

Date: 25th May, 2023

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 - 400051

Symbol: BCONCEPTS

Scrip Code: 543442

Sub: Outcome of the Board Meeting of "Brand Concepts Limited" (Company) held on Thursday, 25th May 2023 at 11:15 am.

Dear Sir/Mam,

The Board of Directors of the Company at their meeting held on 25th May, 2023 at 11:15 am, inter alia transacted the following business.

- Considered and approved the Audited financial result for the quarter & financial year ended on 31st March 2023 along with the Statement of Assets and Liabilities, Cash Flow Statement and Auditor's Report on the Audited Financial Results of the Company for the quarter and year ended on 31st March 2023, in compliance with Regulation 33 of the SEBI (LODR), 2015.
- The Board has recommended Dividend of Rs. 0.50 (5%) per equity share of face value of Rs. 10 each for the financial year 2022-23, subject to approval by shareholders of the company.

The meeting was commenced on 11:15 am and got concluded on ~~12:40~~ 12:40 pm.

You are therefore requested to take this into your records and oblige.

**Thanking You,
Yours faithfully
For Brand Concepts Limited,**


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



BRAND CONCEPTS LIMITED (L51909MH2007PLC174702)
STATEMENT OF STANDALONE AND CONSOLIDATED AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31ST MARCH, 2023

(Rs. in Lacs)

