



**BELLA CASA FASHION & RETAIL LTD**

(Formerly Known as Gupta Fabtex Pvt. Ltd.)

Importers, Manufacturer & Exporters of :  
Home Furnishing, Garment & Fabrics

Ph. : 0141-2771844  
E-mail : info@bellacasa.in  
Website : www.bellacasa.in

CIN : L17124RJ1996PLC011522

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E-102, 103, EPIP, Sitapura Industrial Area, Jaipur – 302022, INDIA

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Ref- BSE/2024-25/25

Date: 24<sup>th</sup> August, 2024

To,  
**Corporate Relationship Department,**  
**BSE Limited**  
Phioze Jeejeebhoy Tower,  
Dalal Street,  
Mumbai – 400 001

**Subject- Disclosures pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**

**Scrip Code- 539399**

Dear Sir/Ma'am,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Schedule III please find enclosed Investor presentation of the Company displayed during the 28<sup>th</sup> Annual General Meeting of the Company held on 23<sup>rd</sup> August, 2024 at 01:00 P.M.

The same will also be available on the website of the Company at [www.bellacasa.in](http://www.bellacasa.in)

Kindly take this information on record.

**For and on behalf of Bella Casa Fashion & Retail Limited**

**Sonika Gupta**  
**Company Secretary & Compliance Officer**  
**Membership No. A38676**



# BELLA CASA FASHION & RETAIL LTD

Proxy Play to Branded Indian Fashion Retail Industry

Corporate Presentation FY 2023-24



# About Our Company



## Apparel ODM

A leading apparel(B2B)



## Track record

28+ Years



## Human Capital

Strengthened by ~3,000 highly skilled people,



## 10 Year CAGR

Sales : 13% | PAT : 25 | ROE : 16%



## Focused & Young Promoter

~ 68% shareholding



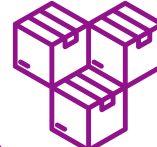
## Home furnishing Brand

8000 + Retail Touch Points



## Infrastructure

5 manufacturing plant situated in Jaipur



## Capacity

2 crore pcs per annum



## Website

[www.bellacasa.in](http://www.bellacasa.in)

# Business Overview

## Apparel (Key Focus Area)

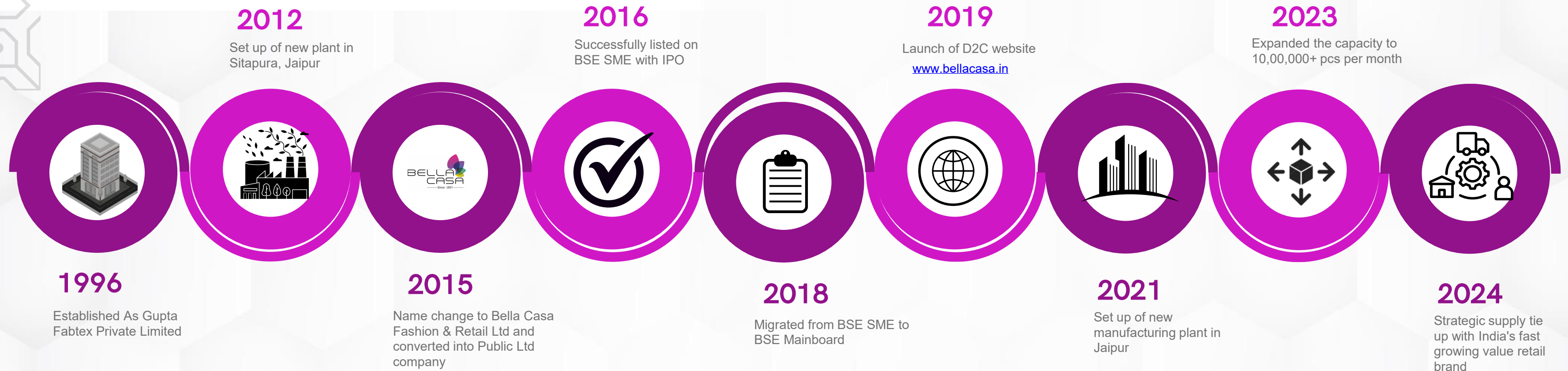
- Offering fashion manufacturing services to 50+ domestic brands & retailers (B2B business)
- Being an original design manufacturer (ODM), company's solutions led model distinguishes it from plain vanilla contract manufacturers in apparels segment
- Proxy play to Indian branded fashion retail industry , with widespread presence in domestic market
- Strong pedigree with the country's leading retail brands who are amongst the pioneers in the Indian Fashion industry
- Expansion into new product categories, driven by strong design innovation and product development expertise, leading to increased TAM
- Reliable partner for customers, underpinned by robust execution capabilities and a proven track record of timely order fulfillment

## Home Furnishing

Manufacturing, branding & distribution of home furnishing products under brand "Bella Casa" (B2C business)

