



# 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

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To,  
National stock Exchange of India Limited  
Listing and Compliance Department,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra Kurla complex,  
Bandra East, Mumbai – 400051.

Date: 14/06/2021

**Script Code- BCONCEPTS**

**Sub: Investor Presentation**

Dear Sir/Mam,

With reference to the above captioned subject, we Brand Concepts Limited, submit hereby the updated Investor Presentation for all our stakeholders of the company and Public at large.

You are requested to kindly take the same on your records.

**Yours Sincerely,  
For Brand Concepts Limited**

**Swati Gupta  
Company Secretary and Compliance Officer**



BRAND  
CONCEPTS

**INVESTOR PRESENTATION**

*Refer to disclaimer at end*



  
SUGARUSH

  
THE  
VERTICAL

TOMMY  HILFIGER

  
HEAD

AND

globaldesi



# CORE TOPICS

## 1. About Us

- Company background
- Vision & Mission
- History & Milestones
- Manufacturing & warehouse

## 2. Our Team

- Leadership Team
- Organisation Structure
- Management Team

## 3. Our Business

- Concept to Design
- Business Model
- Key Categories
- Sales Channels
- Bagline

## 4. Our Brands

- Our Brands
- Tommy Hilfiger
- Sugarush
- The Vertical
- AND
- Global Desi

## 5. Way Forward

- Tommy Hilfiger
- Sugarush, The Vertical
- New International Brands
- Manufacturing
- Bagline

## 7. Financial Performance

- Point of Sales Growth
- Channel wise Contribution
- Brand wise Contribution
- Revenue & Net Profit
- Return ratios
- Historical Financials

MESSAGE FROM THE CEO

“ WE ARE ON THE CUSP OF **SOMETHING BIG**,  
 REPLICATING THE **SUCCESS** IN OUR  
**TOMMY HILFIGER** BRAND FOR GROWTH ”

We don't just distribute products of our brand licensees. We are involved end to end from conceptualizing to designing to manufacturing to quality control to sales and distribution. We take full responsibility for our partner brands keeping in mind their reputation and our work ethics.

*Abhinav Kumar*  
 ABHINAV KUMAR



# About Us

# ABOUT US

**EXCLUSIVE brand licensee for Tommy Hilfiger in luggage, backpacks, clutches, wallets and small leather goods**

## MISSION

Become the largest Multi-Brand Retail company in India and pioneer innovative concepts in Retailing to benefit the end consumer.

## VISION

Become one of the world's most regarded Fashion & Lifestyle Accessories retail entity, by consistently adding more valuable brands to our portfolio.

- Incorporated in the year 2007, Brand Concepts is an Indore based company which specialises in the manufacturing of bags, backpacks & fashion accessories for the Indian & International markets.
- The Company had its IPO in Jan 2018 and listed on the SME exchange.
- Brand Concepts is a premier resource for licensed fashion and lifestyle brands in category – Travel Gears, such as Luggage Trolleys, Backpacks, Small Leather Goods like Belts & Wallets for both Men & Women, Women Handbags and Lifestyle accessories.
- The company works with valued brands like Tommy Hilfiger, AND, Global Desi & HEAD. They also sell their in-house brands Sugarush and The Vertical.
- The company has an omni channel presence operating through a mix of Company owned (COCO – 8) and Franchisee owned outlets (FOFO – 22).
- It works directly with Multi Brand Outlets (MBOs) and also sells online through Ecommerce platforms like Myntra and Amazon.
- It also works through its master distributors to service the distributor-retail channel.
- Our portfolio, with strategic product offering, makes us one of the preferred retailer across all formats. We continuously aspire to get more efficient and stronger with our technical expertise and increasing market share, transforming the latest trends into accessible fashion.



# HISTORY & MILESTONES

## 2010

### THE **NEW ERA** OF BRAND CONCEPTS

#### Year of inception

In the year 2007, Brand Concepts Pvt Ltd was incorporated by the the "Dhoot" family

2007

#### The initial brands

Started with rocky S, Spykar and school bags as a category with the Cartoon Network brand

2010



**2009-2010**



### **TOMMY HILFIGER**

Acquired License of Tommy Hilfiger in Travel Gear Category -Opened First Tommy Hilfiger Travel Gear Store (Express Avenue Chennai)

### **BAGLINE STORE – 1st**

Opened First Bagline Store in Ludhiana – Became Category Leaders in SLG Segment in Shoppers Stop & Lifestyle Stores

**2012-2013**



### **SUGARUSH & THE VERTICAL**

Launched two Private Label Brands – Sugarush for Women’s Handbag & The Vertical for Men’s Backpack

**2014-2015**



**2015-2016**



### **NO1-FLIPKART; PE Infusion**

No. 1 Backpack Brand in Flipkart’s Big Billion event in Oct-15.  
Rs 2 cr PE infusion @ Rs 50 cr enterprise valuation

**2016-2017**



**AND & GD; PE Investment**

Acquired License of And & GD in Woman Handbag Category  
PE infusion of Rs 5 cr from an investor group at Rs 80 cr enterprise valuation

**19 EBOs; Myntra Award**

19 Exclusive Brand Outlets (EBO) across India, Received Award For Category best in Tommy Hilfiger Travel Gear in Myntra Tech Threads

**2017-2018**



**IPO – Jan 2018; 25 outlets**

The company listed on NSE in Jan 2018. It also reached a milestone of 25 outlets during this period

**2018-2019**



**30 EBOs**

Company reaches milestone of 30 EBOs with 8 COCO and 22 FOFO stores across India

**2020-21**



# MANUFACTURING & WAREHOUSE





# Our Team

# LEADERSHIP TEAM



**PRATEEK MAHESHWARI**

**MANAGING DIRECTOR**

Aged 39, he has completed his MBA from S.P. Jain Institute, Mumbai. He possesses vast experience in the field of Brand Licensing and Fashion Gear manufacturing. He is new age marketer, spear heading the Brand Licensing Business to become the pioneers in the bags/travel gear market in India. He is looking after policy matters, organisational development and overall administration of our Company.

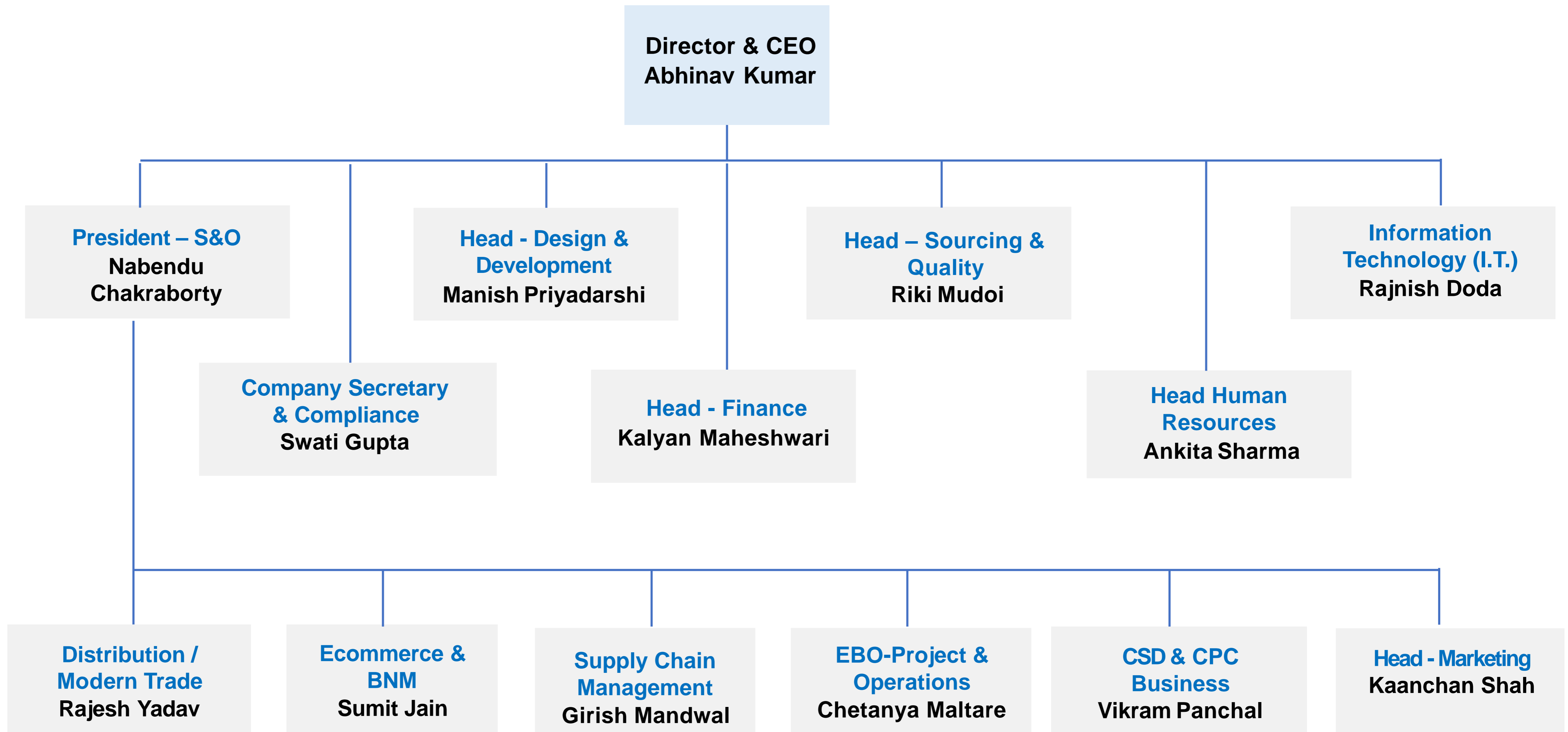


**ABHINAV KUMAR**

**WTD & CEO**

Aged 40 years, he is the Whole-time Director of the Company. Abhinav co-founded Brand Concepts. He is a post graduate from Symbiosis, Pune. He started his career with Advertising and later moved on to head the marketing activities of Tommy Hilfiger India during his tenure with the Murjani Group. He was not only instrumental in launching 10 different categories under Tommy Hilfiger brand, but was also a part of the core team which brought in other brands like Calvin Klien, FCUK, Jimmy Choo, Gucci, Bottega Venetta in India under the Murjani stable. He has been instrumental in bringing Tommy Hilfiger and the other brand licensees into Brand Concepts.

