



# 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:** 18-05-2025

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: Investor Presentation for Q4 & Financial year ended on 31<sup>st</sup> March, 2025**

**Ref: Information under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("Listing Regulations")**

Dear Sir/Madam,

In accordance with Regulation 30 read with Schedule III of the Listing Regulations, please find enclosed a copy of 'Investor Presentation' in connection with the Audited Financial Results of the Company for the quarter and year ended on March 31, 2025.

The aforesaid information is being uploaded on the Company's website at [www.brandconcepts.in](http://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**

# INVESTOR PRESENTATION

Q4 & FY25





# CORE TOPICS



## Quarter Performance

- + Key Performance Highlights
- + Financial Summary
- + Channel wise Contribution
- + Geographical Footprint

## Our Brands

- + Tommy Hilfiger
- + United Colors of Benetton
- + Juicy Couture
- + Aeropostale
- + Sugarush
- + The Vertical

## Way Forward

- + New International Brands

## Annual Highlights

- + Income Statement
- + Balance Sheet

## About Us

- + Company background
- + Leadership team
- + Key categories
- + Our approach; Design process
- + Business Model
- + Sales Channels;
- + Bagline: Bagline.com

## Annexure

- + New Office
- + Manufacturing & Warehouse
- + Social Media



# Q4 & FY25 PERFORMANCE HIGHLIGHTS



# Q4 & FY25 PERFORMANCE HIGHLIGHTS

- Revenue growth of Rs 659 mn for Q4, which was a growth of 13.4% YoY
- In spite of competitive pressure and margin disruptive selling by peers, we have improved our EBITDA margin (excl ESOP expense) at 11.6% vs 10.2% last year.
- Our Total store count touched 48 during the year from 39 as of end of last year
- Setting up of the manufacturing facility was initiated during the year and we have reached significant completion level with production trial currently underway at the new facility, marking the initial phase of operational readiness.
- Brand launch campaign of Juicy Couture conducted with significant interest and response received from LFS and Online channel partners.
- New Corporate Office setup during the year to cater to international clients and growing senior and mid level management teams.

