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: 15-05-2025

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,

Symbol: **BCONCEPTS**

To,
BSE Limited
Listing & Compliance Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001

Scrip Code: **543442**

Sub: Outcome of Board Meeting held on Thursday 15th May, 2025

Dear Sir/Madam,

This is to inform you that the Board of Directors ("the Board") of the Company at its meeting held today, i.e. **Thursday 15th May,2025** inter-alia, approved the following:

1. **Financial Results**:

   The Audited (Standalone & Consolidated) Financial results of the Company for the quarter and financial year ended March 31, 2025, along-with the Auditors report(s) thereon are enclosed herewith. The aforesaid Auditor's Report for the period ended March 31, 2025, is with unmodified opinion.

The trading window for dealing in securities of the Company, shall open 48 hours post declaration of Financial Results by the Company for the quarter and financial year ended March 31, 2025.

The Board meeting commenced at 03:40 P.M. (IST) and concluded at 04:35 P.M. (IST).

This information will also be hosted on the website of the Company at www.brandconcepts.in

This is for your information and records.

Thanking you,

Yours faithfully,
For **Brand Concepts Limited**

Swati Gupta
Company Secretary & Compliance Officer
Mem No: A33016

BRAND CONCEPTS LIMITED (L51909MP2007PLC066484)

STATEMENT OF STANDALONE AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31ST MARCH, 2025

(Rs. in Lacs)

	For The Quarter Ended			For The Year Ended	
	31.03.2025 (Audited)	31.12.2024 (Unaudited)	31.03.2024 (Audited)	31.03.2025 (Audited)	31.03.2024 (Audited)
1. Revenue					
(a) Net Sales/Income from Operations	6,590.61	6,690.11	5,811.32	27,268.62	25,062.22
(b) Other Revenue	33.00	12.20	22.31	79.29	137.96
Total Revenue	**6,623.61**	**6,702.31**	**5,833.63**	**27,347.91**	**25,200.18**
2. Expenses:					
(a) Purchase of stock-in-trade	3,335.12	3,642.84	2,653.16	14,639.87	14,710.08
(b) Changes in Inventories of Stock in Trade	(249.49)	(241.66)	28.39	(1,084.28)	(2,067.61)
(c) Employee benefit expenses	773.36	713.84	611.97	2,882.54	2,332.85
(d) Finance Cost	294.21	247.21	167.36	1,024.18	628.68
(e) Depreciation and amortization expenses	282.59	290.35	202.34	1,134.69	618.83
(f) Other expenses	2,046.85	1,870.04	1,998.90	7,917.16	7,317.91
Total Expenses	**6,482.64**	**6,522.62**	**5,662.12**	**26,514.16**	**23,540.74**
3.Profit/(Loss) from operations before exceptional item & Tax (1-2)	140.97	179.69	171.51	833.75	1,659.44
4. Exceptional Items	-	-	-	-	-
5. Profit/ (Loss) from ordinary activities before tax (3+4)	140.97	179.69	171.51	833.75	1,659.44
6.Tax expenses:					
Current Tax	58.63	70.53	3.37	338.52	514.68
Short (excess) provision for tax relating to prior year	(62.45)	-	-	(25.89)	-
MAT	-	-	72.91	-	72.91
Deferred Tax	14.22	(69.25)	(11.34)	(138.12)	(22.68)
7.Net Profit /(Loss) for the period after tax	**130.57**	**178.41**	**106.57**	**659.24**	**1,094.53**
8. Other Comprehensive Income					
A) Items that will not be reclassified to the statement of profit or loss					
a. Gain / (loss) on remeasurement of the defined benefit plans	14.84	9.91	3.27	19.54	7.44
b. Income tax relating to these items	(3.52)	-	-	(3.52)	1.31
Total other comprehensive income	**11.32**	**9.91**	**3.27**	**16.02**	**8.75**
9. Net Profit /(Loss) for the period (7+8)	141.89	188.32	109.84	675.26	1,103.28
10. Paid-up equity share capital (Face Value of the share @ 10 Rs. / Share)	1,121.78	1,121.78	1,113.28	1,121.78	1,113.28
11. Reserves excluding Revaluation Reserves as at balance sheet date	-	-	-	6,011.90	4,513.17
12.(i) Earning Per Share (before extraordinary items) (of Rs. 10/- each) (not annualised for quarter)					
a) Basic	1.16	1.59	0.96	5.89	10.07
b) Diluted	1.13	1.55	0.93	5.75	9.81