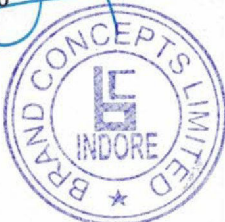
Particulars	Standalone					Consolidated				
	For The Quarter Ended		For The Year Ended			For The Quarter Ended		For The Year Ended		
	31.03.2023 (Audited)	31.12.2022 (Unaudited)	31.03.2022 (Audited)	31.03.2023 (Audited)	31.03.2022 (Audited)	31.03.2023 (Audited)	31.12.2022 (Unaudited)	31.03.2022 (Audited)	31.03.2023 (Audited)	31.03.2022 (Audited)
1. Revenue										
(a) Net Sales/Income from Operations	4,166.91	4,535.88	2,653.73	16,321.63	8,616.68	4,166.91	4,535.88	2,653.73	16,321.63	8,616.68
(b) Other Revenue	18.32	8.40	16.32	38.36	60.64	18.32	8.40	16.32	38.36	60.64
Total Revenue	4,185.23	4,544.28	2,670.05	16,359.99	8,677.32	4,185.23	4,544.28	2,670.05	16,359.99	8,677.32
2. Expenses:										
(a) Cost of Materials Consumed	-	-	-	-	-	-	-	-	-	-
(b) Purchase of stock-in-trade	2,283.44	2,491.34	1,764.00	9,367.40	4,680.22	2,283.44	2,491.34	1,764.00	9,367.40	4,680.22
(c) Changes in Inventories of Stock in Trade	(210.11)	(39.15)	(406.08)	(845.49)	(47.80)	(210.11)	(39.15)	(406.08)	(845.49)	(47.80)
(d) Employee benefit expenses	452.38	398.85	349.23	1,616.37	1,083.75	452.38	398.85	349.23	1,616.37	1,083.75
(e) Finance Cost	110.73	141.91	107.81	494.18	481.28	110.73	141.91	107.81	494.18	481.28
(f) Depreciation and amortization expenses	97.89	102.92	75.12	345.99	249.59	97.89	102.92	75.12	345.99	249.59
(g) Other expenses	1,118.54	1,042.97	621.84	4,059.83	2,125.53	1,118.54	1,042.97	621.84	4,059.83	2,125.53
Total Expenses	3,852.87	4,138.84	2,511.92	15,038.28	8,572.57	3,852.87	4,138.84	2,511.92	15,038.28	8,572.57
3.Profit/(Loss) from operations before exceptional item & Tax (1-2)	332.36	405.44	158.13	1,321.71	104.75	332.36	405.44	158.13	1,321.71	104.75
4. Exceptional Items	5.51	-	-	23.52	-	5.51	-	-	23.52	-
5. Profit/ (Loss) from ordinary activities before tax (3+4)	337.87	405.44	158.13	1,345.23	104.75	337.87	405.44	158.13	1,345.23	104.75
6. Tax expenses:										
Current Tax	(64.66)	(62.72)	(17.19)	(237.52)	(17.19)	(64.66)	(62.72)	(17.19)	(237.52)	(17.19)
Mat Credit Entitlement	(43.31)	(11.11)	17.19	55.72	17.19	(43.31)	(11.11)	17.19	55.72	17.19
Deferred Tax	(25.14)	(42.41)	(67.52)	(159.58)	(28.69)	(25.14)	(42.41)	(67.52)	(159.58)	(28.69)
Short (excess) provision for tax relating to prior year	-	-	-	-	-	-	-	-	-	-
7.Net Profit /(Loss) for the period after tax but before share of profit / (loss) of associates	204.76	289.20	90.61	1,003.85	76.06	204.76	289.20	90.61	1,003.85	76.06
8. Share of profit / (loss) of associates	-	-	-	-	-	(2.84)	(6.34)	(9.02)	(26.31)	(13.05)
9. Net Profit /(Loss) for the period after taxes & share of profit / (loss) of associates but before non - controlling interest (7+8)	204.76	289.20	90.61	1,003.85	76.06	201.92	282.86	81.59	977.54	63.01
10. Non-controlling interests	-	-	-	-	-	-	-	-	-	-
11. Net Profit /(Loss) for the period after taxes & share of profit / (loss) of associates and non - controlling interest (9+10)	204.76	289.20	90.61	1,003.85	76.06	201.92	282.86	81.59	977.54	63.01
12. Other Comprehensive Income										
A) Items that will not be reclassified to the statement of profit or loss	0.32	11.90	(7.16)	12.51	(6.35)	0.32	11.90	(7.16)	12.51	(6.35)
a. Gain / (loss) on remeasurement of the defined benefit plans	-	-	-	-	-	-	-	-	-	-
Income tax on above	-	-	-	-	-	-	-	-	-	-
B) Items that may be reclassified to the statement of profit or loss	-	-	-	-	-	-	-	-	-	-
a. Effective portion of gain / (loss) on designated portion of hedging instruments in a cash flow hedge	-	-	-	-	-	-	-	-	-	-
Income tax on above	-	-	-	-	-	-	-	-	-	-
Total other comprehensive income	0.32	11.90	(7.16)	12.51	(6.35)	0.32	11.90	(7.16)	12.51	(6.35)
13. Net Profit /(Loss) for the period (11+12)	205.08	301.10	83.45	1,016.36	69.71	202.24	294.76	74.43	990.05	56.66
14. Paid-up equity share capital (Face Value of the share @ 10 Rs. / Share)	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28	1,058.28
15. Reserves excluding Revaluation Reserves as at balance sheet date	1,743.66	1,590.44	779.16	1,743.66	779.16	1,704.30	1,553.88	766.07	1,704.30	766.07
16.(i) Earning Per Share (before extraordinary items) (of Rs. 10/- each) (not annualised for quarter)										
a) Basic	1.94	2.85	0.79	9.60	0.66	1.91	2.79	0.70	9.36	0.54
b) Diluted	1.94	2.85	0.79	9.60	0.66	1.91	2.79	0.70	9.36	0.54

Notes :

