

Holding of Specified Securities

Annexure - I

1. Name of Listed Entity:	BRAND CONCEPTS LIMITED		
2. Scrip Code/Name of Scrip/Class of Security			
3. Share Holding Pattern Filed under: Reg. 31(1)(a)/Reg. 31(1)(b)/Reg. 31(1)(c)			
a. If under 31(1)(b) then indicate the report for Quarter ending		29-09-2018	
b. If under 31(1)(c) then indicate date of allotment/extinguishment			
4. Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-			

Particulars	Yes*	No*
1. Whether the Listed Entity has issued any partly paid up shares?		
2. Whether the Listed Entity has issued any Convertible Securities or Warrants?		
3. Whether the Listed Entity has any shares against which depository receipts are issued?		
4. Whether the Listed Entity has any shares in locked-in?		
5. Whether any shares held by promoters are pledged or otherwise encumbered?		

* If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding Convertible Securities/Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by promoters, as applicable, shall not be displayed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by Listed Entity in above table the values will be considered as 'Zero' by default on submission of the format of holding of specified securities.

Table 1 - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Date Category (i)	Category of shareholder (ii)	No. of Shares holders (iii)	No. of fully paid up equity Share held (iv)	No. of Partly paid-up equity Share held (v)	No. of shares underlying Depository Receipts (vi)	Total nos. shares held (vii) = (iv)+(v)+(vi)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (viii) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (ix)			Total as a % of (A+B+C)	No. of Shares Underlying Outstanding convertible securities (including Warrants) (x)	Shareholding, as a % assuming full conversion of convertible securities as a % of diluted share capital; (xi) = (vii) + (x) As a % of (A+B+C2)	Number of Locked In shares (xii)		Number of Shares pledged or otherwise encumbered (xiii)		Number of equity shares held in dematerialized form (xiv)
								Class Equity x	Class Others y	Total z				No. (a)	As a % of total shares held (b)	No. (a)	As a % of total share held (b)	
(A)	Promoter & Promoter Group	6	6265000	0	0	6265000	59.1998	Class Equity x	Class Others y	Total z	59.1998	0	59.1998	6265000	100.0000	0	0.0000	6265000
(B)	Public	267	4317800	0	0	4317800	40.8002	0	0	4317800	40.8002	0	40.8002	1572800	73.4947	0	0.0000	4028140
(C)	Non Promoter-Non Public	0	0	0	0	0	NA	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(C1)	Shares underpin DRs	0	0	0	0	0	NA	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(C2)	Shares held by Employees Trusts	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
	Total	273	10582800	0	0	10582800	#####	#####	#####	#####	100.0000	0	100.0000	7777800	73.4947	0	0.0000	10281140

Table II - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PROMOTER AND PROMOTER GROUP