Notes :

1) The above standalone financial results of the Company for the quarter and year ended March 31,2025 have been reviewed by the Audit Committee and taken on record and approved by the Board of Directors of Parent at their respective meetings held on May 15, 2025. The statutory auditors of the Company have audited the standalone financial results' pursuant to Regulations 33 of SEBI (Listing Obligation and Disclosure Requirements) Regulation 2015, as amended.

2) The above financial results have been prepared in accordance with the recognition and measurement principles stated therein prescribed under Section 133 of the Companies Act, 2013 read with the relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulations 33 of SEBI (Listing Obligation and Disclosure Requirements).

3) The management of the Company has identified "Travel Gear and related accessories" as the single reportable operating segment for the continued operations in the standalone financial statements as per Ind AS 108- Operating Segment.

4) The Scheme of Amalgamation with IFF Overseas Private Limited (Transferor Company) has been heard and reserved for order by the Honourable National Company Law Tribunal (NCLT), the copy of final order is not yet received. Once approved, the financial statements of the Transferor Company will be merged with the Company with appointed date being April 01, 2024.

5) The figures for the quarter ended March 31, 2025 are balancing figures between the audited figures in respect of full financial year ended March 31, 2025 and the unaudited published figures up to December 31, 2024 being end of the third quarter of the financial year which were subject to Limited review.

For Brand Concepts Limited

Prateek Maheshwari
Managing Director
DIN : 00039340

BRAND CONCEPTS LIMITED INDORE

Date : 15th May, 2025
Indore

BRAND CONCEPTS LIMITED (L51909MP2007PLC066484)

STATEMENT OF CONSOLIDATED AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31ST MARCH, 2025

(Rs. in Lacs)