## Q4 FY25

Total Revenue

**Rs 662.4 mn**

Adj. EBITDA\*

**Rs 76.4 mn**

Adj. EBITDA Margin\*

**11.6%**

Adj. PAT Margin\*

**2.7%**

\* Excluding ESOP



# Q4 & FY25 INCOME STATEMENT

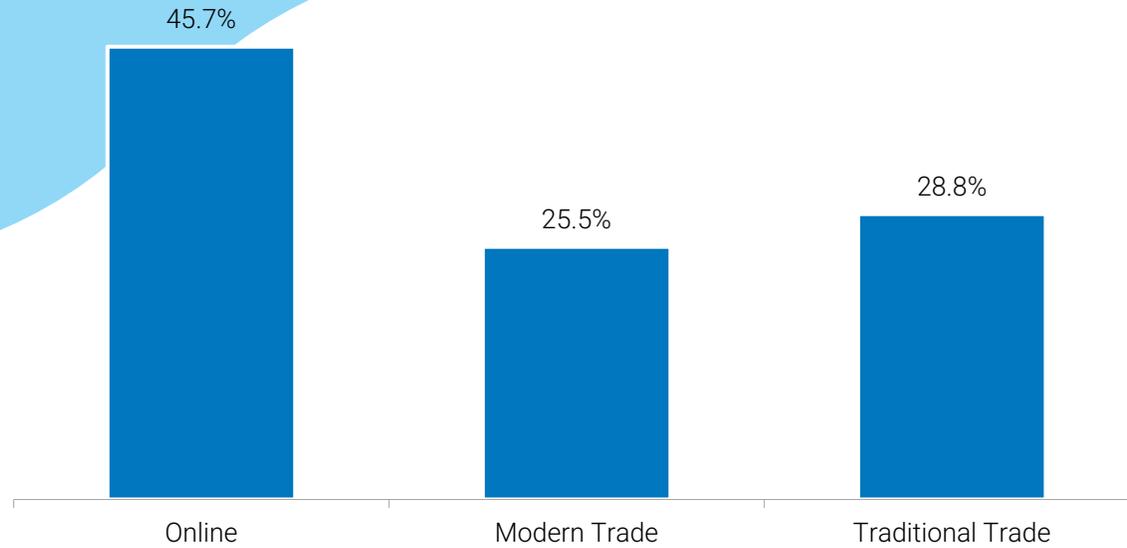
Particulars (INR Mn)	Q4FY25	Q3FY25	Q4FY24	YoY%	QoQ%	FY25	FY24	YoY%
Revenue from Operations	659.1	669.0	581.1	13.4%	-1.5%	2,726.9	2,506.2	8.8%
Other Income	3.3	1.2	2.2	47.9%	170.5%	7.9	13.8	-42.5%
<b>Total Income from operation</b>	<b>662.4</b>	<b>670.2</b>	<b>583.4</b>	<b>13.5%</b>	<b>-1.2%</b>	<b>2,734.8</b>	<b>2,520.0</b>	<b>8.5%</b>
Total Expenditure *	586.0	594.1	523.9	11.9%	-1.4%	2,420.1	2,207.7	9.6%
<b>EBITDA *</b>	<b>76.4</b>	<b>76.1</b>	<b>59.5</b>	<b>28.3%</b>	<b>0.3%</b>	<b>314.7</b>	<b>312.3</b>	<b>0.8%</b>
<b>EBITDA Margin (%)</b>	<b>11.6%</b>	<b>11.4%</b>	<b>10.2%</b>	<b>+135 bps</b>	<b>+21 bps</b>	<b>11.5%</b>	<b>12.5%</b>	<b>-92 bps</b>
Depreciation	28.3	29.0	20.2	39.7%	-2.7%	113.5	61.9	83.4%
<b>EBIT *</b>	<b>48.1</b>	<b>47.1</b>	<b>39.3</b>	<b>22.5%</b>	<b>2.2%</b>	<b>201.2</b>	<b>250.4</b>	<b>-19.7%</b>
Interest	29.4	24.7	16.7	75.8%	19.0%	102.4	62.9	62.9%
ESOP Expenses	4.6	4.4	5.4	-14.6%	4.5%	15.4	21.6	-28.7%
<b>Profit Before Tax</b>	<b>14.1</b>	<b>18.0</b>	<b>17.2</b>	<b>-17.8%</b>	<b>-21.5%</b>	<b>83.4</b>	<b>165.9</b>	<b>-49.8%</b>
Tax	1.0	0.1	6.5	-84.0%	712.5%	17.5	56.5	-69.1%
<b>Reported Net Profit</b>	<b>13.1</b>	<b>17.8</b>	<b>10.7</b>	<b>22.5%</b>	<b>-26.8%</b>	<b>65.9</b>	<b>109.5</b>	<b>-39.8%</b>
Other Comprehensive income	1.1	1.0	0.3	246.2%	14.2%	1.6	0.9	83.1%
<b>Total Comprehensive income</b>	<b>14.2</b>	<b>18.8</b>	<b>11.0</b>	<b>29.2%</b>	<b>-24.7%</b>	<b>67.5</b>	<b>110.3</b>	<b>-38.8%</b>
<b>Adj. Net Profit</b> (excl ESOP exp/ Excep item)	<b>17.7</b>	<b>22.2</b>	<b>16.0</b>	<b>10.0%</b>	<b>-20.6%</b>	<b>81.3</b>	<b>131.1</b>	<b>-37.9%</b>
<b>Adj. PAT Margin (%)</b>	<b>2.7%</b>	<b>3.3%</b>	<b>2.8%</b>	<b>-8 bps</b>	<b>-65 bps</b>	<b>3.0%</b>	<b>5.2%</b>	<b>-225 bps</b>
<b>Adjusted EPS (Rs)</b>	<b>1.57</b>	<b>1.98</b>	<b>1.44</b>	<b>9.2%</b>	<b>-20.6%</b>	<b>7.25</b>	<b>11.77</b>	<b>-38.4%</b>
<b>Reported EPS (Rs)</b>	<b>1.16</b>	<b>1.59</b>	<b>0.96</b>	<b>20.8%</b>	<b>-27.0%</b>	<b>5.89</b>	<b>10.07</b>	<b>-41.5%</b>

