

Date: 13-08-2026

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

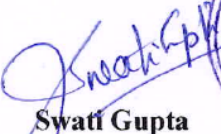
Scrip Code: 543442

Sub: - Statement of deviation(s) or variation(s) for the quarter and three months ended 30th June, 2026 under regulation 32(1) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")

Pursuant to Regulation 32(1) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015, a Statement confirming no deviation or variation in the utilization of proceeds raised through issuance of Warrants to promoter group of the company on preferential basis for quarter and three months ended 30th June, 2026 is enclosed herein, in the format as prescribed.

We request you to kindly take the above information on your record.

**Yours faithfully,
For Brand Concepts Limited**


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

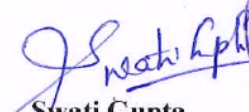


Encl: A/a

**STATEMENT ON DEVIATION OR VARIATION FOR PROCEEDS OF PUBLIC ISSUE, RIGHTS ISSUE,
PREFERENTIAL ISSUE, QUALIFIED INSTITUTIONS PLACEMENT ETC.**

Statement on deviation / variation in utilization of funds raised						
Name of listed entity			Brand Concepts Limited			
Mode of Fund Raising			Preferential Issue – Convertible Warrants			
Date of Raising Funds			23.09.2025			
Amount Raised (In Rs.)			9,74,89,500 (Rs. 7,49,89,500 + Rs. 2,25,00,000)			
Report filed for Quarter ended			30-06-2026			
Monitoring Agency			NA			
Monitoring Agency Name, if applicable			NA			
Is there a Deviation/ Variation in use of funds raised			No			
If yes, whether the same is pursuant to change in terms of contract or objects which was approved by the shareholders			Not Applicable			
If yes, Date of shareholder Approval			Not Applicable			
Explanation for the Deviation/ Variation			Not Applicable			
Comments of the Audit Committee after review			No comment			
Comments of the auditors, if any			No comments from auditors			
Objects for which funds have been raised and where there has been a deviation, in the following table: Not Applicable						
Original Object	Modified Object, if any	Original Allocation (In Rs.)	Modified allocation, if any	Funds Utilized (In Rs.)	Amount of Deviation/ Variation for the quarter according to applicable object	Remarks, if any
Working Capital, Expansion of Manufacturing Facility, Investment in Brand Building & Acquiring New Brands		9,74,89,500	-	9,74,48,990.12		-
Deviation or variation could mean:						
a. Deviation in the objects or purposes for which the funds have been raised or						
b. Deviation in the amount of funds actually utilized as against what was originally disclosed or						
c. Change in terms of a contract referred to in the fund-raising document i.e. prospectus, letter of offer, etc.						

For Brand Concepts Limited


Swati Gupta
Company Secretary & Compliance Officer
M No. A33016