	For The Quarter Ended			For The Year Ended	
	31.03.2025 (Audited)	31.12.2024 (Unaudited)	31.03.2024 (Audited)	31.03.2025 (Audited)	31.03.2024 (Audited)
1. Revenue					
(a) Net Sales/Income from Operations	6,590.61	6,690.11	5,811.32	27,268.62	25,062.22
(b) Other Revenue	33.00	12.20	22.31	79.29	137.96
Total Revenue	**6,623.61**	**6,702.31**	**5,833.63**	**27,347.91**	**25,200.18**
2. Expenses:					
(a) Purchase of stock-in-trade	3,335.12	3,642.84	2,653.16	14,639.87	14,710.08
(b) Changes in Inventories of Stock in Trade	(249.49)	(241.66)	28.39	(1,084.28)	(2,067.61)
(c) Employee benefit expenses	773.36	713.84	611.97	2,882.54	2,332.85
(d) Finance Cost	294.21	247.21	167.36	1,024.18	628.68
(e) Depreciation and amortization expenses	282.59	290.35	202.34	1,134.69	618.83
(f) Other expenses	2,046.85	1,870.04	1,998.90	7,917.16	7,317.91
Total Expenses	**6,482.64**	**6,522.62**	**5,662.12**	**26,514.16**	**23,540.74**
3.Profit/(Loss) from operations before exceptional item & Tax (1-2)	140.97	179.69	171.51	833.75	1,659.44
4. Exceptional Items	-	-	-	-	-
5. Profit/ (Loss) from ordinary activities before tax (3+4)	140.97	179.69	171.51	833.75	1,659.44
6.Tax expenses:					
Current Tax	58.63	70.53	3.37	338.52	514.68
Short (excess) provision for tax relating to prior year	(62.45)	-	-	(25.89)	-
Deferred Tax	14.22	(69.25)	(11.34)	(138.12)	(22.68)
7.Net Profit /(Loss) for the period atfer tax but before share of profit / (loss) of associates	**130.57**	**178.41**	**179.48**	**659.24**	**1,167.44**
8. Share of profit / (loss) of associates	-	-	-	-	-
9. Net Profit /(Loss) for the period after taxes & share of profit / (loss) of associates but before non - controlling interest (7+8)	**130.57**	**178.41**	**179.48**	**659.24**	**1,167.44**
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)	**130.57**	**178.41**	**179.48**	**659.24**	**1,167.44**
12. Other Comprehensive Income					
A) Items that will not be reclassified to the statement of profit or loss					
a. Gain / (loss) on remeasurement of the defined benefit plans	14.84	9.91	3.27	19.54	7.44
b. Income tax relating to these items	(3.52)	-	-	(3.52)	1.31
Total other comprehensive income	**11.32**	**9.91**	**3.27**	**16.02**	**8.75**
13. Net Profit /(Loss) for the period (11+12)	141.89	188.32	182.75	675.26	1,176.19
14. Paid-up equity share capital (Face Value of the share @ 10 Rs. / Share)	1,121.78	1,121.78	1,113.28	1,121.78	1,113.28
15. Reserves excluding Revaluation Reserves as at balance sheet date	-	-	-	6,011.90	4,513.17
16.(i) Earning Per Share (before extraordinary items)					
(of Rs. 10/- each) (not annualised for quarter)					
a) Basic	1.16	1.59	0.96	5.89	10.07
b) Diluted	1.13	1.55	0.93	5.75	9.81

Notes :

1) The consolidated financial results include Brand Concepts Limited ("the Parent") and it's associate entity 7E Wellness India Private Limited (the Parent and it's Associate together referred to as "the Group").

2) The above consolidated financial results of the Group for the quarter and year ended March 31,2025 have been reviewed by the Audit Committee and taken on record and approved by the Board of Directors of Parent at their respective meetings held on May 15, 2025. The statutory auditors of the Company have audited the consolidated financial results' pursuant to Regulations 33 of SEBI (Listing Obligation and Disclosure Requirements) Regulation 2015, as amended.

3) The above financial results have been prepared in accordance with the recognition and measurement principles stated therein prescribed under Section 133 of the Companies Act, 2013 read with the relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulations 33 of SEBI (Listing Obligation and Disclosure Requirements).

4) The management of the Group has identified "Travel Gear and related accessories" as the single reportable operating segment for the continued operations in the consolidated financial statements as per Ind AS 108- Operating Segment.

5) The Scheme of Amalgamation with IFF Overseas Private Limited (Transferor Company) has been heard and reserved for order by the Honourable National Company Law Tribunal (NCLT), the copy of final order is not yet received.Once approved, the financial statements of the Transferor Company will be merged with the Company with appointed date being April 01, 2024.

6) The figures for the quarter ended March 31, 2025 are balancing figures between the audited figures in respect of full financial year ended March 31, 2025 and the unaudited published figures up to December 31, 2024 being end of the third quarter of the financial year which were subjected to Limited review.

7) The Company has invested Rs. 47.36 lakhs in 7E Wellness India Private Limited having 49% equity. The aggregate losses, attributable to the company, for the quarter and year ended March31, 2025 are Rs. 8.16 lakh and Rs. 23.54 lakhs respectively. As the losses exceed the aggregate investment, the losses have not been accounted for in the Consolidated Financial Statements, in accordance with 'Ind AS 28 - Investments in Associates and Joint Ventures'.