\*excl. ESOP



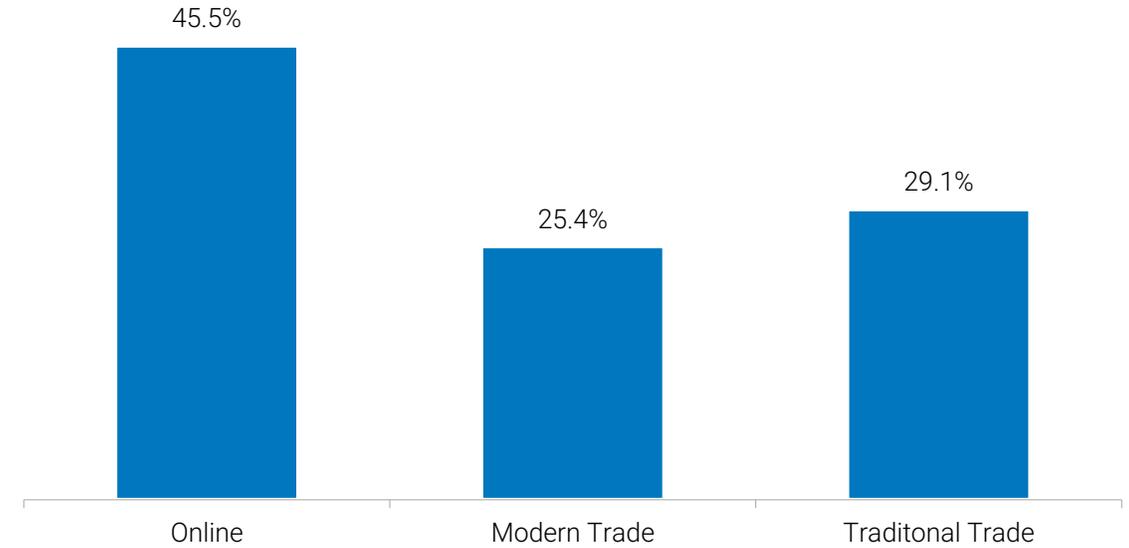
# CHANNEL CONTRIBUTION

FY24



Modern Trade : LFS, LRFS, COCO,FOFO

FY25



Traditional Trade : DND, Corporate Institutions, Government Business

LFS : Large Format Stores

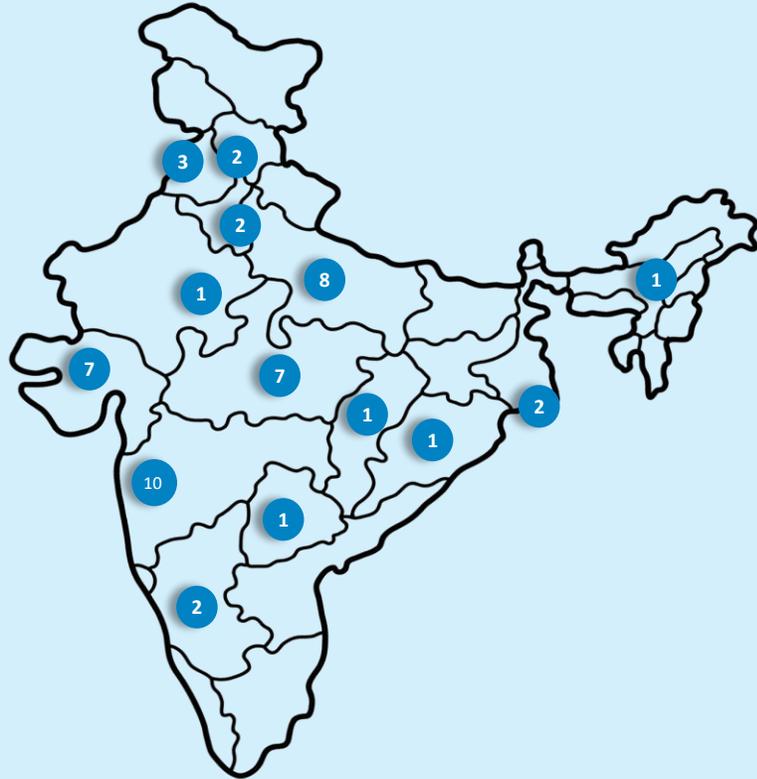
LRFS: Licensor Flagship Stores (Eg. Tommy Hilfiger Stores)