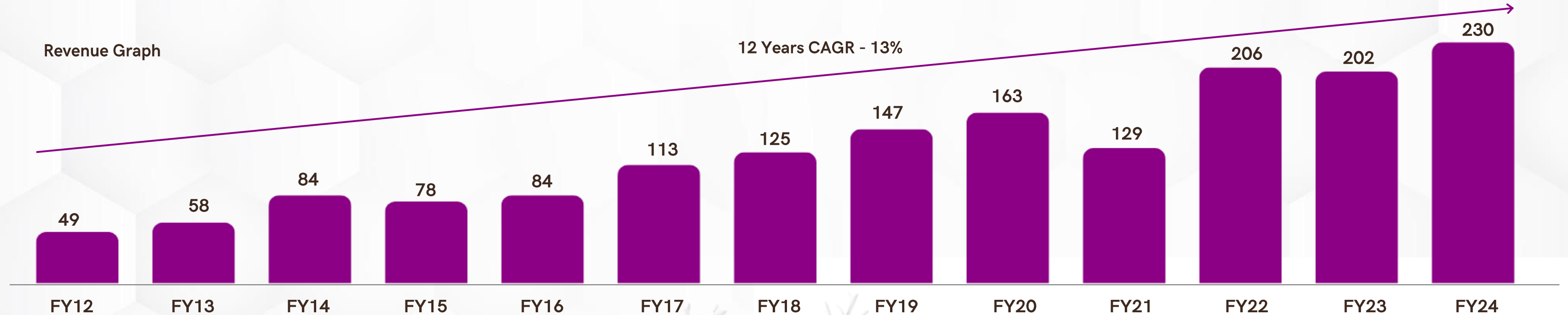
- ➔ Long standing home furnishing brand with domestic distribution
- ➔ One of the few organized home furnishing player in a largely unorganized market
- ➔ Omni Channel presence across modern and traditional trade channels
  - Traditional Trade Channels : 8000+ retail touchpoints, network of 1500+ distributors
  - Modern Trade Channels: Own website (<https://bellacasa.in/>), E Commerce Platforms

# Our Journey

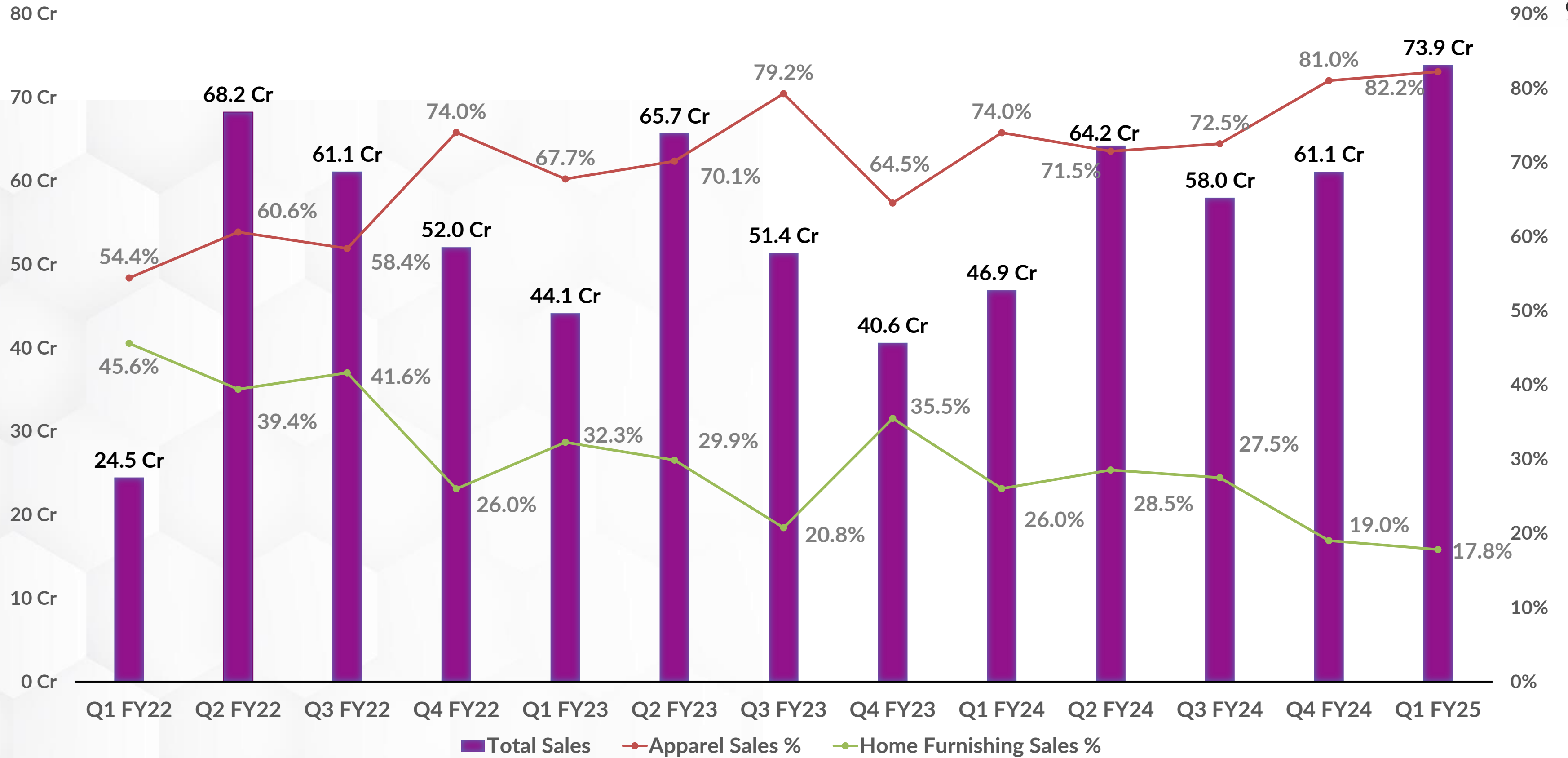


Revenue Graph

12 Years CAGR - 13%



# CAPITALIZING ON THE APPAREL BUSINESS



Over the past two years, our company achieved remarkable sales growth driven by a strategic reallocation of resources towards the more lucrative apparel business, which experienced a remarkable 34% growth.