- The above financial results have been reviewed by the Audit Committee and approved by the Board of Directors in its meeting held on 25th May, 2023, in terms of Regulation 33 of SEBI (Listing Obligation & Disclosure Requirements) Regulations, 2015. The statutory auditors have issued the audit reports with unmodified opinion on the above results.
- Financial Results are in compliance with the Indian Accounting Standard (Ind-AS) prescribed under section 133 of the Companies Act, 2013.
- Previous period figures have been regrouped / rearranged, wherever necessary to confirm to current period's classifications.
- The company is dealing in Travel Gear & Related Accessories. The company does not have any geographical / other segments hence no separate reportable segment as defined in Accounting Standard 17 on Segment Reporting notified under Companies (Accounting Standards) Rules, 2017.
- During the year, the company declared an interim dividend of Rs.0.50 per equity share (5%). The Board of Directors of the company has recommended a final dividend of Rs. 0.50 (5%) per equity share on 1,05,82,800 equity shares of Rs. 10/- each subject to share holder's approval in the forthcoming Annual General Meeting.

For Brand Concepts Limited

Abhinav Kumar
Whole Time Director & CFO
DIN - 06687880



Date : 25th May 2023
Place : Indore

BRAND CONCEPTS LIMITED (L51909MH2007PLC174702)

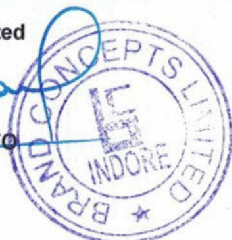
Balance Sheet as at March 31, 2023

(Rs. In Lacs)

Particulars	Standalone		Consolidated	
	As at	As at	As at	As at
	31.03.2023	31.03.2022	31.03.2023	31.03.2022
	(Audited)	(Audited)	(Audited)	(Audited)
ASSETS				
Non-current assets				
Property, Plant & Equipment	1,529.98	983.93	1,529.98	983.93
Capital Work-in-progress	-	-	-	-
Other Intangible Assets	3.09	5.44	3.09	5.44
Financial Assets				
i) Investments	47.36	24.01	8.00	10.92
ii) Other Financial Assets	139.48	91.46	139.48	91.46
Deferred tax assets (Net)	272.57	376.42	272.57	376.42
Other non-current assets	16.86	-	16.86	-
Total Non-Current Assets	2,009.34	1,481.26	1,969.98	1,468.17
Current assets				
Inventories	3,076.33	2,230.84	3,076.33	2,230.84
Financial Assets				
(i) Trade receivables	3,200.42	3,011.24	3,200.42	3,011.24
(ii) Cash & cash equivalents	61.29	41.56	61.29	41.56
(iii) Bank Balances other than (ii) above	535.50	306.00	535.50	306.00
(iv) Other Financial Assets	27.60	24.29	27.60	24.29
Current Tax Assets	0.45	5.70	0.45	5.70
Other current assets	618.41	486.87	618.41	486.87
Total current assets	7,520.00	6,106.50	7,520.00	6,106.50
Total Assets	9,529.34	7,587.76	9,489.98	7,574.67
EQUITY & LIABILITIES				
EQUITY				
Equity Share Capital	1,058.28	1,058.28	1,058.28	1,058.28
Other Equity	1,743.66	779.16	1,704.30	766.07
Total Equity	2,801.94	1,837.44	2,762.58	1,824.35
LIABILITIES				
Non-current liabilities				
Financial Liabilities				
i) Borrowings	287.48	339.47	287.48	339.47
ii) Lease Liabilities	776.74	628.98	776.74	628.98
iii) Other Financial Liabilities	139.66	119.66	139.66	119.66
Provisions	99.85	80.04	99.85	80.04
Other non-current liabilities				
Deferred Tax Liabilities (Net)				
Total Non-Current Liabilities	1,303.73	1,168.15	1,303.73	1,168.15
Current Liabilities				
Financial Liabilities				
i) Borrowings	2,245.75	2,124.31	2,245.75	2,124.31
ii) Lease Liabilities	203.81	141.81	203.81	141.81
iii) Trade Payables				
(a) Total Outstanding Dues of micro enterprises and small enterprises	687.42	954.57	687.42	954.57
(b) Total Outstanding Dues of creditors other than micro and small enterprises	1,995.21	1,090.67	1,995.21	1,090.67
iv) Other Financial Liabilities	191.32	155.12	191.32	155.12
Other Current Liabilities	20.75	75.12	20.75	75.12
Provisions	79.41	40.57	79.41	40.57
Total Current Liabilities	5,423.67	4,582.17	5,423.67	4,582.17
Total Liabilities	6,727.40	5,750.32	6,727.40	5,750.32
Total Equity & Liabilities	9,529.34	7,587.76	9,489.98	7,574.67