COCO : Company Owned Company Operated Outlets

FOFO : Franchisee Owned Franchisee Operated outlets

DND : Dealer and Distributor

# GEOGRAPHICAL FOOTPRINT



## 4 Stores

Tommy Hilfiger Travel Gear (THTG)

## 44 Stores

BAGLINE

Particulars	End of FY25
Madhya Pradesh (Indore(5), Bhopal, Gwalior)	7
Uttar Pradesh (Lucknow(4), Noida, Varanasi(2), Prayagraj)	8
Maharashtra (MMR – Mumbai Metropolitan Region)(Pune)	10
Punjab (Ludhiana, Jalandhar, Bathinda)	3
Chandigarh	2
Gujarat (Ahmedabad(4), Vadodara(2), Anand)	7
Delhi (New Delhi)	2
Chhattisgarh (Raipur)	1
Telangana (Hyderabad)	1
Karnataka (Bengaluru)	2
Assam (Guwahati)	1
West Bengal	2
Odisha (Bhubaneswar)	1
Rajasthan (Jodhpur)	1
<b>Total Store Count</b>	<b>48</b>



We are targeting licensing arrangements with other International Brands that could add to the catalogue over time.

# NEW CORPORATE OFFICE



# NEW MANUFACTURING UNIT



Located in Ujjain, Madhya Pradesh, our manufacturing facility spans 8 acres, with 1 acre currently developed to deliver an annual capacity of 3.5 lakh units strategically designed for multi-fold expansion and seamless backward integration.

# NEW WAREHOUSE



The 102,000 sq. ft. warehouse with 12-meter clear height offers ~43 lakh cubic feet of storage, currently housing ~6 lakh units with scalability up to 12 lakh units enabling high-density, capex-efficient expansion and future-ready fulfillment



# WAY FORWARD

# WAY FORWARD

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

## LICENSEES



### **Tommy Hilfiger, United Colors of Benetton, Juicy Couture, Aeropostale**

Expand our presence by scaling up existing MBOs and EBOs and increase presence in LFS

## OWN BRAND



### **Sugarush, The Vertical**

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

## NEW BRANDS



### **New international brands**

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

## MANUFACTURING



### **Manufacturing**

The company has started the process of buying land and setting up its own manufacturing as well as merging IFF Overseas (soft luggage manufacturing)

## BAGLINE



### **Bagline**

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



# ABOUT US

# ABOUT US



## MISSION

To become the greatest company in fashion bags, travel gear, & accessories in India .

## VISION

To serve the fashion conscious consumer with a great product & ownership experience, thus creating value for our customers, employees, partners, share holders & the society at large.



**2007**  
Year of Incorporation

**2018**  
IPO

**Indore**  
Based

- + Brand Concepts is a premier resource for licensed fashion and lifestyle brands in category:
  - + **Travel Gear:** Luggage Trolleys, Backpacks,
  - + **Small Leather Goods:** Belts & Wallets for both Men & Women,
  - + **Women Handbags and Lifestyle accessories.**
- + The company works with brands like Tommy Hilfiger, United Colors of Benetton, Juicy Couture, Aeropostale.
- + In-house brands Sugarush and The Vertical.
- + 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.
- + The company has an omni channel presence

## EXCLUSIVE BRAND LICENSES:



# LEADERSHIP TEAM



**Prateek Maheshwari**  
Managing Director

- + Mr. Prateek Maheshwari holds the degree of 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**  
CEO & Whole Time Director

- + Mr. Abhinav Kumar is the co-founder of Brand Concepts.
- + 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 CK, 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.