# Preferred Partner for India's Leading Brands



YEARS OF TRUST & RELIABILITY

## New Clients



## Existing Clients



Added 5 new customers and expanded into product adjacencies [including men's wear and kids wear] leading to incremental TAM

# Apparel Business: Future Growth Engine

## Strong Growth Prospects

- Indian Fashion industry poised for growth on back of digital transformation, omnichannel retailing & expansion of retail formats
- Upscaling consumer preferences towards quality & aspirational products
- Upsurge of affordable retail brands
- Legacy brands expanding presence in lower tier markets (big investments aggressively, scaling up), lean working capital requirement providing capital efficient scalability
- Large market opportunity driven by domestic consumption and migration to organized retail market

## Capitalizing on apparel business

- Scaling up capacity through brown field expansion to meet future demand
- Increased capacity from 1 crore pcs to 2 crore pcs per annum
- Realigning resources from the working capital intensive business (home furnishing) to the high growth potential business (apparel ODM)
- Invest in cutting-edge technology to enhance production workflow and improve manufacturing efficiency while maintaining product quality

Currently, Bella Casa's operational footprint in the high potential Indian fashion industry is rapidly expanding. Given the company's robust execution capabilities and strategic initiatives, Bella Casa is poised for significant market share expansion within an ever expanding addressable market.



# Robust Capabilities Fueling Bold Growth

Optimal Productivity 20 pieces/day/ operator, industry leading

Ideal Man Machine Efficiency ratios to sustain low costs.

Space Utilization Maximizing output per square foot.

Advanced Tech Bluekactus ERP & RFID for process digitization, data transparency, and live performance monitoring.

Creative Design Studio with NIFT-trained designers using CAD/CAM software for Gen-Z fashion.

Quality Assurance In-house lab with stringent SOPs ensures consistent high quality for leading retailers.

Value-Add Features Integrated embroidery to enhance fashion appeal at minimal costs.

Advanced laundry with a capacity of 10,000 pcs/day, providing low-cost product differentiation.

# MAXIMIZING EFFICIENCY & SCALE IN RAPID EXPANSION

1

## Capacity Doubling:

Boosting annual production from 10 million to 20 million units to meet growing demand.

2

## Strategic Infrastructure Enhancement:

Launching 2 new facilities and expanding 2 existing ones to increase operational footprint.

3

## Facility Upgrades:

Current: 210,000 sq ft equipped with 1,500 machines.  
New: 98,000 sq ft with an additional 1,500 machines, going live Q3.  
4

4

## Peak Utilization Efficiency:

Sales/ Sq. ft. projected to surge 35% at 80% capacity- a testament to our automation and operational excellence driving industry-leading space efficiency.

5

## Broadening Product Lines:

Venturing into Men's Ethnic and Casual Shirts, Kid's Casual and Ethnic Wear, leveraging our expertise in Women's apparel.

6

## Global Market Penetration:

Targeting to position ourselves as one of the foremost apparel manufacturers in India, with aspirations to serve major global brands.

# Key Success Factors For Bella Casa

## Youthful Consumer Base

Median age of 27 driving fashion trends with increasing per capita income

## Accelerated Growth

Women's and kids' wear leading the surge, with total apparel expenditure projected to hit INR 10.68 Lac Crores by 2027

## GenZ Influence

Fast fashion driven by dynamic, young consumers demanding quick market responses.

## Organized Market Expansion

Shift from unorganized to organized retail amplifies growth opportunities for established brands like Bella Casa.

## Industry Strength

India's significant role as a global textiles leader, powered by initiatives like "Make in India".

## Sustainability Focus

Commitment to eco-friendly and ethical manufacturing aligns with consumer trends, underpinned by AQL 2.5 quality standards.

## Tech-Driven Expansion

Investing in digital transformation, automation in manufacturing, and product diversification.