For Brand Concepts Limited

Abhinav Kumar
Whole Time Director & CEO
DIN : 06687280



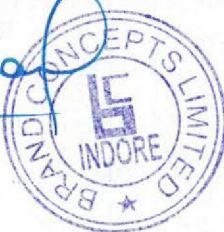
Date : 25th May 2023
Place : Indore

BRAND CONCEPTS LIMITED (L51909MH2007PLC174702)
Cash Flow Statement for the Year ended March 31, 2023

Particulars	(Rs. In Lacs)			
	Standalone		Consolidated	
	Year ended March 31, 2023	Year ended March 31, 2022	Year ended March 31, 2023	Year ended March 31, 2022
A. Cash flow from operating activities				
Profit before tax	1345.23	104.75	1318.92	91.70
Adjustments for:				
Depreciation and amortisation expense	345.99	249.59	345.99	249.59
Loss on sale/write off of property plant and equipment and intangible assets net	3.90	0.00	3.90	0.00
Finance costs	494.18	481.28	494.18	481.28
Interest income	(20.79)	(15.37)	(20.79)	(15.37)
Remeasurement of lease liabilities	8.31	38.52	8.31	38.52
Share based payment to employees	1.06	1.76	1.06	1.76
Operating profit before working capital changes	2177.88	860.53	2151.57	847.48
Movements in working capital:				
(Increase)/ decrease in inventories	(845.49)	(47.80)	(845.49)	(47.80)
(Increase)/ decrease in trade receivables	(189.19)	416.43	(189.19)	416.43
(Increase)/ decrease in other financial assets	(3.31)	(12.79)	(3.31)	(12.79)
(Increase)/ decrease in tax assets (current)	5.25	(1.79)	5.25	(1.79)
(Increase)/ decrease in other current assets	(131.55)	(43.50)	(131.55)	(43.50)
(Increase)/ decrease in other financial assets (non-current)	(48.02)	28.60	(48.02)	28.60
(Increase)/ decrease in other current assets (non-current)	(16.86)	6.57	(16.86)	6.57
Increase / (decrease) in trade payables	637.39	231.24	637.39	231.24
Increase / (decrease) in other financial liabilities	36.20	(10.14)	36.20	(10.14)
Increase / (decrease) in other current liabilities	(54.37)	8.96	(54.37)	8.96
Increase / (decrease) in other financial liabilities (non-current)	20.00	(41.00)	20.00	(41.00)
Increase / (decrease) in provisions	71.16	21.71	71.16	21.71
Cash generated from operations	1659.09	1417.02	1632.78	1403.97
Income tax paid	(237.52)	(17.19)	(237.52)	(17.19)
Net cash generated from operating activities (A)	1421.57	1399.83	1395.26	1386.78
B. Cash flow from investing activities				
Payments for purchase of property plant and equipment including capital work-in-progress, intangible assets and intangible assets under development	(472.80)	(86.89)	(472.80)	(86.89)
Proceeds from disposal of property plant and equipment and intangible assets	0.00	0.00	0.00	0.00
Derecognition of Right-of-use asset	0.00	0.00	0.00	0.00
Recognition of Right-of-use asset	(420.80)	(422.11)	(420.80)	(422.11)
Bank balances not considered as cash and cash equivalents	(229.50)	(124.00)	(229.50)	(124.00)
Purchase of investments	(23.35)	(21.09)	2.96	(8.04)
Interest received	20.79	15.37	20.79	15.37
Net cash (used in) / from investing activities (B)	(1125.66)	(638.72)	(1099.35)	(625.67)
C. Cash flow from financing activities				
Repayment of borrowings	69.46	(482.04)	69.46	(482.04)
Finance costs	(494.18)	(481.28)	(494.18)	(481.28)
Lease liabilities	201.45	211.09	201.45	211.09
Dividend	(52.91)		(52.91)	0.00
Net cash used in financing activities (C)	(276.18)	(752.23)	(276.18)	(752.23)
Net increase/ (decrease) in cash and cash equivalents (A+B+C)	19.73	8.88	19.73	8.88
Cash and cash equivalents at the beginning of the year	41.56	32.68	41.56	32.68
Cash and cash equivalents at the end of the year	61.29	41.56	61.29	41.56

