



BRAND CONCEPTS LIMITED

CIN – L51909MP2007PLC066484
4th 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

Date: 26.05.2025

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: - Intimation of Opening of New Store “Juicy Couture” at Pheonix Pallasio Mall, Lucknow, Uttar Pradesh

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are delighted to inform the exchange, investors and public at large that the Company has opened a new store in the name of “**Juicy Couture**” at **Unit no. G- 60A, Ground floor, Pheonix Pallasio Mall, Amar Shaheed Path, Sector-7, Gomti Nagar Extension, Lucknow, Uttar Pradesh-226010**. This new store marks our continued strategic expansion efforts aimed at enhanced customer accessibility and services.

We request you to kindly take the above information in your records.

Thanking you

**Yours faithfully,
For Brand Concepts Limited**

Swati
Gupta
Digitally signed
by Swati Gupta
Date: 2025.05.26
17:06:59 +05'30'

Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016

Juicy Couture



Juicy Couture



Juicy







Juicy Couture

VIVA LA JUICY