For Brand Concepts Limited

Prateek Maheshwari
Managing Director
DIN : 00039340

BRAND CONCEPTS LIMITED INDORE

Date : 15th May, 2025
Indore

BRAND CONCEPTS LIMITED (L51909MP2007PLC066484)
Balance Sheet as at March 31, 2025

(Rs. In Lacs)

Particulars	Standalone		Consolidated	
	As at 31.03.2025 (Audited)	As at 31.03.2024 (Audited)	As at 31.03.2025 (Audited)	As at 31.03.2024 (Audited)
ASSETS				
(1) Non-current assets				
(a) Property, Plant & Equipment	5,216.32	3,957.95	5,216.32	3,957.95
(b) Capital work-in-progress	2,295.25	-	2,295.25	-
(c) Other Intangible Assets	3.54	2.30	3.54	2.30
(d) Financial Assets				
(i) Investments	47.36	47.36	-	-
(ii) Other Financial Assets	430.82	311.07	430.82	311.07
(e) Deferred tax assets (net)	355.30	223.66	355.30	223.66
(f) Other non-current assets	134.38	-	134.38	-
Total non-current assets	**8,482.97**	**4,542.34**	**8,435.61**	**4,494.98**
(2) Current assets				
(a) Inventories	6,228.22	5,143.94	6,228.22	5,143.94
(b) Financial Assets				
(i)Trade receivables	7,266.61	4,887.73	7,266.61	4,887.73
(ii) Cash & cash equivalents	25.18	48.98	25.18	48.98
(iii) Bank Balances other than (ii) above	835.83	519.81	835.83	519.81
(iv) Other financial assets	727.14	63.14	727.14	63.14
(c) Other current assets	1,070.33	946.57	1,070.33	946.57
Total current assets	**16,153.31**	**11,610.17**	**16,153.31**	**11,610.17**
Total Assets	**24,636.28**	**16,152.51**	**24,588.92**	**16,105.15**
EQUITY & LIABILITIES				
Equity				
(a) Equity share capital	1,121.78	1,113.28	1,121.78	1,113.28
(b) Other equity	6,011.90	4,513.17	5,964.54	4,465.81
Total equity	**7,133.68**	**5,626.45**	**7,086.32**	**5,579.09**
Liabilities				
(1) Non-current liabilities				
(a) Financial Liabilities				
(i) Borrowings	1,885.64	255.99	1,885.64	255.99
(ii) Lease liabilities	2,982.68	1,726.56	2,982.68	1,726.56
(iii) Other financial liabilities	214.40	133.71	214.40	133.71
(b) Provisions	144.24	124.38	144.24	124.38
Total non-current liabilities	**5,226.96**	**2,240.64**	**5,226.96**	**2,240.64**
(2) Current liabilities				
(a) Financial liabilities				
(i) Borrowings	6,894.56	3,973.67	6,894.56	3,973.67
(ii) Lease liabilities	600.65	370.62	600.65	370.62
(iii) Trade payables				
(a) Total Outstanding Dues of micro enterprises and small enterprises	538.29	847.84	538.29	847.84
(b) Total Outstanding Dues of creditors other than micro and small enterprises	3,392.06	2,504.77	3,392.06	2,504.77
(iv) Other financial liabilities	353.14	272.94	353.14	272.94
(b) Other current liabilities	309.67	196.99	309.67	196.99
(c) Provisions	187.27	118.59	187.27	118.59
Total current liabilities	**12,275.64**	**8,285.42**	**12,275.64**	**8,285.42**
Total liabilities	**17,502.60**	**10,526.06**	**17,502.60**	**10,526.06**
Total equity and liabilities	**24,636.28**	**16,152.51**	**24,588.92**	**16,105.15**

For Brand Concepts Limited

Prateek Maheshwari
Managing Director
DIN : 00039340

BRAND CONCEPTS LIMITED INDORE

Date : 15th May, 2025
Indore

BRAND CONCEPTS LIMITED (L51909MP2007PLC066484)