For Brand Concepts Limited

Abhinav Kumar
Whole Time Director & CFO
DIN : 06687880



Date : 25th May 2023
Place : Indore



Independent Auditor's Report on Standalone Quarterly Financial Results and Year to Date Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the "Listing Regulations")

To,
The Board of Directors
Brand Concepts Limited
Mumbai

Opinion

We have audited the quarterly standalone financial results of **Brand Concepts Limited** ("The Company") for the quarter ended March 31, 2023 and the year to date results for the period April 1, 2022 to March 31, 2023, attached herewith, being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the "Listing Regulations").

In our opinion and to the best of our information and according to the explanations given to us these quarterly financial results as well as the year to date results:

- i. are presented in accordance with the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 in this regard; and
- ii. give a true and fair view in conformity with the recognition and measurement principles laid down in the applicable India accounting standards and other accounting Principles generally accepted in India; of the net profit and other comprehensive Income and other financial information for the quarter ended March 31 2023 as well as the year to date results for the period from April 1, 2022 to March 31, 2023.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013 (the Act). Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Standalone Financial Results section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial results under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.





Management's Responsibilities for the Standalone Financial Results

These quarterly financial results as well as the year to date standalone financial results have been prepared on the basis of the interim financial statements. The Company's Board of Directors are responsible for the preparation of these financial results that give a true and fair view of the net profit and other comprehensive income and other financial information in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34, 'Interim Financial Reporting' prescribed under Section 133 of the Act read with relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations.

This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the standalone financial results that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the standalone financial results, the Board of Directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

The Board of Directors are also responsible for overseeing the Company's financial reporting Process.

Auditor's Responsibilities for the Audit of the Standalone Financial Results

Our objectives are to obtain reasonable assurance about whether the standalone financial results as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these standalone financial results.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the standalone financial results, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.





- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors.
- Conclude on the appropriateness of the Board of Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial results or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the standalone financial results, including the disclosures, and whether the financial results represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

For **Maheshwari & Gupta**
Chartered Accountants
FRN- 006179C

CA. SUNIL Maheshwari
Partner (M.No. 403346)

Place : Indore
Date : 25 May, 2023

UDIN: 23403346BGUKFG2586



Independent Auditor's Report on Consolidated Quarterly Financial Results and Year to Date Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the "Listing Regulations")

To,
The Board of Directors
Brand Concepts Limited
Mumbai

Opinion

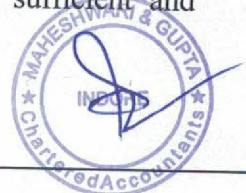
We have audited the accompanying consolidated annual financial results of **Brand Concepts Limited** (hereinafter referred to as the "Parent Company") and its associate (Parent Company and associate together referred to as "the Group") and its share of net profit after tax and total comprehensive income for the year ended 31st March, 2023, attached herewith, being submitted by the Parent Company pursuant to the requirement of Regulation 52 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ('Listing Regulations').

