

Date: 22nd October, 2021

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

Sub: - Voting Result & Scrutinizer Report of the Postal Ballot (including e-voting)

Dear Sir/Mam,

In continuation to our intimation dated 17th September 2021 towards Notice of Postal Ballot, we would like to update that the approval of shareholders of the company by way of special resolution was sought the following.

1. **Migration of Listing/Trading of Equity Shares of the Company from SME Segment to the Main Board of NSE.**
2. **Application of listing of equity share capital on Main Board of BSE.**


In terms of Regulation 44(3) of SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015, please find enclosed the results of Postal Ballot (Including Evoting)(Postal Ballot) as **Annexure -A** , along with the report of Scrutinizer appointed by the Company for conducting the Postal Ballot in **Annexure - B**.

The same will be uploaded on the website of the company at www.brandconcepts.in.

The aforesaid resolution have been passed by the members of the company through Postal Ballot with requisite majority.

You are requested to take the above information on record.

Yours faithfully,
For Brand Concepts Limited


Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016



BRAND
CONCEPTS

BRAND CONCEPTS LIMITED

CIN - L51909MH2007PLC174702
140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444
Email: info@brandconcepts.in

Annexure A

Date of the AGM/EGM	17 th September 2021 (Date of Notice of Postal Ballot)
Total number of shareholders on record date	282
No. of shareholders present in the meeting either in person or through proxy: Promoters and Promoter Group: Public:	-
No. of Shareholders attended the meeting through Video Conferencing/Evoted Promoters and Promoter Group: Public	2 (Two) 11 (Eleven)

Registered Office: Lotus Star, Plot No. D-5, Road No. 20, Marol MIDC,
Andheri East Mumbai - 400093 (MH)



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Resolution No: 1. As an Special Resolution

1. Migration of Listing/Trading of Equity Shares of the Company from SME Segment to the Main Board of NSE

Resolution required: (Ordinary/ Special)		Special						
Whether promoter / promoter group are interested in the agenda/resolution?	No							
Category	Mode of Voting	No. of shares held	No. of votes polled	% of Votes Polled	No. of Votes - in favour	No. of Votes - against	% of Votes in favour on votes polled	% of Votes against on votes polled
Promoter and Promoter Group	E-Voting	1253000	2	0	2	0	100%	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	1253000	2	0	2	0	100%	0
Public-Institutions	E-Voting	0	0	0	0	0	0	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0
Public-Non Institutions	E-Voting	1257000	11	0	11	0	100%	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	1257000	11	0	11	0	100%	0
Total		2510000	13	0	13	0	100%	0



Resolution No: 2. As an Special Resolution

**2. Application of listing of equity share capital on Main Board of BSE
Resolution required: (Ordinary/ Special)**

Special

Whether promoter/ promoter group are interested in the agenda/resolution?

No

Category	Mode of Voting	No. of shares held	No. of votes polled	% of Votes Polled on outstanding shares (3)=[(2)/(1)]*100	No. of Votes - in favour	No. of Votes against	% of Votes in favour on votes polled (6)=[(4)/(2)]*100	% of Votes against on votes polled (7)=[(5)/(2)]*100
Promoter and Promoter Group	E-Voting	1253000	2	0	2	0	100%	0
	Poll	0	0	0	0	0	0	0
	Postal Ballot (if applicable)	0	0	0	0	0	0	0
Public-Institutions	Total	1253000	2	0	2	0	100%	0
	E-Voting	0	0	0	0	0	0	0
	Poll	0	0	0	0	0	0	0
Public-Institutions	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0
	E-Voting	0	0	0	0	0	0	0
Public-Non Institutions	Total	1257000	11	0	11	0	100%	0
	E-Voting	0	0	0	0	0	0	0
	Poll	0	0	0	0	0	0	0
Public-Institutions	Postal Ballot (if applicable)	0	0	0	0	0	0	0
	Total	1257000	11	0	11	0	100%	0
	E-Voting	0	0	0	0	0	0	0
Total	Total	2510000	13	0	13	0	100%	0
	E-Voting	0	0	0	0	0	0	0
	Poll	0	0	0	0	0	0	0





MANJU MUNDRA & CO.
COMPANY SECRETARIES
302, Soni Mansion Building,
12-B, Ratlam Kothi, Indore-452001
Phone-4993107, 9303223239
Email-mmanju@mscs.com

Report of Scrutinizer for Postal Ballot/E-Voting

To,
The Chairman,
Brand Concepts Limited
Lotus Star, Plot No. D-5, Road No. 20,
Marol MIDC, Andheri East,
Mumbai - 400093 (MH)

Dear Sir,

I, Manju Mundra, Practicing Company Secretary (Membership No. 4431/C.P. No. 3454), appointed as Scrutinizer by the Board of Directors of Brand Concepts Limited vide resolution dated 17th September, 2021 for the purpose of scrutinizing and ascertaining the requisite majority of the votes cast in postal ballot conducted via remote e-voting (the "Postal Ballot") held between 9.00 AM (IST) on Wednesday, 22nd September, 2021 and ended on 05.00 PM (IST) on Thursday, 21st October, 2021, being undertaken under section 110 of the Companies Act, 2013 read with rule 22 of the Companies (Management and Administration) Rules, 2014 and relevant MCA Circulars with respect to the resolutions contained in the notice of the Postal Ballot,