Statement of Cash Flow for the year ended March 31, 2025

(Rs. In Lacs)

Particulars	Standalone		Consolidated	
	Year ended March 31, 2025	Year ended March 31, 2024	Year ended March 31, 2025	Year ended March 31, 2024
A. Cash flow from operating activities				
Profit before tax	833.75	1659.43	833.75	1659.43
Adjustments for:				
Depreciation and amortisation expense	1134.69	618.83	1134.69	618.83
Remeasurement of Security Deposit	1.77	0.00	1.77	0.00
Net Foreign Exchange differences (Unrealised)	15.61	0.00	15.61	0.00
(Profit) Loss on sale/write off of property plant and equipment and intangible assets	0.00	31.33	0.00	31.33
Finance costs	673.27	456.46	673.27	456.46
Finance Charges on Finance Lease	350.91	172.22	350.91	172.22
Interest income	(60.87)	(64.10)	(60.87)	(64.10)
Gain on Early Termination / Remeasurement of lease liabilities	(13.58)	(72.04)	(13.58)	(72.04)
Allowance for Expected Credit Loss	41.91	31.57	41.91	31.57
Share based payment expense	708.12	215.57	708.12	215.57
	0.00			
Operating profit before working capital changes	3685.58	3049.27	3685.58	3049.27
Movements in working capital:				
(Increase)/ decrease in inventories	(1084.28)	(2067.60)	(1084.28)	(2067.60)
(Increase)/ decrease in trade receivables	(2420.78)	(1718.88)	(2420.78)	(1718.88)
(Increase)/ decrease in other financial assets	(975.54)	15.69	(975.54)	15.69
(Increase)/ decrease in other current assets	(123.76)	(328.15)	(123.76)	(328.15)
(Increase)/ decrease in other non-current financial assets	(92.24)	(155.64)	(92.24)	(155.64)
(Increase)/ decrease in other non-current assets	(134.38)	16.86	(134.38)	16.86
Increase / (decrease) in trade payables	562.13	669.98	562.13	669.98
Increase / (decrease) in other financial liabilities	80.19	81.62	80.19	81.62
Increase / (decrease) in other current liabilities	112.67	176.25	112.67	176.25
Increase / (decrease) in other non-current financial liabilities	80.69	(5.95)	80.69	(5.95)
Increase / (decrease) in provisions	108.09	71.16	108.09	71.16
Cash generated from operations	(201.63)	(195.39)	(201.63)	(195.39)
Income tax paid	(312.63)	(514.23)	(312.63)	(514.23)
Net cash generated from operating activities (A)	**(514.26)**	**(709.62)**	**(514.26)**	**(709.62)**
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	(2651.84)	(1575.86)	(2651.84)	(1575.86)
Proceeds from disposal of property plant and equipment and intangible assets	0.00	2.18	0.00	2.18
Interest received	28.87	12.61	28.87	12.61
Net cash (used in) / from investing activities (B)	**(2622.97)**	**(1561.07)**	**(2622.97)**	**(1561.07)**
C. Cash flow from financing activities				
Increase (Repayment) of borrowings	4564.55	1696.42	4564.55	1696.42
Proceeds from Exercise of Share Options	8.50	55.00	8.50	55.00
Receipt of Securities Premium on Issue of Equity Shares	118.33	1503.55	118.33	1503.55
Interest paid	(673.27)	(456.46)	(673.27)	(456.46)
Payment of principal portion of lease liabilities	(904.68)	(487.21)	(904.68)	(487.21)
Dividend	0.00	(52.91)	0.00	(52.91)
Net cash used in financing activities (C)	**3113.43**	**2258.39**	**3113.43**	**2258.39**
Net increase/ (decrease) in cash and cash equivalents (A+B+C)	**(23.80)**	**(12.31)**	**(23.80)**	**(12.31)**
Cash and cash equivalents at the beginning of the year	48.96	61.27	48.96	61.27
Cash and cash equivalents at the end of the year	**25.16**	**48.96**	**25.16**	**48.96**

