



# BRAND CONCEPTS LIMITED

CIN - L51909MP2007PLC066484

4<sup>th</sup> Floor, UNO Business Park, Indore Bypass Road, Opposite Sahara City,

Bicholi Mardana, Indore, Madhya Pradesh, India - 452016

Phone: 91-731-4223000, Fax- 4221222/444

Email: [info@brandconcepts.in](mailto:info@brandconcepts.in)

**Date:** 09-06-2025

To,  
National Stock Exchange of India Limited  
Listing & Compliance Department  
Exchange Plaza, 5<sup>th</sup> 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: - Fixation of the Record Date pursuant to approval and sanction in respect of the Scheme of Merger of IFF Overseas Private Limited ("Transferor Company") with Brand Concepts Limited ("Transferee Company") and their respective shareholders pursuant to Sections 230 to 232 and other applicable provisions of the Companies Act, 2013 ("Scheme")**

Dear Sir/ Madam,

Pursuant to Regulation 42 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 this is to inform you that the Board of Directors of the Transferee Company has fixed Thursday **19<sup>th</sup> June, 2025** as the Record Date for the purpose of determining the equity shareholders of IFF Overseas Private Limited, who shall be entitled to receive fully paid-up equity shares of the Transferee Company as per the share exchange ratio mentioned in the Scheme.

Pursuant to the Scheme, the Transferee Company will issue and allot fully paid-up equity shares, to those shareholders of IFF Overseas Private Limited, whose names would appear in the Register of Members as on the Record Date, in the ratio of 100 (Hundred) fully paid-up equity shares of ₹ 10 each of Brand Concepts Limited for every 353 (Three Fifty-Three) fully paid-up equity shares of ₹ 10 each held by such members in IFF Overseas Private Limited. New equity shares to be allotted by the Transferee Company will be listed with NSE & BSE subject to applicable regulations and necessary regulatory approvals.

You are requested to take the same on record.

Thanking you,

Yours faithfully,  
For **Brand Concepts Limited**

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