

**Brand Concepts Limited**

Current Shareholding:

Name of Shareholder	Percentage Shareholding
IFF Overseas Pvt. Ltd.	7.56%
Pradeep Maheshwari	32.46%
Annapurna Maheshwari	13.50%
Prateek Maheshwari	13.50%
Pradeep Maheshwari (HUF)	11.57%
Sakshi Rathi Maheshwari	1.95%
Abhinav Kumar	9.00%
Piyush Pushkar	0.45%
Tanam Investment Services Pvt. Ltd.	3.75%
Prashant Shah	2.50%
Laxmi ChandKant Shah	3.75%