax and extraordinary items)	467.23	565.85	405.44	1,487.93	989.35	1,321.69	
3	Net Profit for the Period before Tax (after extraordinary items)	467.23	565.85	405.44	1,487.93	1,007.36	1,345.21	
4	Net Profit for the Period after Tax (after extraordinary items)	306.16	370.63	289.20	989.28	799.09	1,003.83	
5	Total Comprehensive income for the period (comprising profit for the period (after tax) and other Comprehensive Income (after Tax)	297.70	368.97	294.76	972.45	794.16	990.03	
6	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	
7	Reserves excluding Revaluation Reserves as per Balance Sheet of Previous accounting year.							
8	Earning Per Share (before extraordinary items) (of Rs. 10/- each) (not annualised)	2.74	3.42	2.79	8.96	7.44	9.36	
a)	Basic	2.67	3.33	2.79	8.73	7.44	9.36	
b)	Diluted							

Notes: 1. The above results after being reviewed by the Audit Committee and approved by the Board of Directors in its meeting held on 08th February, 2024. 2. The above is an extract of the detailed format of Standalone & Consolidated Financial Results for the quarter and nine months ended on 31st December 2023, file with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full form of these Financial Results are available on the Stock Exchange websites, www.nseindia.com and www.bseindia.com and on the Company's website www.brandconcepts.in.

For Brand Concepts Limited
Pratek Maheshwari
Managing Director
DIN: 00039340

Date: 08th February, 2024
Place: Indore