# ORGANISATION STRUCTURE



**OUR TEAM (1/3)**



**NABENDU  
CHAKRABORTY**

President – Sales & Operations

More than 20 years experience in retail. Proven track record of establishing Non-Apparel business in Shoppers Stop, Landmark Group and Future Lifestyle. Established Private Label in SSL in Handbags, Footwear, SLG and travel Gear. Excellent knowledge in Product, MIS, BNM and Operations.



**SUMIT  
JAIN**

Ecommerce & BNM

Articulate and sharp business acumen, adaptive and future ready. 10 Years of Experience in Retail. Fundamental of MIS and Planning along with allocation. Recently inducted into managing E-Comm business. Has very strong relationship attribute and business understanding. 360 understanding of Market place and Direct E-com management.



**RAJESH  
YADAV**

Distribution & Modern Trade

Hardened Leader in Operations and Team Management, with 15 Years of Experience. Excellent reputation in Modern Trade, and very Knowledgeable and resourceful in Distribution and Dealers Network. Very Focused on ROI, and P&L, along with Team welfare. Instrumental in Making SLG as Market Leader and Top Brand in Large Format across Chain.



**MANISH  
PRIYADARSHI**

Design and Development

Keeps designs very close to his heart. Instrumental part of Titan watches design team before joining us. 15+ years of experience in design and development. Excellent team management and always on top of his work. Fierce and strong Brand aesthetics and Design individual.



**OUR TEAM (2/3)**



**VIKRAM  
PANCHAL**

CSD & CPC Business

Excellent skills in Quality control and management. Always has a very detailed analysis of product Quality, checks and balances. With a strong sales background spearheading the entry into Armed Forces and Police Canteen.



**RIKI  
MUDOI**

Sourcing & Quality

Very Hands on with all our suppliers, good negotiator on pricing and timelines. Excellent Co-ordination skills and follow-ups. Very good understanding of international sourcing & factories.



**CHETANYA  
MALTARE**

EBO, Projects & Operations

Excellent in execution of new projects. Instrumental in BOQ's/ vendor negotiation and overall project timelines. Store Design, minimalistic and optimum space utilization champion.



**ANKITAA  
SHARMA**

Human Resource

Rich experience of 12 years in HRD, she has been quite handy with laws and policies governing Human resource. Interactive and team sensitive HR approach. Keeps Employee and Employer aligned.



**SWATI  
GUPTA**

Company Secretary & Compliance

Manages Legal and Company Compliance issues pro-actively, Has been managing Agreements for Stores, Malls, LFS and DND very effectively.

**OUR TEAM (3/3)**



**KAANCHAN SHAH**

Marketing

She has pursued a robust career in the field of Marketing & Advertising, with 18 years of total experience. An Occupational Therapist in Advertising & Marketing, her proficiency with fashion and luxury brands is among the best in the industry. She is Google and Facebook certified to run various digital campaigns, and has skillfully led brands like Richfeel Health & Beauty, Baggit India, Tara Jewels Limited and JWT Fortune with incisive marketing & communication strategies.



**KALYAN MAHESHWARI**

Accounts & Finance

Having rich experience of 26 years with the big Corporates Organisations at Managerial Position in the field of Accounts & Finance. Extensive knowledge of various Laws, Auditing, Commercial and Banking & Forex activities. Excellent skills of problem solving, critical thinking, data analysis, prioritising and effective communication.



**GIRISH MANDWAL**

Supply Chain

Having extensive exposure of 15 years into developing appropriate supply chain strategy to maximize customer satisfaction at the lowest possible cost. Hand Holding in Analysing operational performance and resolving issues.



**RAJNISH DODA**

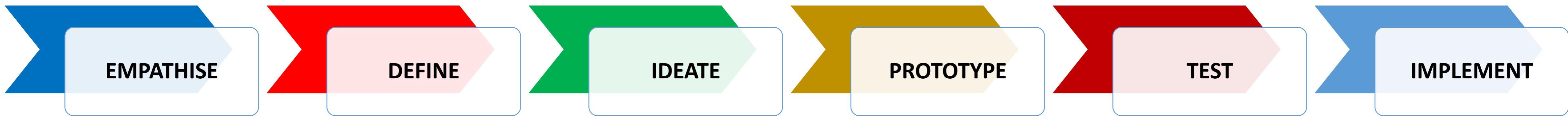
Sr. Manager – I.T.

Having experience of 11+ years into delivering large & complex ERP engagements through technology solutions.



# Our Business

# DESIGN PROCESS



Conduct research to develop an understanding of our users requirements

Combine all our research and observe where our user problems exist

Brainstorm and generate a range of crazy and creative ideas

Build a real tactile representation for a range of our ideas

Return to our users for feedback

Put the vision into effect



# BUSINESS MODEL

## LICENSED BRANDS

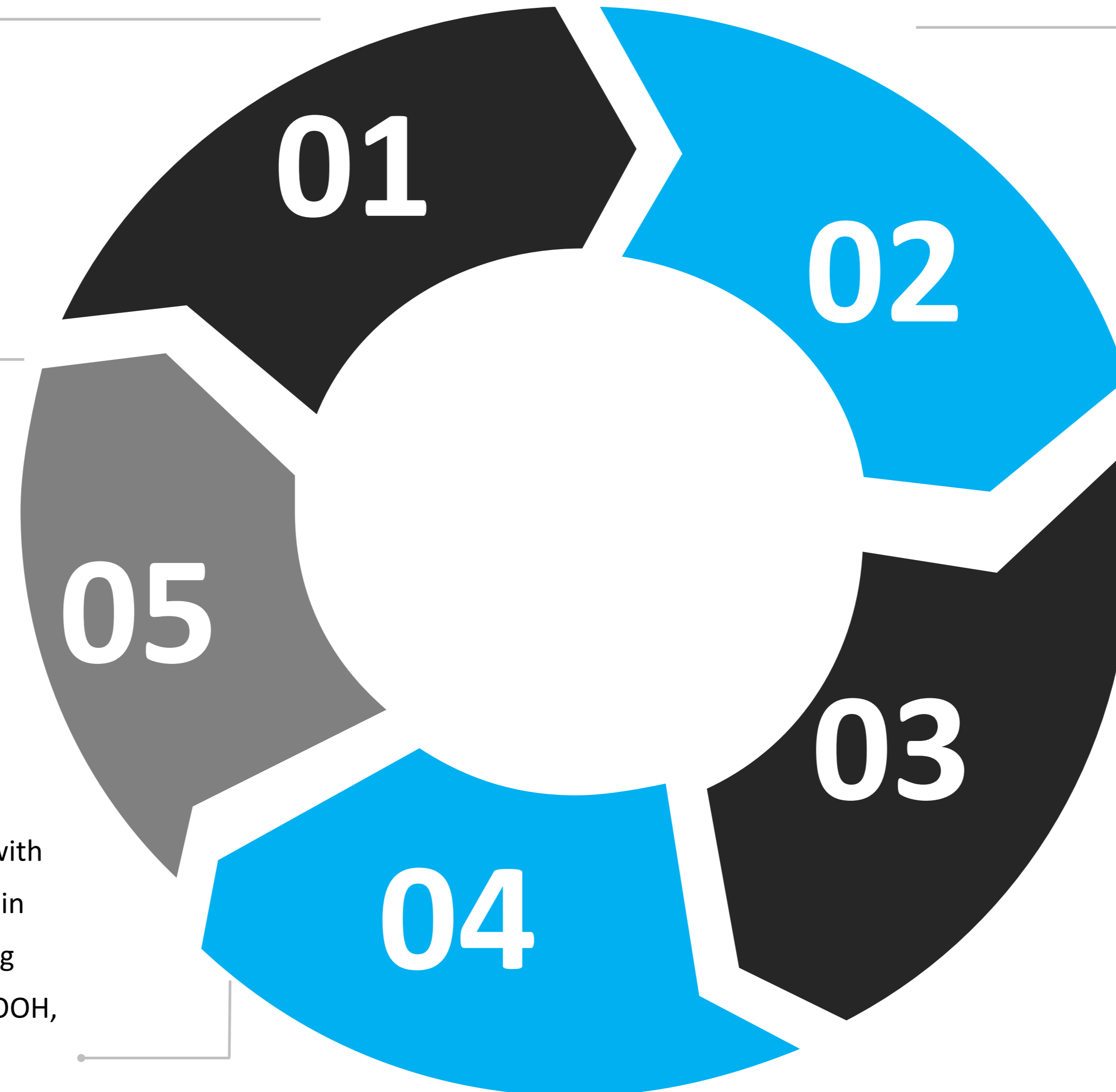
Partner with top international and domestic brands as an exclusive licensee in key product categories.

## OMNI CHANNEL

Our products are sold Online as well as in stores through EBOs(COCO / FOFO / FOCO), MBOs, LFS, Distributors & Retail.

