



BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484

4th Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,
Bicholi Mardana, Indore, Madhya Pradesh, India - 452016

Phone: 91-731-4223000, Fax- 4221222/444

Email: info@brandconcepts.in

Date: 01.10.2026

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
East, Mumbai - 400051

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

Symbol: [BCONCEPTS]

Scrip Code: 543442

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Change in Senior Management Personnel (SMP) of the Company.

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, (“SEBI LODR Regulations”) as amended, this is to inform you that **Mr. Nabendu Chakraborty**, Chief Operating Officer, designated as Senior Management Personnel (SMP) of the Company, has tendered his resignation due to personal commitments.

The details as required under Regulation 30 of SEBI LODR Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, is enclosed herewith as **Annexure A**.

The letter of resignation is enclosed as **Annexure - B**.

You are requested to kindly take the same on record.

For, **Brand Concepts Limited**

Swati Gupta
Digitally signed by Swati
Gupta
Date: 2026.10.01 10:52:15
+05'30'

Swati Gupta
Company Secretary & Compliance Officer

Encl: A/a

ANNEXURE - A

**Relevant Details as required pursuant to Regulation 30 of SEBI LODR Regulations read with
SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024**

S No.	Particulars	Details
1.	Reason for change viz. appointment, re appointment, resignation, removal, death or otherwise	Resigned from the said post due to personal commitments.
2	Date of appointment / re-appointment / cessation (as applicable) & term of appointment / re-appointment	Cessation from the close of business hours on September 30, 2026.
3	Brief profile (in case of appointment)	Not Applicable
4	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

Swati
Gupta

Digitally signed by
Swati Gupta
Date: 2026.10.01
10:52:44 +05'30'

Nabendu Chakraborty

Eagleridge Wing B, Flat No. 3003
Wood Street Patlipada,
Hiranandani Foundation School
Hiranandani Estate,
Thane, Maharashtra- 400607

Date:01.09.2026

To,
The Management
Brand Concepts Limited
04th Floor, UNO Business Park, Bypass Road
Opp. Sahara City, Bicholi Mardana,
Indore, Madhya Pradesh – 452016

Subject: - **Resignation from the position of Chief Operating Officer of Company.**

Dear Sir,

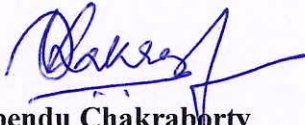
I hope this message finds you well.

I would like to tender my resignation from the position of Chief Operating Officer of Company and Senior Management Personnel due to personal reasons effective from the closure of business hours on Wednesday, September 30th 2026.

I wish to confirm that other than above mentioned reasons, there is no material reason behind my resignation from the above-mentioned position.

I would like to thank management for the opportunity and I wish Brand Concepts Limited all the success in its future endeavours.

Thanking You,
Yours Faithfully



Nabendu Chakraborty