Category & Name of the shareholders (i)	PAN (ii)	No of Share holders (iii)	No of fully paid up equity Shares held (iv)	Partly paid-up equity Share held (v)	No. of shares underlying Depository Receipts (vi)	Total nos. shares held (vii)=(iv)+(v)+(vi)	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2) (viii)	Number of Voting Rights held in each class of securities (ix)			Total as a % of (A+B+C) (x)	No. of Shares Underlying Outstanding convertible securities (including Warrants) (xi)	Shareholding, as a % assuming full conversion of convertible securities held as a % of diluted share capital (xii)=(xiii)+(xi) As a % of (A+B+C2)	Number of Locked in shares (xiii)	As a % of total shares held (xiv)	Number of Shares pledged or otherwise encumbered (xv)	As a % of total shares held (xvi)	Number of equity shares held in dematerialized form (xvii)	
								Class Equity	Class Preference	Total									
1 Indian																			
(a) Individuals/Hindu undivided Family																			
PRACEEP MAHESHWARI	AAHPRGIM	1	800000	0	0	800000	9.5044	900000	0	900000	8.5044	0	8.5044	900000	100.0000	0	0.0000	900000	
PRACEEP MAHESHWARI	AHJPMR30C	1	2525000	0	0	2525000	23.8638	2525000	0	2525000	23.8638	0	23.8638	2525000	100.0000	0	0.0000	2525000	
Total		2	3425000	0	0	3425000	32.3682	3425000	0	3425000	32.3682	0	32.3682	3425000	100.0000	0	0.0000	3425000	
(b) Central Government/State Government(s)																			
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	
(c) Financial Institutions/Banks																			
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	
(d) Any Other/BODIES CORPORATE																			
JEF OVERSEAS PRIVATE LTD	AAACD369BA	1	588000	0	0	588000	5.5562	588000	0	588000	5.5562	0	5.5562	588000	100.0000	0	0.0000	588000	
Total		1	588000	0	0	588000	5.5562	588000	0	588000	5.5562	0	5.5562	588000	100.0000	0	0.0000	588000	
(e) Any Other/DIRECTORS RELATIVES																			
ANNA PURNA MAHESHWARI	ACAPM743D	1	1050000	0	0	1050000	9.8218	1050000	0	1050000	9.8218	0	9.8218	1050000	100.0000	0	0.0000	1050000	
PRATEEK MAHESHWARI	AHJPM7063L	1	1050000	0	0	1050000	9.8218	1050000	0	1050000	9.8218	0	9.8218	1050000	100.0000	0	0.0000	1050000	
SAVSHI RATHI MAHESHWARI	AAGPR2818F	1	152000	0	0	152000	1.4363	152000	0	152000	1.4363	0	1.4363	152000	100.0000	0	0.0000	152000	
Total		3	2620000	0	0	2620000	24.2798	2620000	0	2620000	24.2798	0	24.2798	2620000	100.0000	0	0.0000	2620000	
Sub Total (A)(1)		6	6285000	0	0	6285000	59.1998	6285000	0	6285000	59.1998	0	59.1998	6285000	100.0000	0	0.0000	6285000	
2 Foreign																			
(a) Individuals (Non-Resident Individuals)/Foreign Individuals																			
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	
(b) Government																			
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	
(c) Institutions																			
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	
(d) Foreign Portfolio Investor																			
Total		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	
Sub-Total (A)(2)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0	
Total Shareholding of Promoter and Promoter Group (A) = (A)(1)+(A)(2)		6	6285000	0	0	6285000	69.1998	6285000	0	6285000	69.1998	0	69.1998	6285000	100.0000	0	0.0000	6285000	

Note: Details of Shares which remain unclaimed may be given here along with details such as number of shareholders, outstanding shares held in dematerialized suspense account, voting rights which are frozen etc.

(1) PAN would not be displayed on website of Stock Exchange(s).

(2) The term "encumbrance" has the same meaning as assigned under regulation 29(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Table B - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PUBLIC SHAREHOLDER