## SALES, DISTRIBUTION & MARKETING

Merchandisers takes control and in coordination with the sales team starts planning product placement in the market. Sales team get in touch with marketing team for support. National-level advertising thru OOH, Print & other mediums



## PRODUCT DESIGN

The product team analyses the brand, competitive landscape & prepares a product brief for the design team  
The design team prepares the design which is send for sampling

## SUPPLIER COORDINATION

Buying team coordinates to get the samples, inspects them & place order  
Once the products are ready with suppliers , buying team gets it to the warehouse

# OUR APPROACH

Brand Concepts is built on the thinking of our Founders. They believe that brand and lifestyle licensing is mutually beneficial to both the licensor and the licensee. While the brand owner/licensor benefits from generating a new revenue stream, increasing their brand awareness, and expanding into new product categories, geographies as well as retail channels; the licensee generates a new revenue stream at the same time as having an association with the brand name, and differentiating its offerings from competitors.

Since Brand Concepts works with highly reputed global and domestic brands, it follows the highest standards of quality checks, inspite of outsourcing the manufacturing of its products.

With a dedicated team of in-house professionals that include merchandisers, account specialists and retail planners, Brand Concept services its key retail relationships with unmatched execution and program management

The team is backed by a strong sourcing network, in-house trend-spotting and design teams, coupled with robust logistics and warehousing network.

We sell our products through our owned (8) / franchisee exclusive brand outlets (22) (EBOs) and several large multi brand outlets (MBOs).

We have also appointed master distributors (on cash and carry) to service our distributor and retail business.

- 1 TOMMY HILFIGER
- 2 AND & GLOBAL DESI
- 3 SUGARUSH
- 4 THE VERTICAL
- 5 HEAD

# KEY CATEGORIES

01

## BACKPACKS

We design and manufacture trendy and sturdy backpacks. We make laptop bags, duffle & gym bags, rucksacks and school backpacks.



SUGARUSH

TOMMY HILFIGER



globaldesi

AND

02

## LUGGAGE

Based on individual taste and preference, we meticulously design our travel gear. We create luggage both hard & soft, that is loaded with fashion and has relevant functionality with a cool classic feel that is perfect for travel.

## SMALL LEATHER GOODS

Men's belts & wallets are products that vary from taste to taste and need to need. Trendy casual & formal range of belts and Slim, lightweight designs, such as bi-fold and tri-fold easily slip into a back pants pocket, shirt pocket, coat or briefcase. Durable leather for the classics & fabrics like nylon and canvas.

## HANDBAGS, CLUTCHES, WALLETS

We offer all kinds of bags such as cross-body, shoulder, totes, hobos, and traditional handbags in colors, styles and patterns that range from the classic to contemporary. From the sleek and sexy to the fun and whimsical bags.

03

04

# SALES CHANNELS

## EBOs



**Company owned outlets**

Brand Concepts currently has **8 Company Operated Company Owned (COCO)** outlets for our range of luggage, backpacks, handbags, clutches, wallets and small leather goods.



**Franchisee**

The company currently has **22 Franchisee Owned Company Operated (FOCO)** stores which exclusively sell products manufactured and marketed by Brand Concepts.



**BAGLINE**

**www.baglineindia.com is the E-Commerce venture** of BCL, which is a fashion accessory retail company. The **physical stores of BCL also go by the name of "BAGLINE"**. All BCL brands would be listed directly with all the bagline stores integrated.



**MBOs / Retail**

The company sells its products to several **MBOs/Retail** and is systematically moving to a **master distributor model** across all zones / cities to reduce working capital in the business.



**Online**

The company sells through several **Ecommerce platforms** such as **Myntra and Amazon** and is currently working on starting its own online selling platform as well under the name of baglineindia.com.



# BAGLINE & Baglineindia.com

SPECIALTY STORES ARE THE LATEST IN-THING IN E-COMMERCE. WHILE THE EARLIER WEBSITES FOLLOWED THE 'ALL-THINGS-UNDER-ONE-ROOF' STRATEGY

## Background

- www.baglineindia.com is the E-Commerce venture of Brand Concepts Ltd.(BCL), which is a fashion accessory retail company. The physical stores of BCL also go by the name of "BAGLINE". All BCL brands would be listed directly with all the bagline stores integrated.

## Categories

- 3 categories of products :
- Travel Gear
- Small Leather Goods
- Women Handbags & Accessories

## USP

- Product Selection : Brand Ideology - would be premium to bridge to luxury (Tommy Hilfiger, Calvin Klein, Victorinox, Delsey, Samsonite etc.
- Website Experience: • Fashion • Ease of selection • A+ Cataloging with video content • Ancillary services: Ask me services, Video tutorials for travel packing, travel tips, effective management for travelling etc.
- Omni-Channel : Order online & get delivery from store next door & vice-versa.

## Other drivers

- Gifting - Shop online, and the nearest store will keep your gift packed & ready. You could either pick it up on the way or we will deliver it to your house.
- Service - Door to door service available in all the major cities.
- Loyalty/Referral Program - We will not only give you credits for your own purchase, but you get rewarded even when your friends & family shop with us.
- B2B Portal - For all your corporate consumptions, you could directly come on our website & purchase getting the GST benefit. Of course for big bulk inquiry, we would be happy to assign a dedicated product manager to solve your query.





# Our Brands

**TOMMY HILFIGER IS ONE OF THE MOST SUCCESSFUL FASHION BRANDS IN THE WORLD**

**Background**

- With presence in over **90 countries** | One of the **most popular foreign brands** in India. One of the earliest international lifestyle brands to enter India in 2003 through Murjani Group.

**Licensed Products**

- A range of Small Leather Goods (SLG) that includes belts and wallets for men.

**Positioning**

- Trendy, aspirational and legacy brand in the monotonous premium travel gear segment
- A good value proposition as products are priced at 10-25% discount to Samsonite despite carrying a more exclusive brand perception.

**Retail Network**

- Widespread presence through **525 POS (185 TG & 340 SLG )** this includes retail chains like Shoppers Stop & Lifestyle.

**License Agreement**

- **Exclusive** License agreement till **2023**, subject to renewal, to design, manufacture, market & retail the product categories of **Travel Gear and SLG.**

**Other TH Categories in India**

- Primary category is apparel, owned by 50:50 JV between TH and Arvind Mills.
- Other licenses include: Watches – Titan; Eye ware – Sterling Metaplast; Undergarments – Arvind Brands Ltd.





# SUGARUSH

TREND MAKER, EXPERIMENTAL, QUIRKY, SUGARUSH BELIEVES IN BREAKING THE CONVENTIONAL PARAMETERS OF FASHION & GIVING SOMETHING NEW & FRESH, THAT WILL HELP ONE SET APART

## Background

- In-house brand of BCL started in 2014

## Products

- Women handbags.
- Small Non Leather Goods that includes belts and wallets for women.

## Positioning

- Targeting consumers in the lower price range which are socially active with limited spending capacity.



# THE VERTICAL

“THE VERTICAL” IS THE BRAND FOR COMRADES WHO ARE ON A QUEST FOR AN ADVENTURE AND LOVE OF OUTDOOR LIVING.

## Background

- In-house brand of BCL started in 2014 with Sugarush to cater to outdoor bag pack segment.
- Co-launched recently in partnership with **Roadies**.

## Products

- Belts & Wallets (Rs.700- 1400), Bag packs (Rs.1000- 3000) , Rucksacks (Rs.3000 - Rs.6000)
- Gym bags, Rucksacks, Small Leather Goods (SLG) that includes belts and wallets for men

## Positioning

- A good value proposition for those who believe in outdoor as a lifestyle & hunting for fashionable, trendy & affordable carrying gear
- Targeting the lower price segment by offering superior quality as of mid range segment brands

## Retail network

- Currently present across BCL stores & various online channels.



# AND

AND OFFERS CONTEMPORARY WESTERN WEAR FOR WOMEN WITH AN INDIAN INSPIRATION.

## Background

- Founded in 1995 by **Anita Dongre**, House of Anita Dongre Limited (HOAD) (formerly And Designs India Ltd) is one of India's leading fashion houses today.
- **First and the only fashion house in India** to be invested by **General Atlantic**, a growth capital fund.

## Licensed Products

- Women Handbags.
- A range of Small Leather Goods (SLG) that includes belts, purses & wallets for women.

