



## BRAND CONCEPTS LIMITED

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**Date: 12<sup>th</sup> December, 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**

**Sub: Announcement**

**Brand Concepts Limited Forays into Canteen Stores Department for Sale of Tommy Hilfiger Luggage.**

Dear Sir/Madam,

In pursuance of regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we are happy to share that your company Brand Concepts Limited has been approved by the Canteen Stores Department (CSD) for the sale of its Tommy Hilfiger Luggage across the entire network of CSD.

Enclosed herewith the glance for the same.

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

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

**Swati Gupta  
Company Secretary & Compliance Officer**



## Brand Concepts Limited

### Business Update

## Company forays into Canteen Stores Department for sale of Tommy Hilfiger Luggage

Brand Concepts Ltd, a focused player in the Travel, Luggage and Soft Leather Goods is happy to share that the company has been approved by the Canteen Stores Department (CSD) for the sale of its Tommy Hilfiger Luggage in across the entire network of CSD.

The Canteen Stores Department, CSD as it is commonly referred to, was created to provide '**easy access to quality products of daily use**, at prices less than market rates' to the soldiers, ex-servicemen and their families. CSD provides a range of quality branded and unbranded products from shoe brushes to microwave ovens and cooking oil to luxury cars. The portfolio has grown from just a few items of daily use in 1948 (when the Department was created) to over four thousand products today. Information on all these products and brands is available on this web site through a "know-all" Search Engine for the benefit of the consumer.

Brand Concepts Ltd is proud to provide products at par with International Quality standards to our Armed Forces and their Families.

**The company aims to launch the products in the targeted CSD centers by Q1 FY 2024 (Apr-June 2024)**

**Commenting on this development, Mr. Abhinav Kumar, Whole Time Director & CFO said that**

"We are Excited to be associated with Canteen Stores Department. We feel proud to get an opportunity to serve our soldiers and their family through our endeavour to provide the best of our designs and great quality products. We look forward to a long-term association with the largest organised retail network in the country."

**For further information, please contact**

**KAPTIFY Consulting**

Investor Relations | Strategy | Consulting

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