For Brand Concepts Limited

Prateek Maheshwari
Managing Director
DIN : 00039340

BRAND CONCEPTS LIMITED INDORE

Date : 15th May, 2025
Indore

FADNIS & GUPTE LLP

CHARTERED ACCOUNTANTS

B-14, Ratlam Kothi, Kanchan Bagh Main Road, Indore-452 001 (M.P.) INDIA

Phone : 0731-2514448, 2527716, Fax : 0731-2528730

E-mail : mail@fngca.com

Independent Auditor's Report on the Statement of Audited Standalone Financial Results for the quarter and year ended March 31, 2025 of Brand Concepts Limited pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

To,
The Board of Directors,
Brand Concepts Limited
Indore

Report on the audit of the Standalone Financial Results

Opinion

We have audited the accompanying statement of quarterly and year to date standalone financial results of **Brand Concepts Limited** (the "Company"), for the quarter and year ended March 31, 2025 (the "Statement"), 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, the Statement:

i. is presented in accordance with the requirements of Regulation 33 of the Listing Regulations; and

ii. gives a true and fair view in conformity with the recognition and measurement principles laid down in the Indian Accounting Standards ("Ind AS") and other accounting principles generally accepted in India, of the net profit and other comprehensive income and other financial information of the Company for the quarter and year ended March 31, 2025.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing ("SA"s) specified under Section 143(10) of the Companies Act, 2013, as amended ("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 ("ICAI") together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Act and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI's 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 Standalone Financial Results

The Statement has been prepared on the basis of the standalone annual financial statements for the year ended on March 31, 2025. The Board of Directors of the Company are responsible for the preparation and presentation on the Statement that gives a true and fair view of the net profit and other comprehensive income of the Company and other financial information in accordance with the applicable 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 33 of the Listing Regulations. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding 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 the 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 Statement that give a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the Statement, 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 is also responsible for overseeing the financial reporting process of the Company.

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

Our objectives are to obtain reasonable assurance about whether the Statement as a whole is 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 the Statement.



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

- Identify and assess the risks of material misstatement of the Statement, 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 financial controls relevant to the audit in order to design audit procedures that are appropriate in the circumstance, but not for the purpose of expressing an opinion on the effectiveness of such control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors.
- Evaluate the appropriateness and reasonableness of disclosures made by the Board of Directors in terms of the requirements specified under Regulation 33 of the Listing Regulations.
- 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 Company 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 Statement 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 Statement, including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.
- Perform procedures in accordance with the circular issued by SEBI under Regulation 33(8) of the Listing Regulations, to the extent applicable.

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.



Other Matter

We report that the figures for the quarter ended March 31, 2025 represent the balancing figures between the audited figures in respect of the full financial year ended March 31, 2025 and the published unaudited year-to-date figures up to December 31, 2024 being the date of the end of the third quarter of the current financial year, which were subjected to a limited review by us, as required under the Listing Regulations.

For Fadnis & Gupte LLP
Chartered Accountants
FRN 006600C/C400324

Bhavika

(CA. Bhavika Chandwani)
Partner
M. No.: 440574

Place: Indore
Dated: 15.05.2025
UDIN: 25440574BMVHZT3182

FADNIS & GUPTE LLP

CHARTERED ACCOUNTANTS

B-14, Ratlam Kothi, Kanchan Bagh Main Road, Indore-452 001 (M.P.) INDIA
Phone : 0731-2514448, 2527716, Fax : 0731-2528730
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Independent Auditor's Report on the audit of the Annual Consolidated Financial Results of Brand Concepts Limited with the last quarter financial results being balancing figures Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