## Positioning

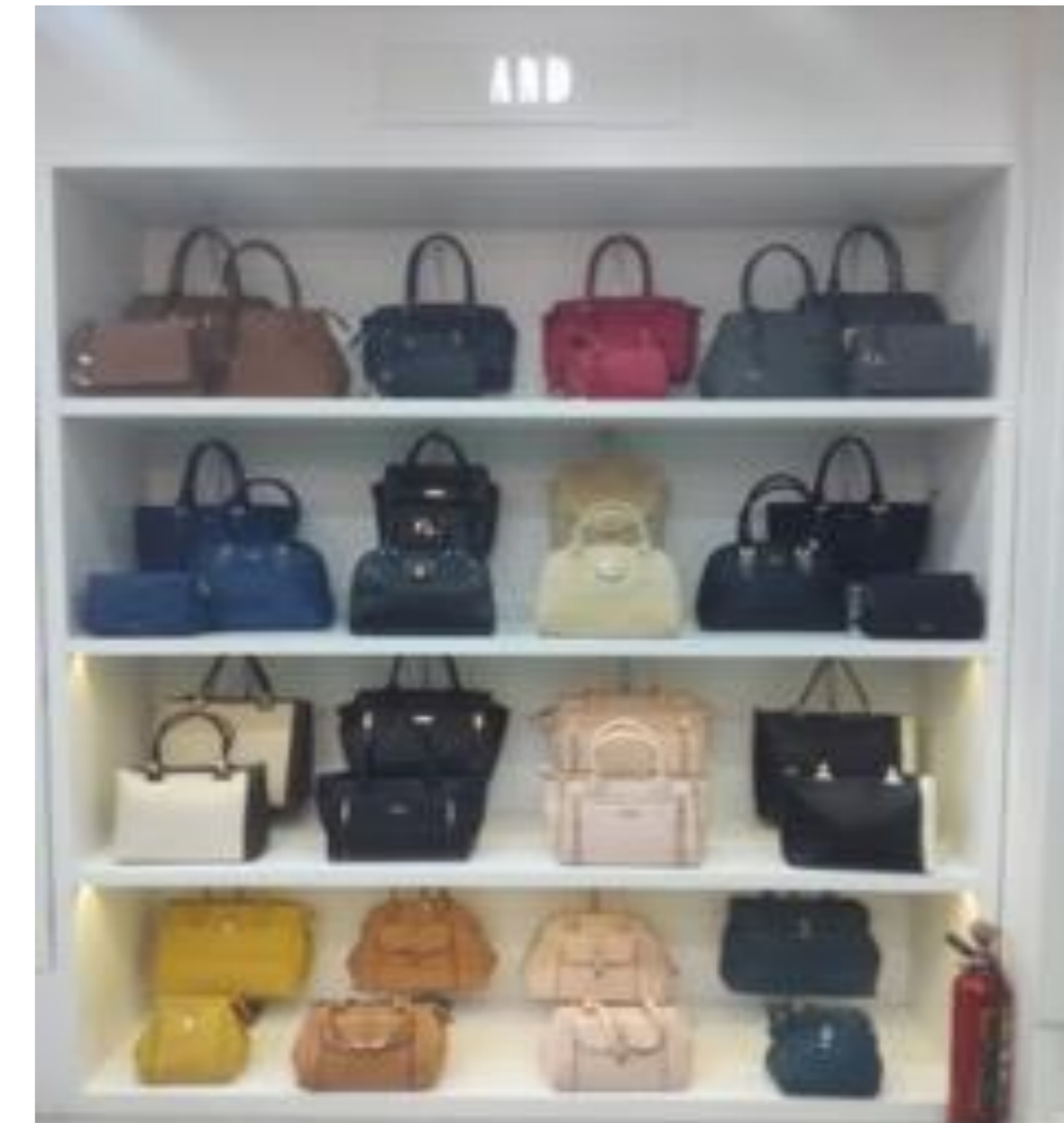
- Targeting classy, confident urban class in the mid range women handbags segment.
- A good value proposition as products are priced at 10-20% discount to Guess & other premium brands but with similar quality standards.

## License Agreement

- **Exclusive** License agreement till **March 2026**, subject to renewal, to design, manufacture, market & retail the product categories of Purses, handbags & small Non leather goods.

## Other AND Categories in India

- Primary category is apparel which includes the signature label Anita Dongre & Global Desi .
- Other products include handcrafted jewelry (Pink city brand), Grassroots (handcraft), women accessories like wallets & clutches.



GLOBAL DESI IS AN INDIA-INSPIRED YOUNG, COLOURFUL, BOHO-CHIC BRAND WITH GLOBAL APPEAL.

## Background

- Part of House of Anita Dongre Limited (HOAD), launched first International Global Desi store in 2013 in Mauritius
- Present in 200+ POS | 100+ EBOs in more than 100 cities in India

## Licensed Products

- Women Handbags.
- A range of Small Leather Goods (SLG) that includes belts, purses & wallets for women.

## Positioning

- Targeting classy, confident urban class in the mid range women handbags segment.
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# Way Forward



# WAY FORWARD

## Tommy Hilfiger

Expand our presence in Tommy Hilfiger by scaling up existing MBOs and EBOs.

## Sugarush, The Vertical

Grow our offerings and presence through MBOs, EBOs and Bagline stores

## New International Brands

The company is eyeing 2-3 new international brands for exclusive licensing for India in their focus categories

## Manufacturing

The company is evaluating setting up its own manufacturing of luggage category.

## Bagline

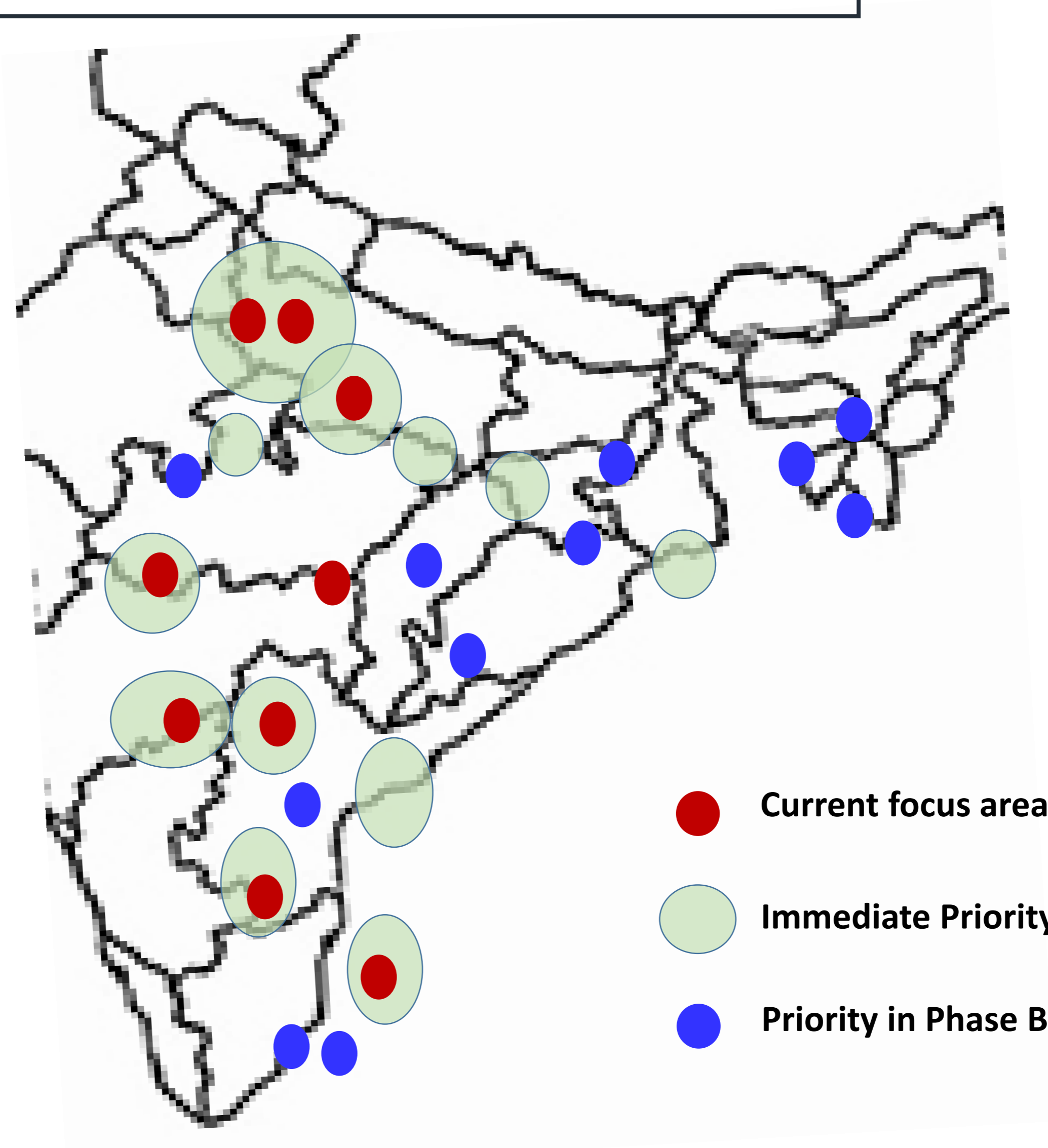
Build and grow own Bagline stores and online portal baglineindia.com for company online offerings.



WE ARE WORKING FROM **CONCEPTUALISING** TO **FINISHED PRODUCTS** AND BUILDING RECOGNITION AS A WELL KNOWN **FASHION HOUSE** FOR TRAVEL & ACCESSORIES