## Global Aspirations

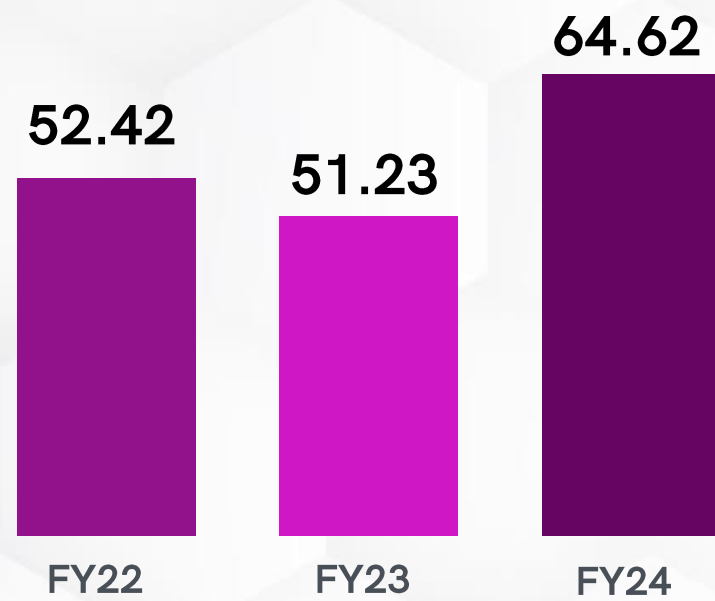
Strategy in place to extend partnerships to major global brands.

## Scalable Model

Proven template set for multiplication and extended reach.

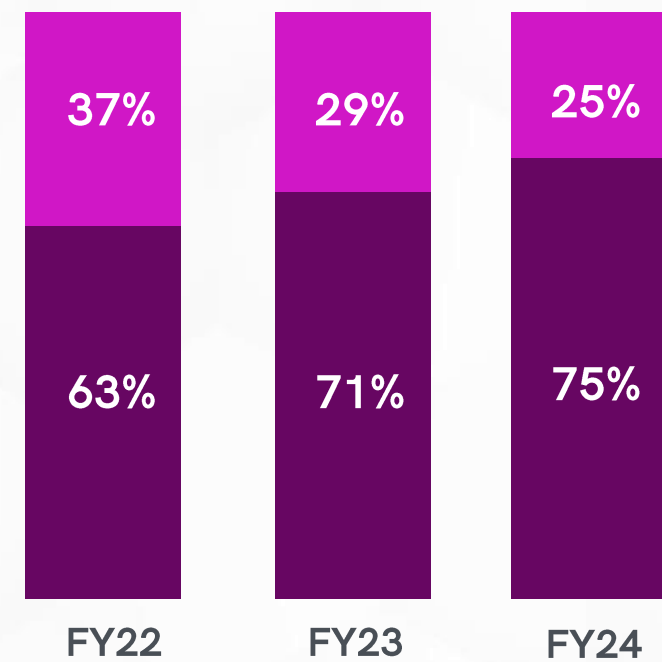
# Key Sales Metrics Defining Future Strategies

### Total Number of Pieces Shipped



30% blended volume growth owing to demand offtake in our apparel business

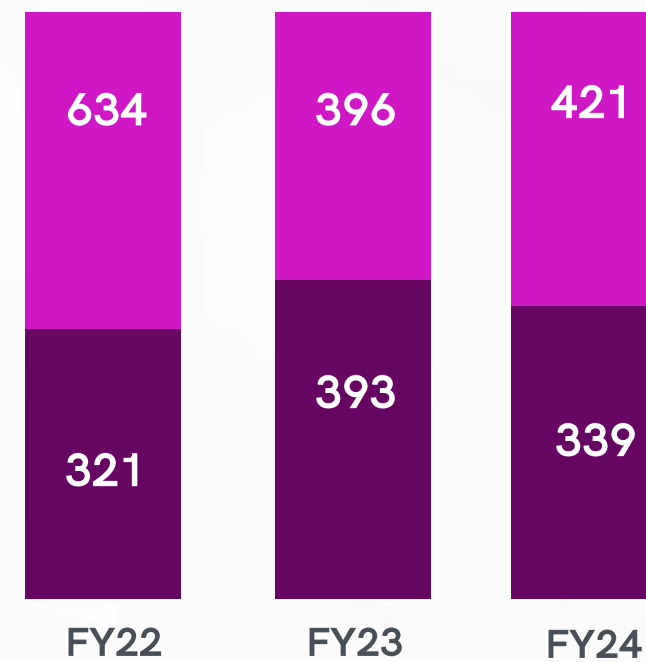
### Revenue Contribution by Product Category



■ Home Furnishing ■ Apparel

Sales mix: **75% (apparel) v/s 25% (home furnishing)** - in line with long term vision of the company to **focus more on high growth potential business**

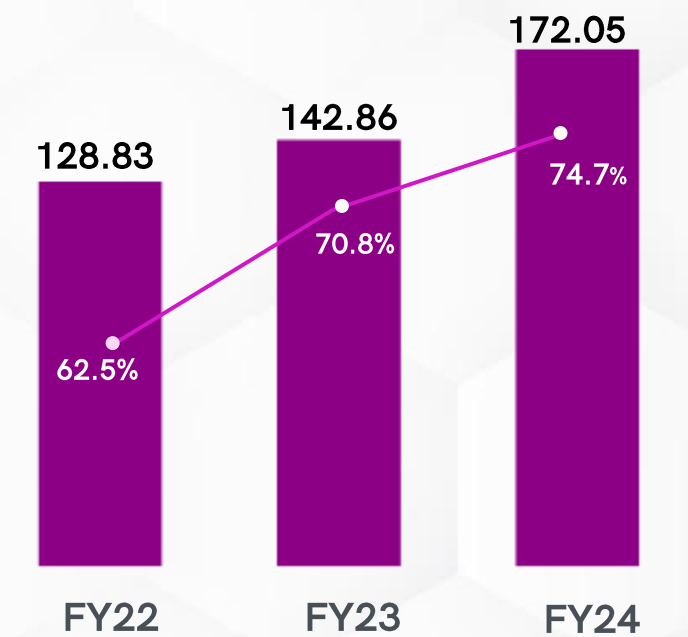
### Sales Contribution by ASP Product Category