# KEY CATEGORIES

## BACKPACKS

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

## 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.

## 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.

## 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.



# 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 exclusive THTG stores, EBOs as well as several large multi brand outlets (MBOs). We have also appointed master distributors (on cash and carry) to service our distributor and retail business.



Juicy Couture

AÉROPOSTALE

SUGARUSH

THE VERTICAL

# DESIGN PROCESS



## EMPATHISE

Conduct research to develop an understanding of our users requirements

## DEFINE

Combine all our research and observe where our user problems exist

## IDEATE

Brainstorm and generate a range of crazy and creative ideas

## PROTOTYPE

Build a real tactile representation for a range of our ideas

## TEST

Return to our users for feedback

## IMPLEMENT

Put the vision into effect



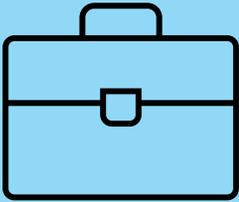
### Conceptual Prototypes



### Final Products



# BUSINESS MODEL



## 1 LICENSED BRANDS

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

## 2 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

## 3 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

## 4 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 through OOH, Print & other mediums

## 5 OMNI CHANNEL

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

# SALES CHANNELS

## EBOs



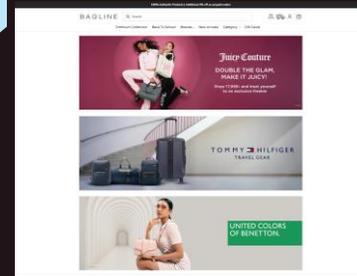
### Tommy Hilfiger Travel Gear Outlets

- + Brand Concepts currently has **4 Tommy Hilfiger Travel Gear (THTG)** outlets exclusively for the Tommy Hilfiger range of Travel Gear and Soft Leather Goods.



### Bagline outlets

- + The company currently has **44 Bagline** stores across India which exclusively sell products manufactured and marketed by Brand Concepts across all their licensee and own brands.



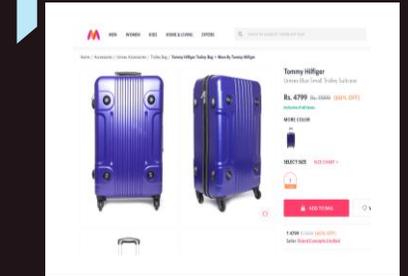
### BAGLINE.Com

- + **www.bagline.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 **LFS/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 bagline.com

# BAGLINE & bagline.com

Specialty stores are the latest in-thing in e-commerce. While the earlier websites followed the 'all-things-under-one-roof' strategy



## 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.

## 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.

## CATEGORIES

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

## BACKGROUND

- + www.bagline.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 and partner brands would be listed directly with all the bagline stores integrated.



# OUR BRANDS



# Tommy Hilfiger (TH) is one of the most successful fashion brands in the world.

## Background

### Other Licensed Categories

- + Present in 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.

### Other Licensed Categories

- + Apparel: 50:50 JV with Arvind Mills
- + Watches: Titan
- + Eyewear: Sterling Metaplast
- + Undergarments: Arvind Mills

## Retail Network

- + 100+ TH Exclusive Brand Stores in India
- + Multi-brand Stores
- + Digital commerce platforms

## License Agreement

Exclusive License agreement till Dec 2026, to manufacture, market & retail the products.

## Positioning

- + Trendy, aspirational & legacy brand in the monotonous premium travel segment.
- + A good value proposition as products are priced 10-25% discounted to some peers despite carrying a more exclusive brand perception.

## Licensed Categories

### Small Leather Goods (SLG):

- + Belts
- + Wallets

### Travel Gear:

- + Backpacks
- + Hard Luggage
- + Soft Luggage
- + Duffle Bags



**UCB** is an ambassador of contemporary casual chic style. It is one of the world's most popular & loved Brand.

### Background

- + Present in 120+ countries
- + UCB has a network of 6500+ stores across the globe.
- + Bennetton Group ventured into the Indian market in 1991. It has a network of 350+ stores in India.