# GEOGRAPHICAL FOOTPRINT

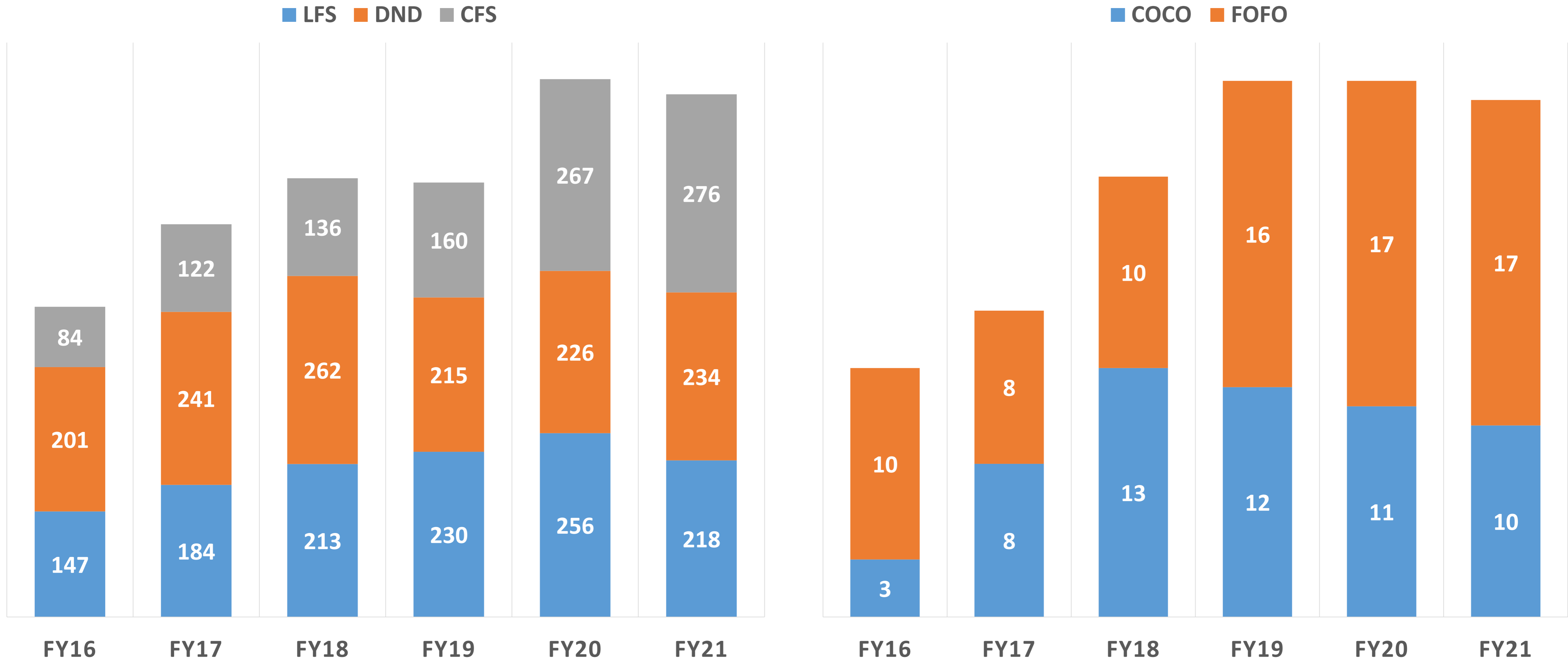
There are a lot of International Brands that could add to the catalogue over time