■ Apparel ■ Home Furnishing

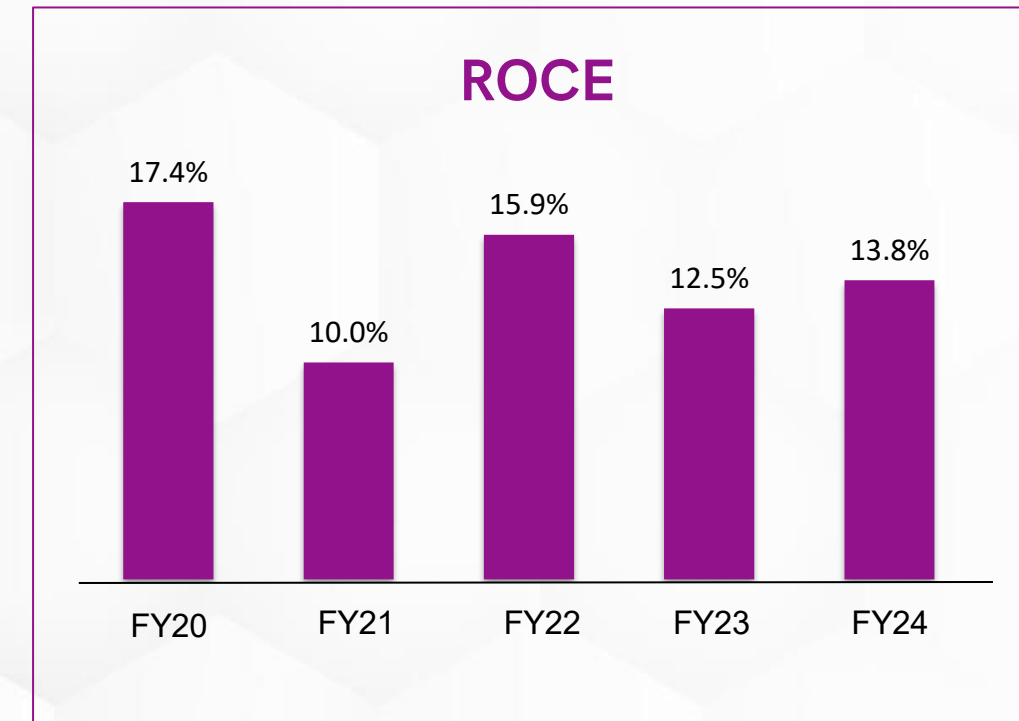
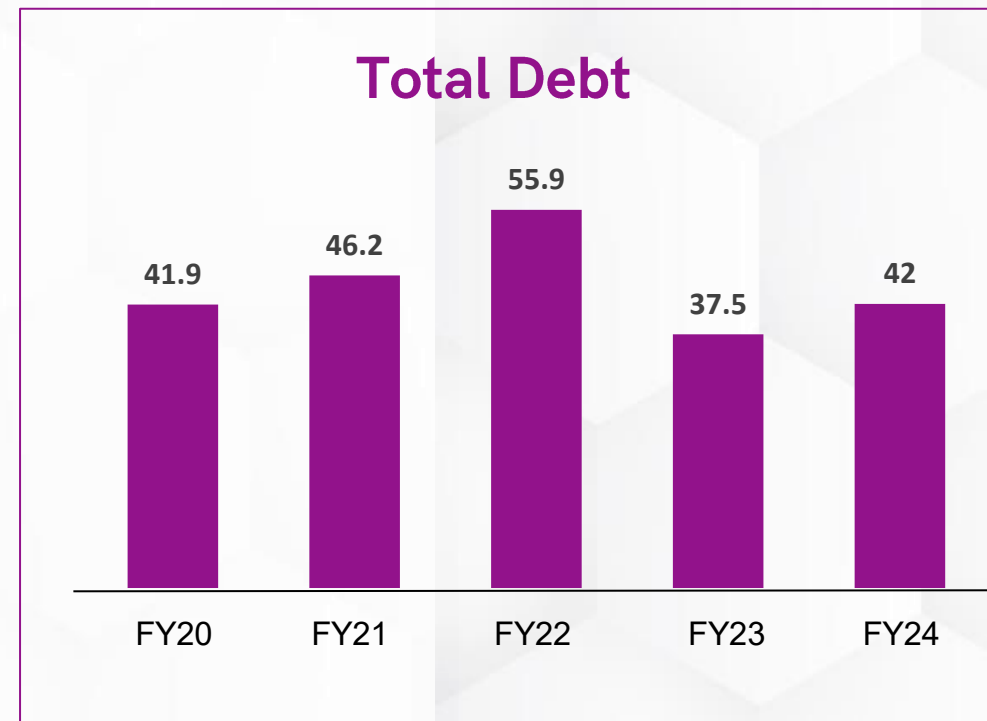
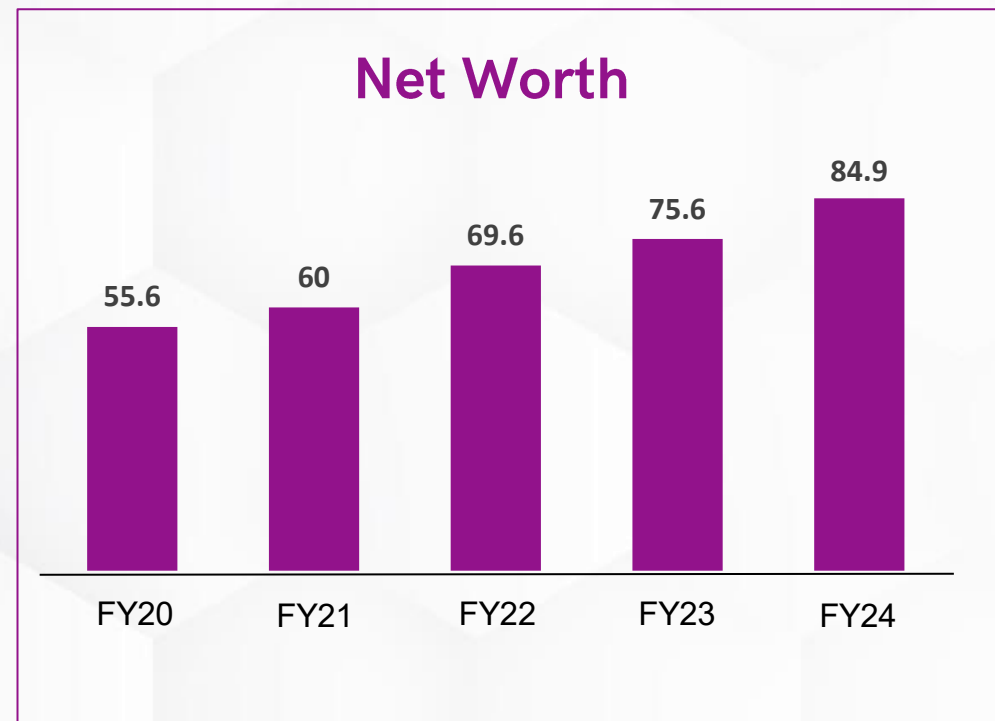