Category & Name of the shareholders (i)	PAN (ii)	No. of Share holders (iii)	No. of fully paid up equity Shares held (iv)	Partly paid-up equity Shares held (v)	No. of shares underlying Depository Receipts (vi)	Total no. shares held (vii) = (iv)+(v)+(vi)	Shareholding % as per SCRR (1957) as a % of (A+B+C2) (viii)	Number of Voting Rights held in each class of securities (ix)			Total as a % of Total Voting Rights (x)	No. of Shares Underlying Outstanding convertible securities (including Warrants) (xi)	Total Shareholding as a % assuming full conversion of convertible securities as a percentage of diluted share capital (xii) = (vii)+(xi) As a % of (A+B+C2)	Number of Locked in shares (xiii)	As a % of share base (xiv)	Number of Shares pledged or otherwise encumbered (xv)	As a % of share base (xvi)	Number of equity shares held in dematerialize form (xvii)	
								Class Equity (a)	Class Others (b)	Total (c)									
1 Institutions																			
(a) Mutual Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(b) Venture Capital Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(c) Alternate Investment Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(d) Foreign Venture Capital Investors		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(e) Foreign Portfolio Investors		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(f) Financial Institutions/Banks		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(g) Insurance Companies		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(h) Provident Funds/Pension Funds		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
2 Central / State government(s)																			
(a) Central Government/State Government(s)/President of India		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
3 Non-institutions																			
(a) Individuals - I. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.		223	960500	0	0	960500	5.0760	960500	0	960500	9.0760	0	9.0760	0	0.0000	NA	NA	960500	
2) Individuals - II. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		20	2714522	0	0	2714522	25.6503	2714522	0	2714522	25.6503	0	25.6503	1221100	44.9840	NA	NA	242282	
ABHINAV KUMAR	AOZPK1790C	1	700000	0	0	700000	6.6145	700000	0	700000	6.6145	0	6.6145	700000	100.0000	NA	NA	700000	
GITA KIRTI AMBANI	AADEA5911H	1	414000	0	0	414000	3.8720	414000	0	414000	3.8720	0	3.8720	0	0.0000	NA	NA	414000	
LAYMI CHANDRAKANT SHAH	AAJND1869D	1	291690	0	0	291690	2.7564	291690	0	291690	2.7564	0	2.7564	291700	100.0000	NA	NA	291700	
MADHU AGARWAL	ADNPA4846R	1	185000	0	0	185000	1.7519	185000	0	185000	1.7519	0	1.7519	0	0.0000	NA	NA	185000	
PRASHANT CHANDRAKANT SHAH	AAJFP3029P	1	426000	0	0	426000	4.0254	426000	0	426000	4.0254	0	4.0254	0	0.0000	NA	NA	426000	
REKHA RESISTERED WITH RBI	AAJYB0596H	0	194440	0	0	194440	1.8373	194440	0	194440	1.8373	0	1.8373	194440	100.0000	NA	NA	194440	
(b) Employee Trusts		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(c) Overseas Depositories (holding DRA) (balancing figure)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0	
(d) Any other bodies/corporate																			
NNA SECURITIES	AAACN0070G	15	540778	0	0	540778	5.1100	540778	0	540778	5.1100	0	5.1100	291700	53.9408	NA	NA	540778	
TANAA INVESTMENT SERVICES PRIVATE LIMITED	AAOCT3343B	1	291700	0	0	291700	2.7564	291700	0	291700	2.7564	0	2.7564	291700	100.0000	NA	NA	291700	
(e) Any other (CLAWING MEMBERS)		5	84000	0	0	84000	0.7937	84000	0	84000	0.7937	0	0.7937	0	0.0000	NA	NA	84000	
(f) Any Other (NON RESIDENT INDIANS (NRI))		4	18000	0	0	18000	0.1701	18000	0	18000	0.1701	0	0.1701	0	0.0000	NA	NA	18000	
SUB TOTAL (B)(1)																			
Total Public Shareholding (B) =		287	4317800	0	0	4317800	40.8002	4317800	0	4317800	40.8002	0	40.8002	1512800	35.0364	NA	NA	4028140	
(B)(1)-(B)(2)-(B)(3)		287	4317800	0	0	4317800	40.8002	4317800	0	4317800	40.8002	0	40.8002	1512800	35.0364	NA	NA	4028140	

Details of the shareholders acting as persons in Concert including their Shareholding (No. and %), 0

Details of Shares which remain unclaimed may be given near along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

Note: (1) PAN would not be displayed on website of Stock Exchange(s). (2) The above format needs to be disclosed along with the name of following persons: Institutions/Non Institutions holders more than 1% of total number of shares.

Table IV - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE NON PROMOTER - NON PUBLIC SHAREHOLDER

Category & Name of the shareholders (i)	PAN (ii)	No. of Shares held (iii)	No. of fully paid up equity Share held (iv)	Partly paid-up equity Share held (v)	No. of shares underlying Depository Receipts (vi)	Total no. shares held (vii) = (iv)+(v)+(vi)	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2) (viii)	Number of Voting Rights held in each class of securities (ix)			No. of Underlying Outstanding securities (including Warrants) (x)	Total Shareholding, as a % assuming full conversion of convertible securities as a diluted share capital (xi) = (vii)+(x) As a % of (A+B+C2)	Number of Locked in shares (xii)	As a % of total shares held (xiii)	Number of Shares pledged or otherwise encumbered (xiv)	As a % of total shares held (xv)	Number of equity shares held in dematerialized form (xvi)
								Class Equity x	Class Others y	Total							
1 Custodian/DRA Holder		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0	0	0
Total Non Promoter-Non Public Shareholding (C)=(1)+(C2)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0	0	0	0	0

Note (1) PAN would not be displayed on website of Stock Exchange(s).

(2) The above format needs to disclose name of all holders holding more than 1% of total number of shares.

(3) W.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available.