- Current focus area
- Immediate Priority Areas
- Priority in Phase B

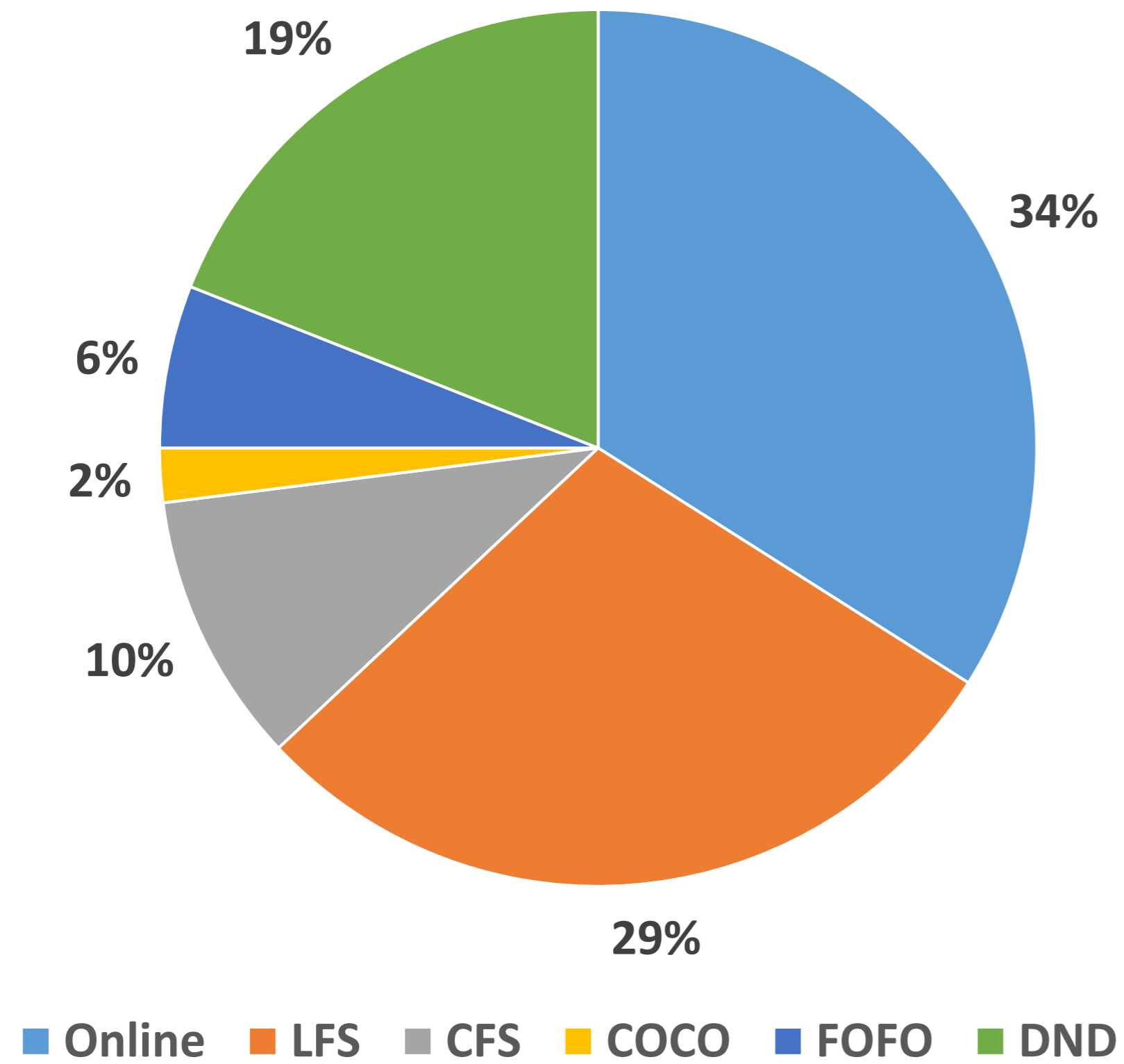
# Financial & Operational Highlights

# POINT OF SALES GROWTH

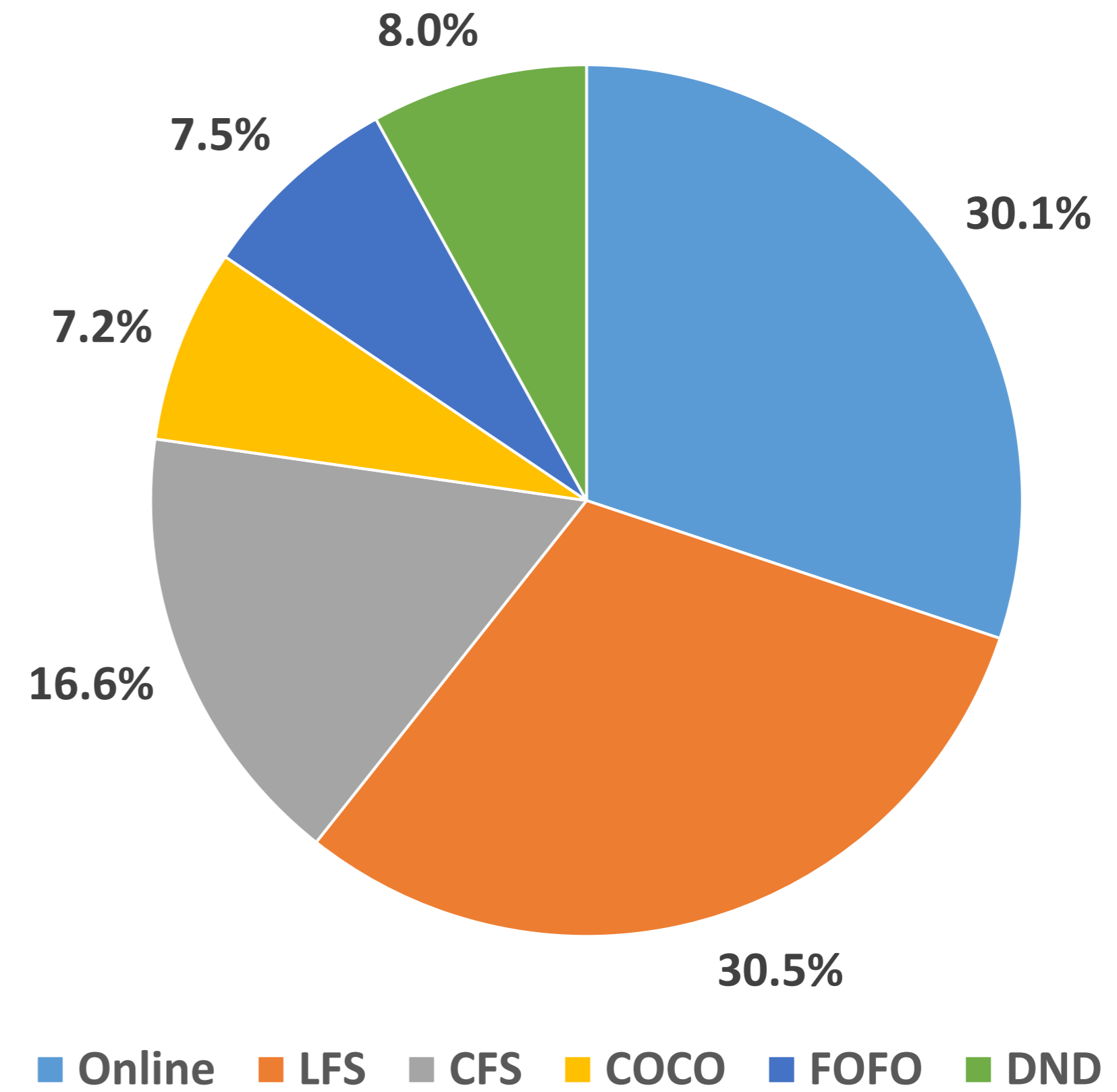


# CHANNEL CONTRIBUTION

**FY18**

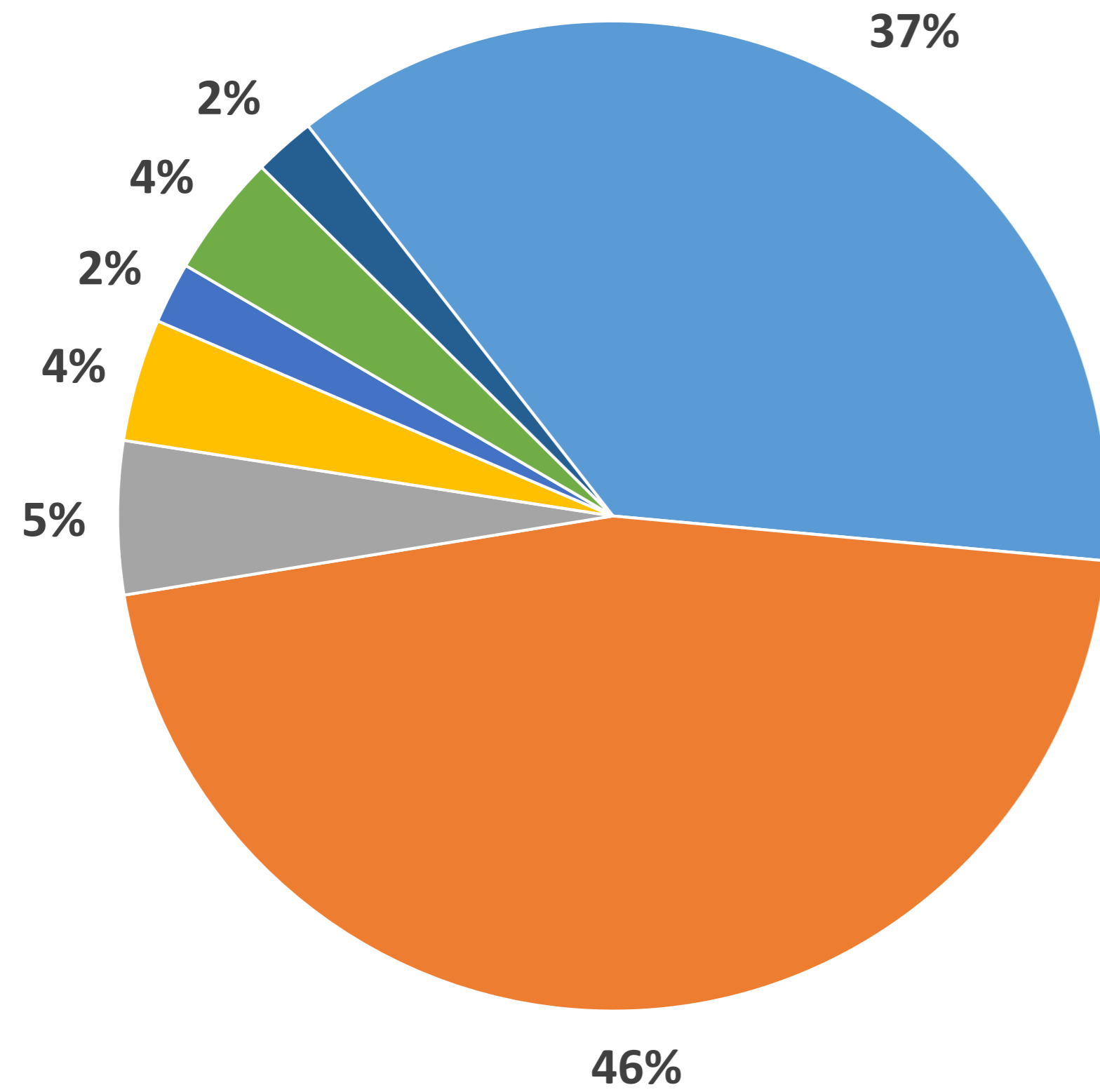