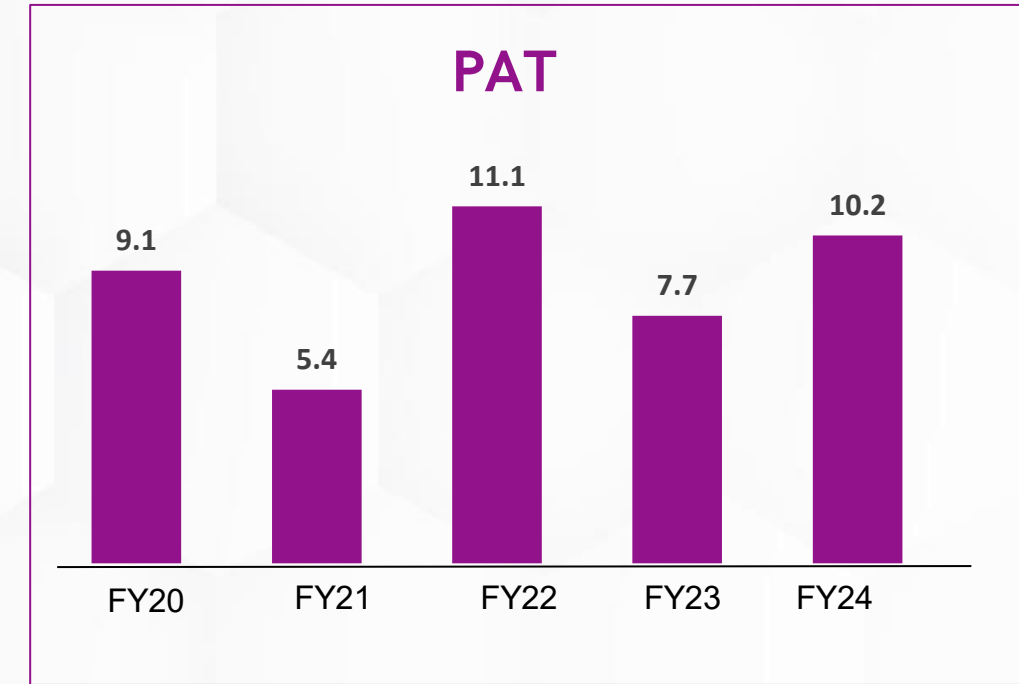
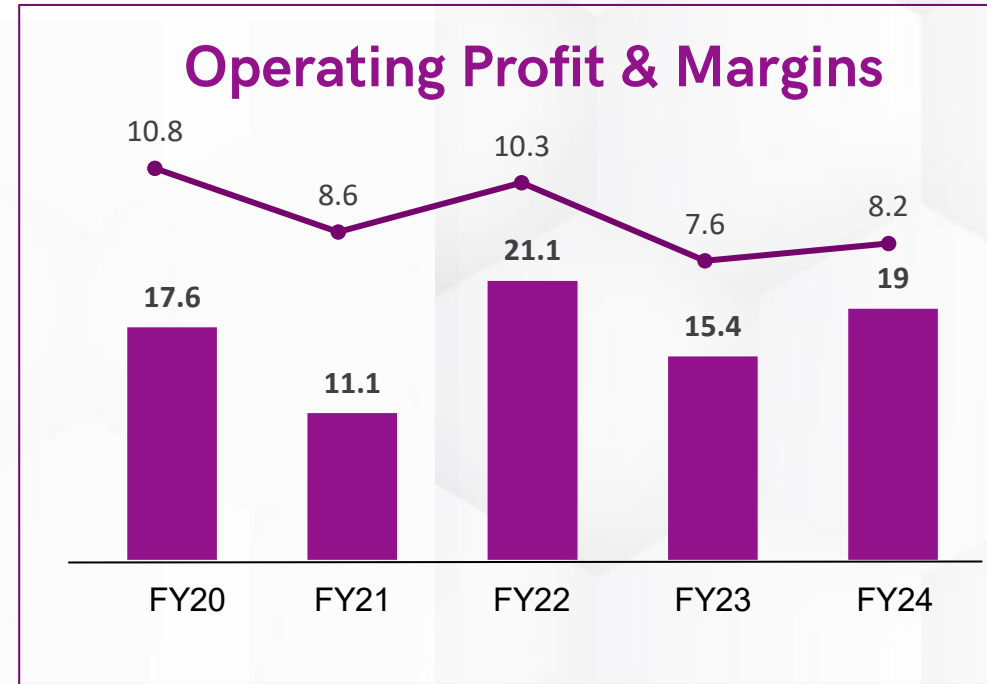
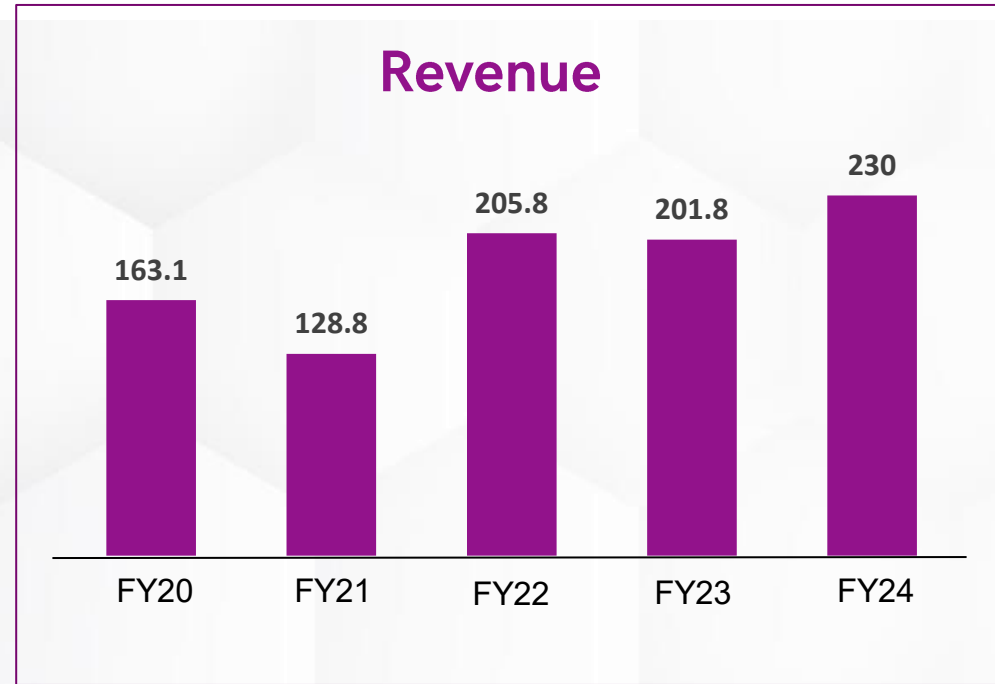
Blended ASO declined from Rs.415 to - Rs.362 as the industry witnesses a shift in **focus towards fast fashion and value retails segments**

