

A. For Equity Issues

Name of the Issuer: M/s Brand Concepts Limited

1	Type of issue (IPO/ FPO)	SME IPO
2	Issue size (Rs. crore)	Rs. 12.62 crores
3	Grade of issue alongwith name of the rating agency	Not Applicable as IPO was on Emerge Platform of NSE
4	Subscription level (number of times). If the issue was undersubscribed, please clarify how the funds were arranged.	11.10 times
5	QIB holding (as a % of total outstanding capital) as disclosed to stock exchange	
	(i) allotment in the issue	Nil
	(ii) at the end of the 1st Quarter immediately after the listing of the issue	Nil
	(iii) at the end of 1st FY	Nil
	(iv) at the end of 2nd FY	NA
	(v) at the end of 3rd FY	NA

6 Financials of the issuer (as per the annual financial results submitted to stock exchange)

(Rs. In Lakhs)

Parameters	FY16	FY17	FY18
Income from operations	NA	NA	NA
Net Profit for the period	NA	NA	NA
Paid-up equity share capital	NA	NA	NA
Reserves excluding revaluation reserves	NA	NA	NA

7 Trading status in the scrip of the issuer (whether frequently traded (as defined under Regulation 2 (j) of SEBI (SAST) Regulations, 2011) or infrequently traded/ delisted/ suspended by any stock exchange, etc.)

(i) at the end of 1st FY	Will be updated at the end of 1st FY
(ii) at the end of 2nd FY	Will be updated at the end of 2nd FY
(iii) at the end of 3rd FY	Will be updated at the end of 3rd FY

8 Change, if any, in directors of issuer from the disclosures in the offer document (Schedule III, Part A, Para A (7))

(i) at the end of 1st FY	NA
(ii) at the end of 2nd FY	NA
(iii) at the end of 3rd FY	NA

9 Status of implementation of project/ commencement of commercial production (as submitted to stock exchange)

(i) as disclosed in the offer document	NA
(ii) Actual implementation	NA
(iii) Reasons for delay in implementation, if any	NA

10 Status of utilization of issue proceeds (as submitted to stock exchange)

(i) as disclosed in the offer document	1262.25 Lakhs
(ii) Actual utilization	1262.25 Lakhs
(iii) Reasons for deviation, if any	NA

11 Comments of monitoring agency, if applicable (See Regulation 16 of SEBI (ICDR) Regulations, 2009)

(a) Comments on use of funds	NA
(b) Comments on deviation, if any, in the use of proceeds of the issue from the objects stated in the offer document	NA
(c) Any other reservations expressed by the monitoring agency about the end use of funds	NA

12 Price- related data

Issue price : Rs. 45 per equity share

Price parameters	At close of listing day	At close of 30th calendar day from listing day	At close of 90th calendar day from listing day	As at the end of 1st FY after the listing of the issue			As at the end of 2nd FY after the listing of the issue			As at the end of 3rd FY after the listing of the issue		
				Closing price	High (during the FY)	Low (during the FY)	Closing price	High (during the FY)	Low (during the FY)	Closing price	High (during the FY)	Low (during the FY)
Market Price	54.00	57.50	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Index (of the Designated Stock Exchange):	10632.2	10454.95	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

13 Basis for Issue Price and Comparison with Peer Group & Industry Average (Source of accounting ratios of peer group and industry average may be indicated; source of the accounting ratios may generally be the same, however in case of different sources, reasons for the same may be indicated)

Accounting ratio	Name of company	As disclosed in the offer document (See Clause (2) (VII) (K) of Schedule VIII to SEBI (ICDR) Regulations, 2009)	At the end of 1st FY	At the end of 2nd FY	At the end of 3rd FY
EPS	Issuer:	2.05	NA	NA	NA
	Peer Group:				
	VIP Industries Limited	5.38	NA	NA	NA
	Safari Industries (India) Limited	23.41	NA	NA	NA
P/E	Issuer:	21.95	NA	NA	NA
	Peer Group:				
	VIP Industries Limited	65.97	NA	NA	NA
	Safari Industries (India) Limited	23.26	NA	NA	NA
RoNW	Issuer:	14.07	NA	NA	NA
	Peer Group:				
	VIP Industries Limited	0.19	NA	NA	NA
	Safari Industries (India) Limited	0.10	NA	NA	NA
NAV per share based on balance sheet	Issuer:	14.59	NA	NA	NA
	Peer Group:				
	VIP Industries Limited	28.24	NA	NA	NA
	Safari Industries (India) Limited	240.75	NA	NA	NA

14 Any other material information

NA