**FY20**



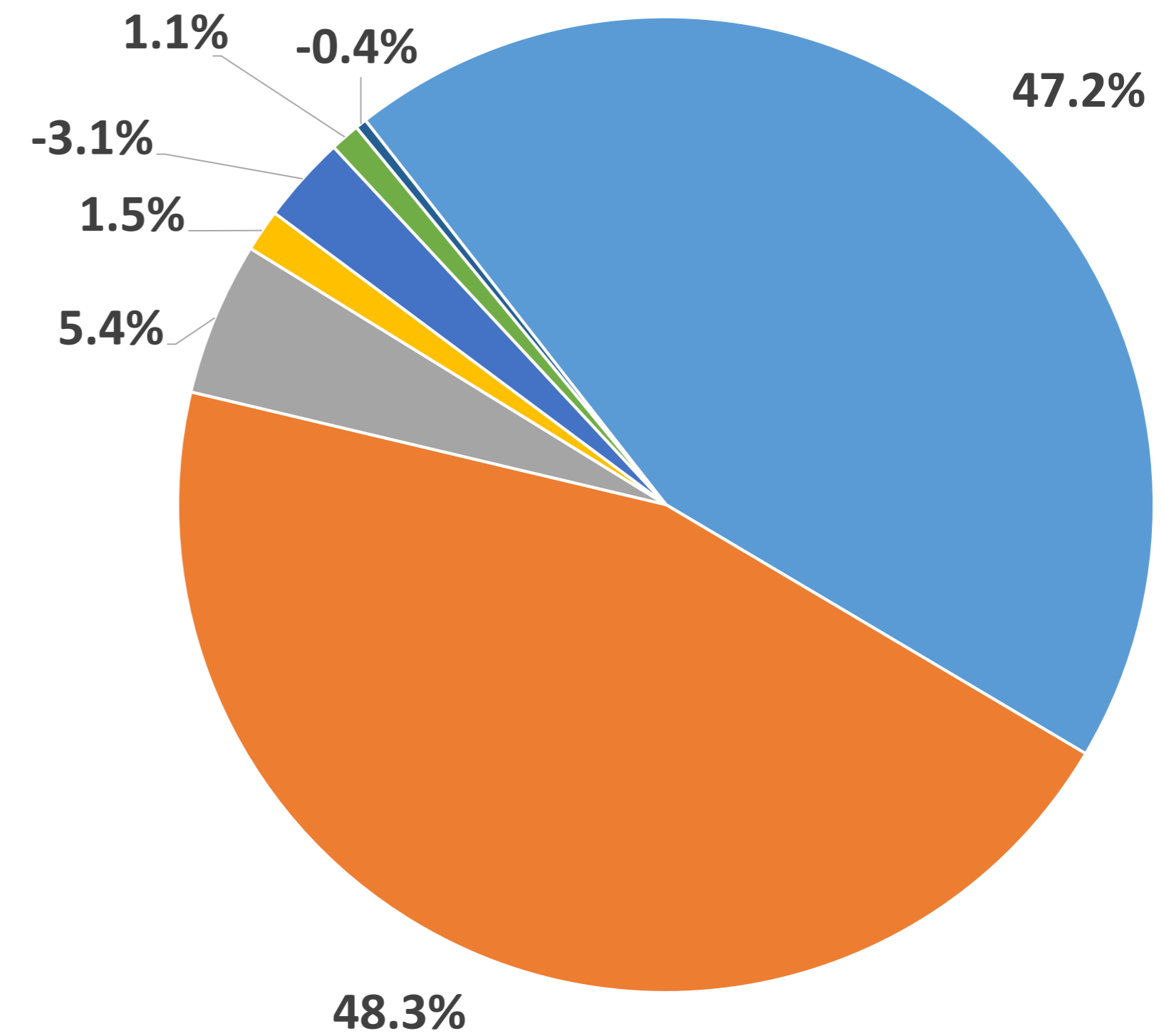
# BRAND CONTRIBUTION

**FY18**



■ THTG ■ THSLG ■ AND ■ GD ■ Head ■ The Vertical ■ Sugarush

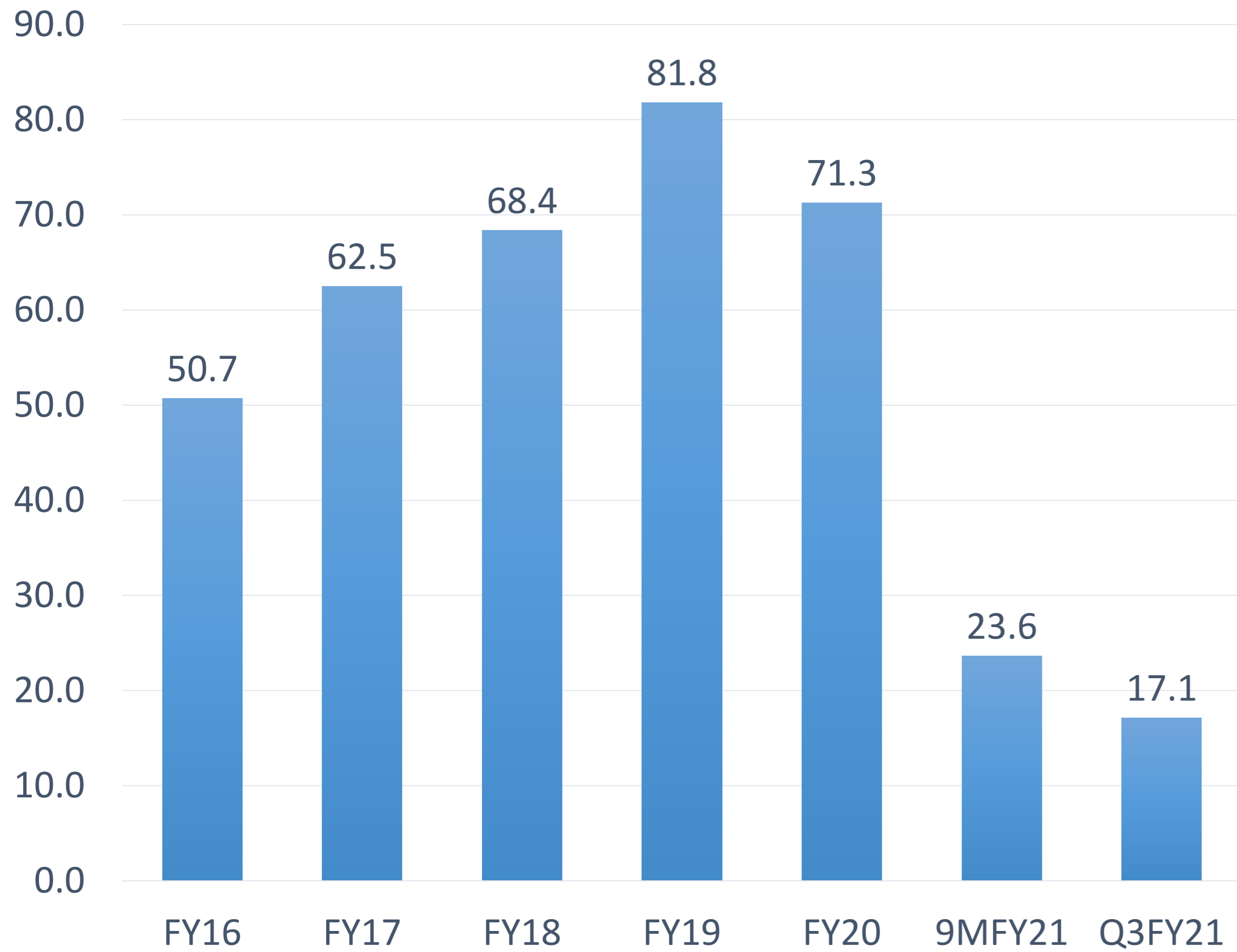
**FY20**



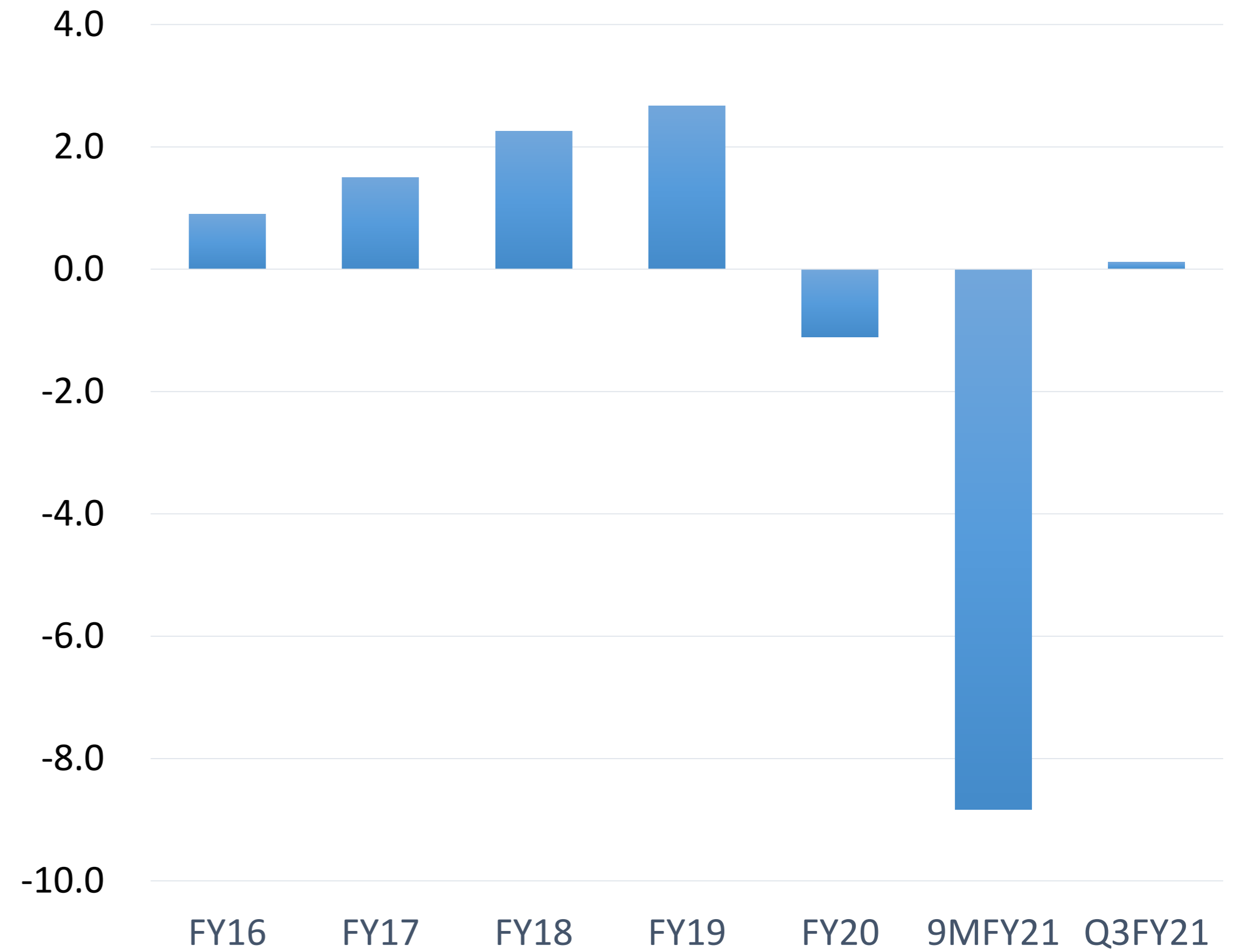
■ THTG ■ THSLG ■ AND ■ GD ■ Head ■ The Vertical ■ Sugarush