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid consolidated financial results:

- i. include the annual financial results of 7E Wellness India Private Limited.
- ii. are presented in accordance with the requirements of regulation 52 of the Listing Regulations in this regard; and
- iii. give a true and fair view in conformity with the applicable India accounting standards, and other accounting principles generally accepted in India, of net profit and other comprehensive income and other financial information of the Group for the year ended 31st March, 2023.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013 ("Act"). Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Consolidated Financial Results section of our report. We are independent of the Group, its associates and jointly controlled entities in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence obtained by us, is sufficient and appropriate to provide a basis for our opinion.





Management's Responsibilities for the Consolidated Financial Results

These Consolidated financial results have been prepared on the basis of the consolidated annual financial statements. The Parent Company's Board of Directors are responsible for the preparation and presentation of these consolidated financial results that give a true and fair view of the net profit and other comprehensive income and other financial information of the Group including its associates and jointly controlled entities in accordance with the Indian Accounting Standards prescribed under Section 133 of the Act read with relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with regulation 52 of the Listing Regulations.

The respective Board of Directors of the companies included in the Group and of its associates and jointly controlled entities are responsible for maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Group and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and the design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring accuracy and completeness of the accounting records, relevant to the preparation and presentation of the consolidated financial results that give a true and fair view and are free from material misstatement, whether due to fraud or error, which have been used for the purpose of preparation of the consolidated financial results by the Directors of the Parent Company, as aforesaid.

In preparing the consolidated financial results, the respective Board of Directors of the companies included in the Group and of its associates and jointly controlled entities are responsible for assessing the ability of the Group to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the respective Board of Directors either intends to liquidate the Group or to cease operations, or has no realistic alternative but to do so.

The respective Board of Directors of the companies included in the Group and of its associates and jointly controlled entities are responsible for overseeing the financial reporting process of the Group and of its associates and jointly controlled entities.

Auditor's Responsibilities for the Audit of the Consolidated Financial Results

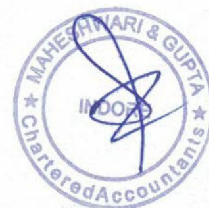
Our objectives are to obtain reasonable assurance about whether the consolidated financial results as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial results.





As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the consolidated financial results, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under Section 143(3) (i) of the Act, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls with reference to financial statements in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors.
- Conclude on the appropriateness of the Board of Directors use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the Group to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the consolidated financial results or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated financial results, including the disclosures, and whether the consolidated financial results represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial results/ financial information of the entities within the Group to express an opinion on the consolidated Financial Results. We are responsible for the direction, supervision and performance of the audit of financial information of such entities included in the consolidated financial results of which we are the independent auditors.





We communicate with those charged with governance of the Parent Company and such other entities included in the consolidated financial results of which we are the independent auditors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

The Financial Results include the results for the quarter ended March 31st, 2023 being the balancing figure between the audited figures in respect of the full financial year and the published unaudited year to date figures up to the third quarter of the current financial year which were subject to limited review by us.

For Maheshwari & Gupta

Chartered Accountants

FRN- 006179C



CA. SUNIL Maheshwari

Partner (M.No. 403346)

Place : Indore

Date : 25 May, 2023

UDIN: 23403346BQUKFH6573



**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

Declaration

Date: 25th May, 2023

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 - 400051

Symbol: BCONCEPTS

Scrip Code: 543442

Sub: Declaration (Pursuant to Regulation 33 of SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015.

Pursuant to the requirement as specified by Regulation 33 of SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015 as amended by SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2016 it is hereby declared that Auditor Report issued by the Statutory Auditors for the Financial year ended as on 31st March 2023, contains unmodified opinion on Audited Financial Results of the Company for the quarter and year ended on 31st March 2023, approved by the Board Meeting held on 25th May 2023.

You are kindly requested to take the above declaration in your records.

For Brand Concepts Limited


Abhinav Kumar
Whole Time Director & CFO
DIN: 06687880

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