### Retail Network

- + 300+ UCB Exclusive Brand Stores
- + Multi-brand Stores
- + Digital commerce platforms

### Licensed Categories

- + Small Leather Goods (SLG)
- + Travel Gear
- + Women Handbags
- + Key Chains
- + Neck Pillows & more.

### License Agreement

Exclusive License agreement till 2030.

### Other Licensed Categories

- + Watches: Timex India
- + Eyewear: Mondottica International

### Positioning

- + "Color" is the core competency of UCB. The company boasts of diversity, hence comes the word "United" in the brand name.
- + All the products of UCB are moderately priced as compared to its competitors despite offering a wide range and varieties in its creations.



**Juicy Couture** is a LA lifestyle brand infused with casual glamor and an irreverent attitude, Identified as a casual luxury brand.

### Background

- + Present in 90+ countries.
- + 225+ stores operated globally
- + Major Dominance in the USA market:
- + Juicy Couture a casual luxury brand, offering apparel in the categories of women, girls and baby, handbags, shoes, intimates, swimwear, fragrance, accessories and jewelry.

### Retail Network

- + Exclusive Brand Stores
- + Multi-brand Stores
- + Digital commerce platforms

### Licensed Categories

- + Women Handbags
- + Travel Gear
- + Small Leather Goods (SLG)
- + Socks & more.

### License Agreement

Long Term Contract.

### Positioning

- + Juicy discovers the couture in the everyday and delivers an element of surprise in all of its designs.
- + Juicy Couture is identified as a casual luxury brand
- + Juicy Couture's collections are designed to empower all, from those with a maximalist aesthetic to those with a nostalgic, sophisticated style.



**Aeropostale** is a readily recognizable, famous American brand that is known for its trendy clothing and accessories.

### Background

- + Present in 20+ countries.
- + 350+ stores operated globally (Except USA)
- + Major Dominance in the USA market: 1000+ stores.
- + Aeropostale is a mall-based specialty retailer of casual apparel and accessories.

### Retail Network

- + Exclusive Brand Stores
- + Multi-brand Stores
- + Digital commerce platforms

### Licensed Categories

- + Travel Gear
- + Small Leather Goods (SLG)
- + Women Handbags
- + Socks & more.

### License Agreement

Long Term Contract.

### Other Licensed Categories

- + India Stores: Arvind Ltd.
- + Indonesia Stores: PT Mitra Adiperkasa TBK

### Positioning

- + Focused selection of high quality fashion and fashion basic merchandise at compelling values in an exciting store environment.
- + Primary focus is on the younger generation.
- + Strong online presence.



**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.
- + SUGARUSH transforms the latest trends into accessible fashion at affordable price.
- + Ahead of time products that are inspired with experimental designs.

### Retail Network

#### Point of Sales (POS):

- + Bagline Stores
- + Bagline (Online)

### Highlight

SUGARUSH is THE destination for stylish cosmopolitans with affordable fashion and relevant designs.

### Product Categories

#### Women Fashion Accessories:

- + Handbags
- + Clutches
- + Wallets

### Positioning

- + Fashion Forward, Vibrant and Youthful Attitude, Ahead of Time in form of Colors, Prints and Playful Sophistication are the essence of SUGARUSH.
- + Targeting consumers in the lower price range which are socially active with a limited spending capacity.



**The Vertical** is for Young & Vibrant youth who appreciate Urban Global Fashion and yet seeks value for money.

### Background

- + In-house brand of BCL, started in 2014.
- + Caters mainly to the outdoor backpacks segment.
- + Vertical backpacks are designed keeping major 4 elements in the right proportion, they are: Fashion, Function, Quality & Pricing.

### Retail Network

#### Point of Sales (POS):

- + Bagline Stores
- + Bagline Online

### Highlight

Was co-launched in the past in partnership with Roadies.

### Product Categories

#### Fashion Accessories:

- + Belts
- + Wallets
- + Backpacks
- + Rucksacks
- + Gym Bags
- + Small Leather Goods

### Positioning

- + A good value proposition for those who believe in outdoor as a lifestyle.
- + Targeting the lower price segment by offering superior quality compared to that of other mid range segment brands.
- + Target & relate to the millennial youth and pick the fashion which is current and relevant to time.