I submit my report as under:

1. The management of the Company is responsible to ensure the compliance with the requirements of the Companies Act, 2013, Rules thereunder read with relevant MCA Circulars, Secretarial Standards on General Meeting (SS-2) and regulations contained in the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015 relating to voting through electronic means on the resolutions contained in the Postal Ballot Notice.
2. My responsibility as scrutinizer for the Postal Ballot is restricted to the extent of preparation and presentation of Scrutinizer's Report of the vote cast "FOR" or "Against" the resolution stated in the Notice, based on the reports generated from the e-voting system provided by the Central Depository Services Limited ("CDSL"), the authorised agency to provide e-voting facility.
3. The Members of the Company as on the "cut-off date" i.e. Friday, September 17, 2021 were entitled to vote on the proposed resolution to be passed through postal ballot by way of electronic voting means as set-out in the Notice of Postal Ballot dated September 17, 2021 and their shareholding as on that date has been reckoned for the purpose of arriving at the results of the postal ballot.





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4. The e-voting period remained open from Wednesday, September 22, 2021 at 9:00 A.M. (IST) and ended at the close of working hours i.e. 5:00 P.M. (IST) on Thursday, October 21, 2021 on the designated website of CDSL i.e. <https://www.evotingindia.com>
5. On Saturday, September 18, 2021, the Company had completed the dispatch of Postal Ballot notice to those Members whose name(s) appeared in the Register of Members/ List of beneficial owners received from Depositories i.e. National Securities Depository Limited ("NSDL"), Central Depository Services (India) Limited ("CDSL") and Big Share Services Private Limited, Registrars and Share Transfer Agent of the Company ("RTA") and whose e-mail IDs were registered with the Depositories or with RTA. Pursuant to the MCA Circulars, the Company had dispatched the notice through e-mails only to all the Shareholders.
6. In view of relaxation given by Ministry of Corporate Affairs and Securities and Exchange Board of India, the Company has not dispatched physical ballot. Further, the Company has also not received any physical ballot form and accordingly, voting done through e-voting only was considered for this report.
7. As per rule 20 read with rule 22 of the Companies (Management and Administration) Rules, 2014, as amended and Regulation 47 of listing regulations, advertisements were published by the Company in "Free Press" (English), all editions and "Navshakti" (Marathi), Mumbai edition on Sunday, September 19, 2021 informing about the completion of dispatch of Postal Ballot notice to those Members who registered their e-mail id's with the depositories or with RTA of the Company along with other related matters mentioned therein.
8. I had monitored the process of electronic voting (i.e. e-voting) through the scrutinizer's secured link provided by CDSL through its designated website.
9. After completion of e-voting, votes cast by the Members, were unblocked in the presence of two witnesses, Mr. Palash Jain R/o. 203 Diwakar Apartment Mahaveer Nagar Indore MP 452001 and Mr. Praveen Mundra R/o. 224, Tilak Nagar Indore MP 452001, who are not in the employment of the Company. They have signed at end in confirmation thereof.
10. The particulars of report downloaded from the website of CDSL have been entered in a separate register maintained for the purpose of postal Ballot.





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11. Votes casted by the members through e-voting, were reconciled with the records maintained by the RTA of the Company and authorizations lodged with the Company.
12. This report is based on votes casted through e-voting, which was downloaded from the website of CDSL i.e. <https://www.evotingindia.com>.
13. After ascertaining the votes casted by e-voting, I hereby submit the result as under:

Special Business

Resolution 1:

Special Resolution

Migration of Listing/Trading of Equity Shares of the Company from SME Segment to the Main Board of NSE

Particular	E-Voting		
	Number of Members Voted	Votes Cast by them	% of Total number of valid votes cast
Favour	13	2510000	100
Against	0	0	0
Total	13	2510000	100

As per the regulation 277 of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018) the resolution has been passed with the requisite majority.

Resolution 2:

Special Resolution

Application of listing of equity share capital on Main Board of BSE

Particular	E-Voting		
	Number of Member Voted	Votes Cast by them	% of Total number of valid votes cast
Favour	13	2510000	100
Against	0	0	0
Total	13	2510000	100





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14. Based on the aforesaid results, the special resolutions as mentioned above shall be deemed to have been passed with requisite majority as per the applicable provisions, on Thursday, October 21, 2021, being the last date of remote e-voting for the members of the Company. Therefore the chairman or any other person authorised by him may accordingly declare the result of Postal Ballot process.

Thanking You,
Yours faithfully,

MANJU MUNDRA
Company Secretary
FCS 4431 CP 3454

CS Manju Mundra
Company Secretary
M. No- 4431| COP- 3454
UDIN- F004431C001244230

Place- Indore
Date- 22nd September, 2021

The following were the witness to the unblocking the votes cast through remote e-voting.

Palash Jain

Praveen Mundra

Countersigned by:
For Brand Concepts Limited

Mr. Prateek Maheshwari
Chairman