To,
The Board of Directors,
Brand Concepts Limited
Indore

Report on the audit of the Consolidated Financial Results

Opinion

We have audited the accompanying statement of quarterly and year to date consolidated financial results of **Brand Concepts Limited** (the " Parent Company") and its associate entity 7E Wellness Private Limited (the Parent Company and its associate together referred to as the "Group"), for the quarter and year ended March 31, 2025 (the "Statement"), attached herewith, being submitted by the Parent Company pursuant to the requirement of Regulation 33 and 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, the Statement:

I. Is presented in accordance with the requirements of Regulation 33 of the Listing Regulations; and

II. Gives a true and fair view in conformity with the recognition and measurement principles laid down in the Indian Accounting Standards ("Ind AS") and other accounting principles generally accepted in India, of the net profit and other comprehensive income and other financial information of the Company for the quarter and year ended March 31, 2025.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing ("SA"s) specified under Section 143(10) of the Companies Act, 2013, as amended ("the 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 in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India ("ICAI") together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Act and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI's Code of Ethics. We believe that the audit evidence obtained by us is sufficient and appropriate to provide a basis for our opinion.

FRN 006600C/ C400324

FADNIS & GUPTE LLP

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Management 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 the Statement that gives a true and fair view of the net profit and other comprehensive income and other Financial information of the Group in accordance with the applicable 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 33 of the Listing Regulations. The respective Board of Directors of the companies included in the Group are responsible for maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding 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 the 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 Statement that give a true and fair view and is 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 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 Board of Directors either intends to liquidate the Company 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 are also responsible for overseeing the financial reporting process of the Group.

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

Our objectives are to obtain reasonable assurance about whether the Statement as a whole is 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 the Statement.

FADNIS & GUPTE LLP CHARTERED ACCOUNTANTS FRN 006620C/ C400324

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

- Identify and assess the risks of material misstatement of the Statement, 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 financial controls relevant to the audit in order to design audit procedures that are appropriate in the circumstance, but not for the purpose of expressing an opinion on the effectiveness of such control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors.
- Evaluate the appropriateness and reasonableness of disclosures made by the Board of Directors in terms of the requirements specified under Regulation 33 of the Listing Regulations.
- Conclude on the appropriateness of the Board of Directors of the Parent Company 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 Company 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 Statement 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 Statement, including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.
- Perform procedures in accordance with the circular issued by SEBI under Regulation 33(8) of the Listing Regulations, to the extent applicable.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entity 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. For the other entities included in the consolidated financial results, which have been audited by other auditors, such other auditors remain responsible for the direction, supervision and performance of the audits carried out by them. We remain solely responsible for our audit opinion.

FADNIS & GUPTE LLP FRN 006600C/C400324 CHARTERED ACCOUNTANTS

FADNIS & GUPTE LLP

CHARTERED ACCOUNTANTS

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We communicate with those charged with governance of the Parent Company 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.

Other Matter

i. The consolidated audited financial results also includes the Group's share of net profit/(loss) after tax of Rs. (-) 8.16 Lakhs and Rs.(-) 23.54 Lakhs_ and total comprehensive income / (loss) of Rs. (-) 8.16 Lakhs and Rs. (-) 23.54 Lakhs for the quarter ended 31st March, 2025 and for the period from 1st April, 2024 to 31st March, 2025 , respectively, as considered in the consolidated unaudited financial results, in respect of the associate entity, based on their financial statements/ financial information/ financial results which have been audited by their auditors. According to the information and explanations given to us by the Management, these financial statements / financial information / financial results are not material to the Group.

ii. The consolidated annual financial results include the results for the quarter ended 31 March 2025 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 Fadnis & Gupte LLP
Chartered Accountants
FRN:006600C/C40034

FADNIS & GUPTE LLP CHARTERED ACCOUNTANTS FRN 006600C/C400324

Bhavika

(CA. Bhavika Chandwani)
Partner
M.No: 440574

Place: Indore
Date: 15.05.2025
UDIN: 25440574BMUHZU9830