# ANNUAL FINANCIAL HIGHLIGHTS



# ANNUAL INCOME STATEMENT



Particulars (INR Mn)	FY20	FY21	FY22	FY23	FY24	FY25
Net Sales	712.8	427.9	861.7	1,632.2	2,506.2	2,726.9
Other Income	1.9	1.0	6.1	3.8	13.8	7.9
<b>Total Income</b>	<b>714.8</b>	<b>428.9</b>	<b>867.7</b>	<b>1,636.0</b>	<b>2,520.0</b>	<b>2,734.8</b>
Total Expenditure	670.4	458.6	784.2	1,419.8	2,207.7	2,420.1
<b>EBITDA</b>	<b>44.4</b>	<b>-29.6</b>	<b>83.5</b>	<b>216.2</b>	<b>312.3</b>	<b>314.7</b>
EBITDA Margin (%)	6.2%	-6.9%	9.7%	13.2%	12.5%	11.5%
Depreciation	14.6	11.3	25.0	34.6	61.9	113.5
<b>PBIT</b>	<b>29.7</b>	<b>-40.9</b>	<b>58.6</b>	<b>181.6</b>	<b>250.4</b>	<b>201.2</b>
Extraordinary Items	-	-	-	2.4	-	-
ESOP Expenses	-	-	-	-	21.6	15.4
Interest	43.7	46.0	48.1	49.4	62.9	102.4
<b>PBT</b>	<b>-13.9</b>	<b>-87.0</b>	<b>10.4</b>	<b>134.6</b>	<b>165.9</b>	<b>83.4</b>
Tax	-2.9	-23.8	2.9	34.1	56.4	17.5
<b>Profit After Tax</b>	<b>-11.1</b>	<b>-63.2</b>	<b>7.6</b>	<b>100.4</b>	<b>109.6</b>	<b>65.9</b>
PAT Margin (%)	-1.6%	-14.8%	0.9%	6.2%	4.4%	2.4%
Other Comprehensive Income	0.0	0.0	-0.6	1.3	0.9	1.6
<b>Total Comprehensive Income</b>	<b>-11.1</b>	<b>-63.2</b>	<b>7.0</b>	<b>101.6</b>	<b>110.4</b>	<b>67.5</b>
<b>Earnings Per Share (Excl ESOPs exp/ Extraordinary) (Rs)</b>	<b>-1.05</b>	<b>-5.97</b>	<b>0.72</b>	<b>9.26</b>	<b>11.77</b>	<b>7.25</b>
<b>Earnings Per Share (Reported) (Rs)</b>	<b>-1.05</b>	<b>-5.97</b>	<b>0.66</b>	<b>9.60</b>	<b>10.07</b>	<b>5.89</b>

# ANNUAL BALANCE SHEET



Particulars (INR Mn)	FY23	FY24	FY25
<b>Equity &amp; Liabilities</b>			
<b>Equity</b>			
Equity Share Capital	105.83	111.33	112.18
Other Equity	174.37	451.32	601.19
<b>Total Equity</b>	<b>280.19</b>	<b>562.65</b>	<b>713.37</b>
<b>Non-Current Liabilities</b>			
<b>Financial Liabilities</b>			
i) Borrowings	28.75	25.60	188.56
ii) Lease Liabilities	77.67	172.66	298.27
iii) Other Financial Liabilities	13.97	13.37	21.44
Provisions	9.99	12.44	14.42
<b>Total Non-Current Liabilities</b>	<b>130.37</b>	<b>224.06</b>	<b>522.70</b>
<b>Current Liabilities</b>			
<b>Financial Liabilities</b>			
i) Borrowings	224.58	397.37	689.46
ii) Lease Liabilities	20.38	37.06	60.07
iii) Trade Payables	268.26	335.26	393.04
iv) Other Financial Liabilities	19.13	27.29	35.31
Other Current Liabilities	2.08	19.70	30.97
Provisions	7.94	11.86	18.73
<b>Total Current Liabilities</b>	<b>542.37</b>	<b>828.54</b>	<b>1,227.56</b>
<b>Total Equity &amp; Liabilities</b>	<b>952.93</b>	<b>1,615.25</b>	<b>2,463.63</b>