# FINANCIAL SNAPSHOT (1/2)

**Sales (Rs cr)**

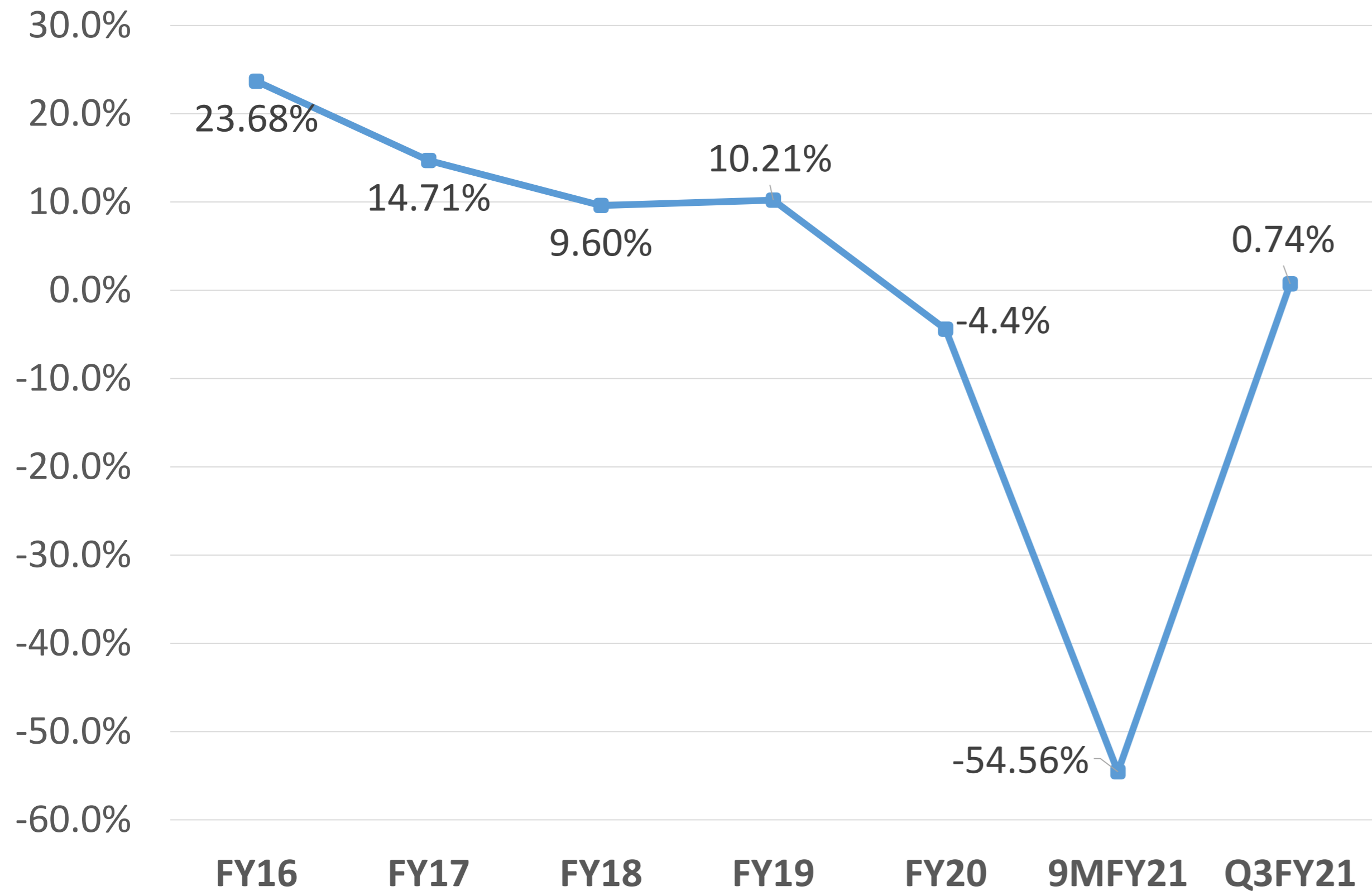


**PAT (Rs cr)**

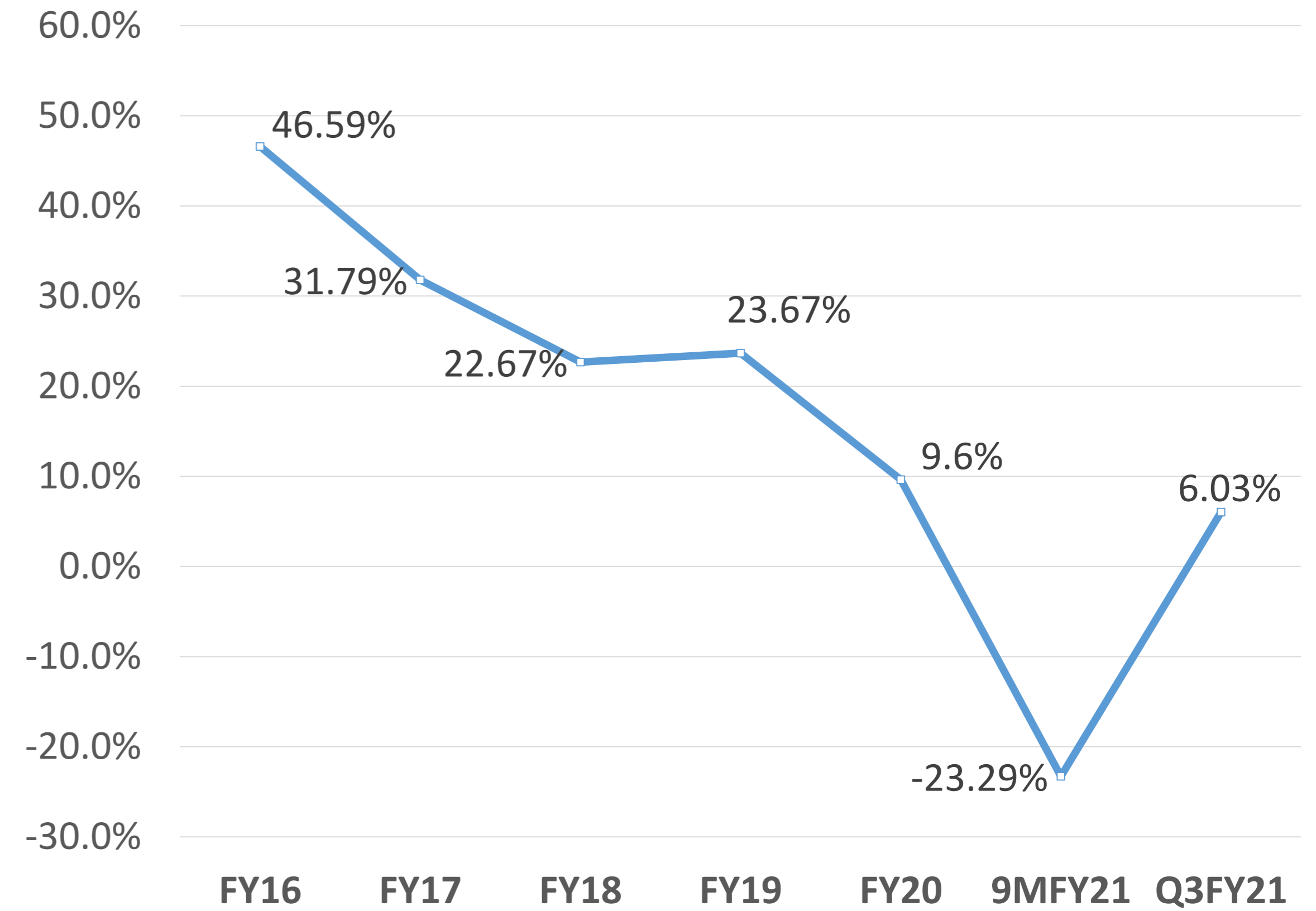


# FINANCIAL SNAPSHOT (2/2)

**RONW (%)**



**ROCE (%)**





## KEY FINANCIALS (1/2)

Particulars	FY16	FY17	FY18	FY19	FY20	9MFY21	3QFY21
<b>Sales</b>	<b>50.7</b>	<b>62.5</b>	<b>68.4</b>	<b>81.8</b>	<b>71.3</b>	<b>23.6</b>	<b>17.1</b>
Expenditure:-							
Operating Exp.	29.0	32.2	32.0	39.6	32.4	14.5	9.3
Employee Exp.	5.7	8.0	9.8	12.5	14.1	5.1	1.8
Other Exp.	11.1	15.8	18.9	21.4	20.4	8.6	4.4
Total Exenditure	45.8	56.0	60.7	73.5	66.8	28.2	15.6
<b>EBIDTA</b>	<b>4.9</b>	<b>6.5</b>	<b>7.7</b>	<b>8.3</b>	<b>4.4</b>	<b>(4.5)</b>	<b>1.6</b>
Depreciation	0.8	1.0	1.3	1.2	1.5	0.8	0.2
<b>EBIT</b>	<b>4.1</b>	<b>5.5</b>	<b>6.4</b>	<b>7.2</b>	<b>3.0</b>	<b>(5.4)</b>	<b>1.4</b>
Finance COST	2.7	3.2	3.3	3.4	4.4	3.4	1.2
<b>EBT</b>	<b>1.4</b>	<b>2.3</b>	<b>3.0</b>	<b>3.8</b>	<b>(1.4)</b>	<b>(8.7)</b>	<b>0.2</b>
Taxes	0.5	0.8	0.8	1.1	(0.3)	0.1	0.1
<b>PAT</b>	<b>0.9</b>	<b>1.5</b>	<b>2.3</b>	<b>2.7</b>	<b>(1.1)</b>	<b>(8.8)</b>	<b>0.1</b>

## KEY FINANCIALS (1/2)

BALANCE SHEET69.2	FY16	FY17	FY18	FY19	FY20	9MFY21	3QFY21
Equity Share Capital	7.0	7.0	10.6	10.6	10.6	10.6	10.6
Preference Share Capital	2.0	7.0	0.0	0.0	0.0	0.0	0.0
Share Capital	9.0	14.0	10.6	10.6	10.6	10.6	10.6
Reserve & Surplus	(5.2)	(3.8)	12.9	15.6	14.4	5.6	5.6
Shareholder's Fund	3.8	10.2	23.5	26.1	25.0	16.2	16.2
Long Term Loan	5.0	7.1	4.7	4.1	5.9	6.9	6.9
Other Long Term Liabilites	0.4	0.3	0.3	0.8	1.3	1.1	1.1
Short Term Loan	7.7	10.5	15.1	16.7	16.1	22.3	22.3
Trade Payables	10.4	12.5	14.5	22.0	27.7	15.2	15.2
Other Current Liabilities	3.2	6.0	6.9	8.9	7.0	7.5	7.5
<b>Source of Fund</b>	<b>30.5</b>	<b>46.6</b>	<b>64.9</b>	<b>78.7</b>	<b>83.0</b>	<b>69.2</b>	<b>69.2</b>
Fixed Assets	2.6	4.1	4.0	4.5	4.0	3.3	3.3
Long Term Loans & Advances	0.6	0.7	1.0	1.2	1.4	1.2	1.2
Deffered Tax Assets	1.9	1.2	0.7	1.0	1.3	1.2	1.2
Inventories	8.9	17.7	16.4	20.0	26.4	20.6	20.6
Debtors	15.2	21.3	37.7	46.1	41.8	36.6	36.6
Other Current Assets	1.3	1.6	5.2	5.8	8.2	6.5	6.5
<b>Application of Funds</b>	<b>30.5</b>	<b>46.6</b>	<b>64.9</b>	<b>78.7</b>	<b>83.0</b>	<b>69.2</b>	<b>69.2</b>

# KEY RATIOS

Ratio Analysis	FY16	FY17	FY18	FY19	FY20	9MFY21	3QFY21
EBIDTA Margin	9.66%	10.40%	11.22%	10.18%	6.23%	-19.13%	9.08%
EBIT Margin	8.09%	8.80%	9.33%	8.74%	4.18%	-22.71%	8.09%
EBT Margin	2.76%	3.68%	4.44%	4.62%	-1.95%	-36.89%	1.13%
PAT Margin	1.78%	2.40%	3.30%	3.26%	-1.55%	-37.36%	0.69%
ROCE	46.6%	31.8%	22.7%	23.7%	9.6%	-23.3%	6.0%
RONW	23.7%	14.7%	9.6%	10.2%	-4.4%	-54.6%	0.7%
Long Term Debt / Equity	1.32	0.70	0.20	0.16	0.23	0.42	0.43

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# Thank You

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