

Date: 12.05.2026

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

Dear Sir/Madam,

- 1. Disclosure under Regulation 4(1) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 (“Insider Trading Regulations”) paragraph 8.1(a) of the Code of Conduct for Prevention of Insider Trading of Brand Concepts Limited (the “Code”); and**
- 2. Disclosure under Regulation 7(2) of the Insider Trading Regulations.**

With reference to the captioned subject, Brand Concepts Limited (“**the Company**”) has received disclosures dated 12.05.2026 from Pradeep Maheshwari, Promoter of the Company for disposal of 1,624,220 (Sixteen Lakhs Twenty-Four Thousand Two Hundred and Twenty) equity shares constituting 13.01% (Thirteen Point Zero One percent) of the shareholding of the Company pursuant to an off-market transaction with Mr. Prateek Maheshwari, Member of Promoter Group of the Company. The transaction was executed pursuant to proviso (i) to Regulation 4 (1) of the Insider Trading Regulations.

Accordingly, we are enclosing herewith the copy of above disclosures received from Mr. Pradeep Maheshwari under Regulation 4(1) and Regulation 7(2) of the Insider Trading Regulations.

We request to kindly take the same on record.

Thanking you,

For Brand Concepts Limited

Swati Gupta
Company Secretary & Compliance Officer
M No. A33016

Date: 12.05.2026

To,

Swati Gupta

Company Secretary & Compliance Officer

Brand Concepts Limited

04th Floor, UNO Business Park, Bypass Road,

Opp. Sahara City, Bicholi Mardana

Indore, Madhya Pradesh – 452016

Email: swati.gupta@brandconcepts.in

Ref: Report & disclosure under:

- (i) Disclosure under Regulation 4(1) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 (“Insider Trading Regulations”) and paragraph 8.1 (a) of the Code of Conduct for Prevention of Insider Trading of Brand Concepts Limited (the “Code”); and
- (ii) Regulation 7(2) of Insider Trading Regulations.

Dear Sir/Madam,

I wish to inform you that on 08th May, 2026 I have disposed of 16,24,220 equity shares of Brand Concepts Limited (the “**Company**”) pursuant to an off-market transaction with Mr. Prateek Maheshwari, Member of Promoter Group of the Company.

The transaction was executed pursuant to proviso (i) to Regulation 4 (1) of the Insider Trading Regulations. Since the Insider trading regulations do not prescribe a format for such reporting, please treat the aforesaid as a report for Regulation 4(1) of Insider Trading Regulations.

Please find enclosed **Annexure-I**, the disclosure required under Regulations 7(2) of Insider Trading Regulations and paragraph 8.1 (a) of the code.

I request you to take note of the transaction and notify the stock exchange as required.

Thanking You.

Yours Faithfully,

PRADEEP

MAHESHWARI

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PRADEEP MAHESHWARI
Date: 2026.05.12
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Pradeep Maheshwari

Promoter – Brand Concepts Limited

Note: (i) "Securities" shall have the meaning as defined under Regulation 2(1)(i) of SEBI (Prohibition of Insider Trading) Regulations, 2015.

(ii) Value of Transaction excludes taxes/ brokerage/ any other charges.

*Value is not applicable for the transaction as there is no consideration as Mr. Pradeep Maheshwari is selling the shares through inter-se transfer by way of gift.

Details of trading in derivatives on the securities of the company by Promoter, member of the promoter group, designated person or Director of a listed company and immediate relatives of such persons and other such persons as mentioned in Regulation 6(2)

Trading in derivatives (Specify type of contract, Futures or Options etc.)						Exchange on which the trade was executed
Type of Contract	Contract Specifications	Buy		Sell		
		Notional Value	Number of Units (contracts * lot size)	Notional Value	Number of Units (contracts * lot size)	
Nil	Nil	Nil	Nil	Nil	Nil	Nil

PRADEEP
MAHESHWARI
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Digitally signed by
PRADEEP
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Date: 2026.05.12
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Pradeep Maheshwari

Promoter – Brand Concepts Limited

Date: 12.05.2026

Place: Indore

Annexure- I

**Details of change in holding of securities of promoter, Member of promoter Group, Designated Person or Director of a listed company and immediate relatives of such persons and other persons as mentioned in Regulations 6(2)
[Regulations 7(2) read with Regulation 6(2) – Continual disclosures]**

Name of the Company: Brand Concepts Limited

Details of Securities held on appointment of Key Managerial Personnel (KMP) or Director or upon becoming a Promoter or member of the Promoter Group of a listed company and immediate relatives of such persons and by other such persons as mentioned in Regulation 6(2)

Name, PAN No. CIN/DIN & Address with contact No.	Category of person (KMP/ Director or promoter or Member of promoter group/ Immediate relative to / others etc.	Securities held prior to acquisition/ disposal	Securities held to	Securities acquired/ disposed	Securities held post to acquisition/ disposal	Date of allotment advice/ acquisition of shares/ sale of shares specifically	Date of intimation to the company	Mode of acquisition/ Disposal (on market/ public/ rights / preferential offer/ off market	Exchange on which trade was executed
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												et/ Inter- se Trans fer/ ESOP s, etc.				
Name: Mr. Pradeep Maheshwari PAN: AHIPM7063L Address: 09, Pragati Vihar, Bicholi Mardana Indore, Madhya Pradesh – 452016 Email: pradeep@iffgroup.com		Type of securities (for e.g. Share Warrants, Convertible debentures, Rights entitlement etc.	No. and % of share holding	Type of securities (for e.g. Share Warrants, Convertible debentures, Rights entitlement etc.	No.	Value (In INR.)	Transaction Type (Purchase / sale / pledge/ Revocation/ Invocation/Others please specify)	Type of securities (for e.g. Share Warrants, Convertible debentures, Rights entitlement etc.	No. and % of share holding	From	To	Inter-se transfer by way of gift.	NA			
		Equity Shares	2468853 19.78%	Equity Shares	1,6,24,220 13.01%	Nil Consideration. As it is inter-se by way of gift	Sale Equity shares 844633 6.77%	08 th May, 2026	08 th May 2026	08 th May, 2026	08 th May, 2026					