### Apparel Business



■ sales ■ % contribution

# Key Financial Highlights (₹ Crs.)



# Leadership Team



**Mr. Saurav Gupta**

Whole-Time Director

Aged 42 years MBA from IIM-Ahmedabad and PGDM in Apparel Marketing & Merchandising from NIFT, 15+ years of experience at Bella Casa. In accomplishing sales, understanding of market & consumers, contemporary marketing strategy, experience of international fashion trends, branding strategies, merchandising strategies and business promotion program



**Mr. Gaurav Gupta**

Whole-Time Director

Aged 42 years PGDM in International trade and Diploma in Textile Designing, 15+ years of experience at Bella Casa . He Takes care of procurement, production & logistics of our Company and provides strategic inputs to the administration for better materials, new designs and development, Marketing, Communication, Advertising of our products.



**Naresh Manwani**

Chief Financial Officer

A Dedicated and accomplished finance professional. Possessing 22 years of experience in diverse industries, bring expertise in financial analysis, budgeting, forecasting, risk management, and stakeholder collaboration.



**Mrs. Sonika Gupta**

Compliance Officer & CS

She serves as a valuable advisor to the board of directors, providing insights on best practices in corporate governance. With 9 years of experience ensuring seamless regulatory compliance for the company's operations.

# Board of Directors

## Chief Patrons



**Mr. Harish Kumar Gupta**  
Chairman & Whole-Time Director



**Mr. Pawan Kumar Gupta**  
Managing Director

## Independent Directors



**Sharad Mangal**  
Independent Director



**Gunjan Jain**  
Independent Director

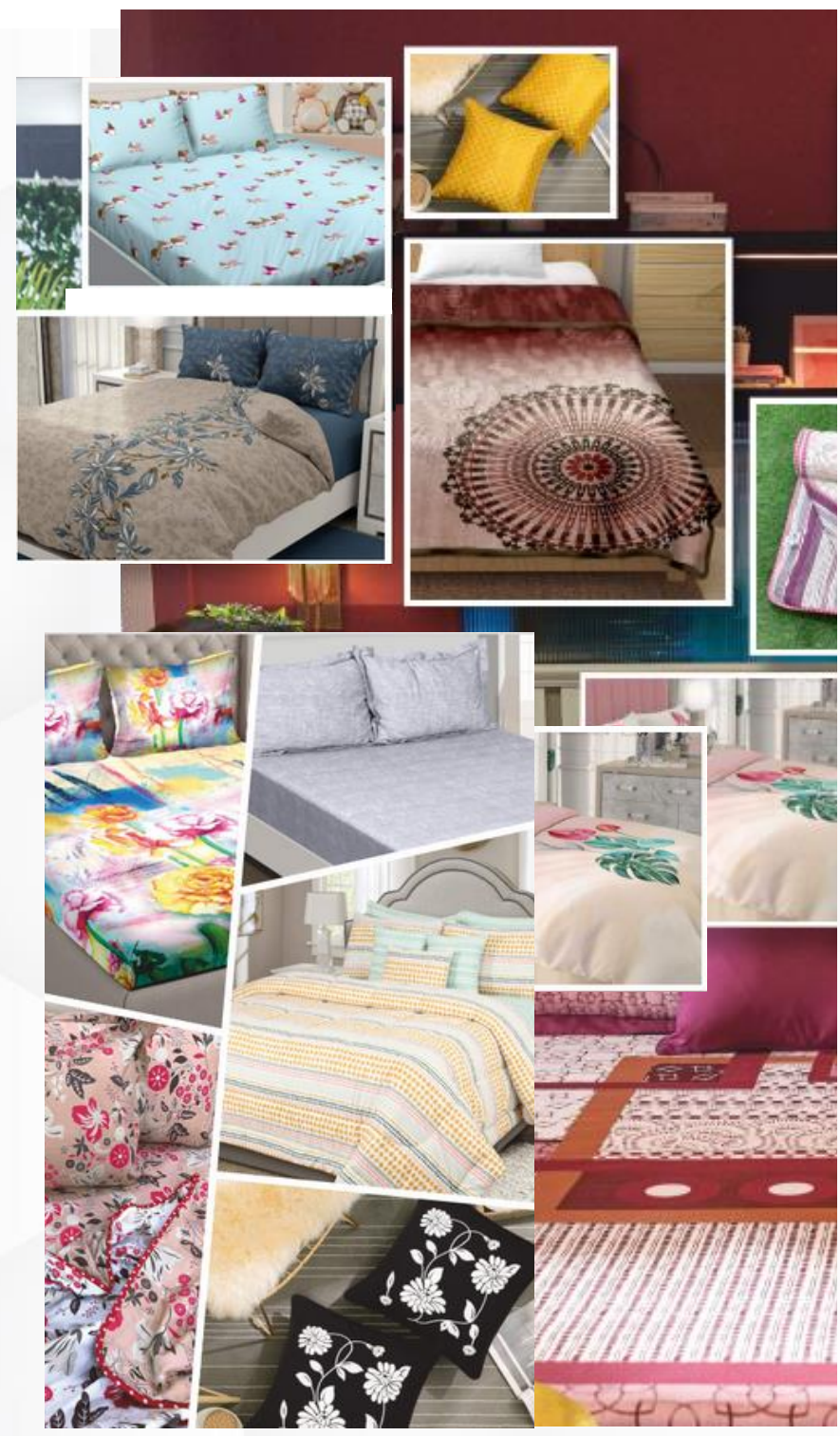


**Kalpana Juneja**  
Independent Director



**Vikas Mathur**  
Independent Director

# Capital Market Snapshot



Market Capitalization*	₹ 553 Crs
Current Market Price*	₹ 482
52 Week High /Low*	₹ 490/146
Share Issued	1,14,75,000
Stock Codes	BSE: 539399 Bloomberg : BCFR:IN Reuters : BCFR.BO
Listed On	Bombay Stock Exchange (BSE)

## Shareholding (As on June 2024)

<b>Promoter</b>	<b>68.06%</b>
<b>Public</b>	
- Varun Daga :	4.84%
- Charandeep Singh :	3.73%
- Nirmala Vinodkumar Daga:	2.76%
- Kaushik Daga :	2.28%
- Own Infracon Pvt Ltd :	1.65%
- Others	16.68%
<b>Total</b>	<b>100%</b>





# Safe Harbor

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# Thank You

## Bella Casa Fashion & Retail Limited

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