Particulars (INR Mn)	FY23	FY24	FY25
<b>Non-Current Assets</b>			
Property Plant & Equipment	153.00	395.79	521.63
Capital Work-in-progress	-	-	229.53
Other Intangible Assets	0.31	0.23	0.35
<b>Financial Assets</b>			
(i) Investments	4.74	4.74	4.74
(ii) Other Financial Assets	13.95	31.11	43.08
Deferred Tax Assets (Net)	27.26	23.37	35.53
Other Non-Current assets	1.69	-	13.44
<b>Total Non-Current Assets</b>	<b>200.93</b>	<b>454.23</b>	<b>848.30</b>
<b>Current Assets</b>			
Inventories	307.63	514.39	622.82
<b>Financial Assets</b>			
(i) Trade Receivables	320.04	488.77	726.66
(ii) Cash & Cash Equivalents	6.13	4.90	2.52
(iii) Bank Balance (excl. ii)	53.55	51.98	83.58
(iv) Other Financial Assets	2.76	6.31	72.71
Current Tax Assets	0.05		
Other Current Assets	61.84	94.66	107.03
<b>Total Current Assets</b>	<b>752.00</b>	<b>1,161.02</b>	<b>1,615.33</b>
<b>Total</b>	<b>952.93</b>	<b>1,615.25</b>	<b>2,463.63</b>

Note: Inventory increased by Rs 31.0 Mn as of March-end FY25, primarily due to procurement of raw materials for the new plant (Rs 10.5 Mn) and Juicy Couture merchandise (Rs 20.5 Mn).

# BAGLINE ON SOCIAL MEDIA

 <https://www.instagram.com/baglineindia/>

 <https://www.facebook.com/baglineindia>

 [www.bagline.com](http://www.bagline.com)



# JUICY COUTURE ON SOCIAL MEDIA

 <https://www.instagram.com/juicycouture.india/>

 <https://www.facebook.com/profile.php?id=61572422587112>

 <http://www.juicycoutureindia.in/>



# DISCLAIMER

This document has been prepared for information purposes only and is not an offer or invitation or recommendation to buy or sell any securities of Brand Concepts Ltd ("BCL", "Company"), nor shall part, or all, of this document form the basis of, or be relied on in connection with, any contract or investment decision in relation to any securities of the Company.

This document is strictly confidential and may not be copied, published, distributed or transmitted to any person, in whole or in part, by any medium or in any form for any purpose. The information in this document is being provided by the Company and is subject to change without notice. The Company relies on information obtained from sources believed to be reliable but does not guarantee its accuracy or completeness.

This document contains statements about future events and expectations that are forward-looking statements. These statements typically contain words such as "expects" and "anticipates" and words of similar import. Any statement in this document that is not a statement of historical fact is a forward looking statement that involves known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. None of the future projections, expectations, estimates or prospects in this document should be taken as forecasts or promises nor should they be taken as implying any indication, assurance or guarantee that the assumptions on which such future projections, expectations, estimates or prospects have been prepared are correct or exhaustive or, in the case of the assumptions, fully stated in the document. The Company assumes no obligations to update the forward-looking statements contained herein to reflect actual results, changes in assumptions or changes in factors affecting these statements.

You acknowledge that you will be solely responsible for your own assessment of the market and the market position of the Company and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the business of the Company.



# THANK YOU!

Brand Concepts Ltd  
Abhinav Kumar  
Whole Time Director  
[cfo@brandconcepts.in](mailto:cfo@brandconcepts.in)  
[www.brandconcepts.in](http://www.brandconcepts.in)

KAPTIFY Consulting  
Investor Relations Strategy & Consulting  
Tel: +91-845 288 6099  
[contact@kaptify.in](mailto:contact@kaptify.in)  
[www.kaptify.in](http://www.kaptify.in)