



**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/2023-24/29

Date: 27<sup>th</sup> September, 2023

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 27<sup>th</sup> Annual General Meeting of the Company held on 27<sup>th</sup> September, 2023 at 12:00 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**

Corporate Presentation FY 2022-23

# About Our Company



## Legacy

A leading apparel(B2B) and home furnishing (B2C) manufacturer in India



## Track record

27+ Years



## Human Capital

Strengthened by ~3,000 highly skilled people



## 10 Year CAGR

Sales : 13%  
EBITDA : 12%  
PAT : 23%



## Focused & Young Promoter

~ 68% shareholding



## Listed On BSE



## Infrastructure

3 manufacturing plant situated in Jaipur



## Capacity

10,00,000 pcs/ per month



## Website

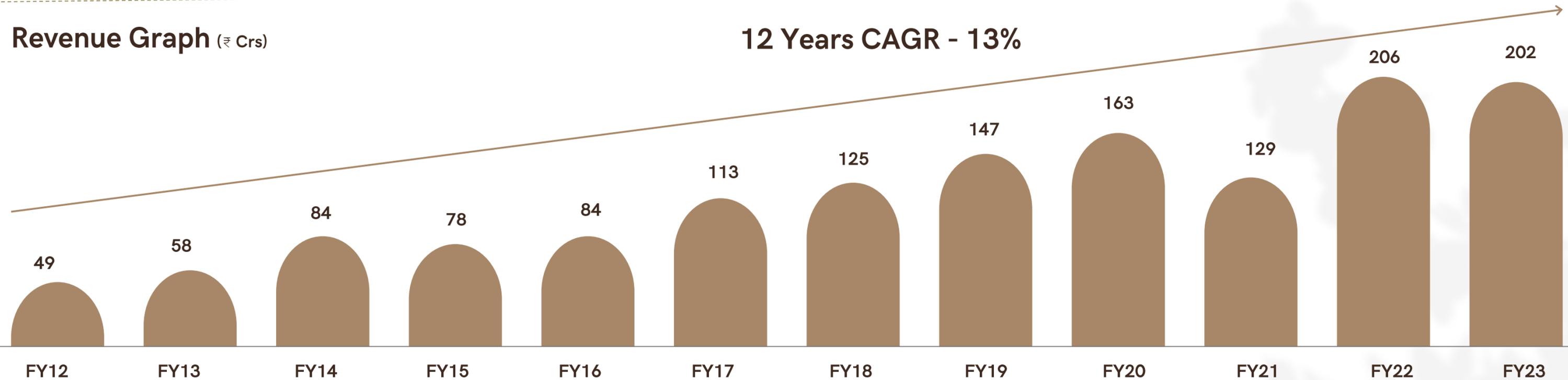
[www.bellacasa.in](http://www.bellacasa.in)

# Journey

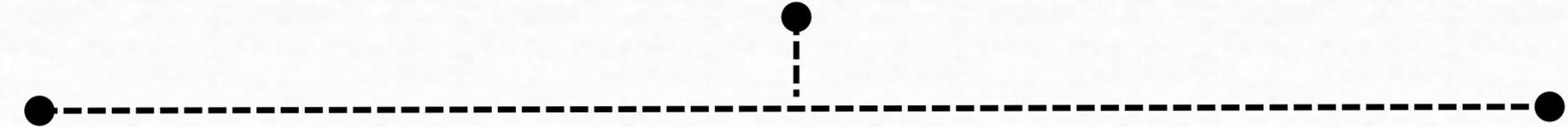


Revenue Graph (₹ Crs)

12 Years CAGR - 13%

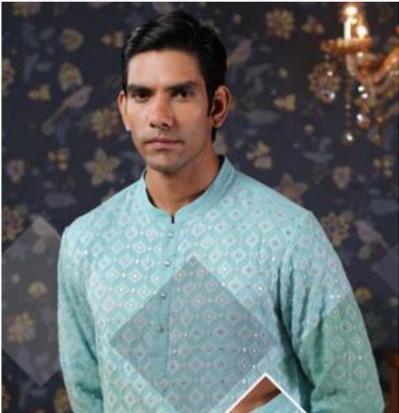


# Product Segment



**Apparels**  
Original Design Manufacturer of Apparels  
for leading brands & retailers

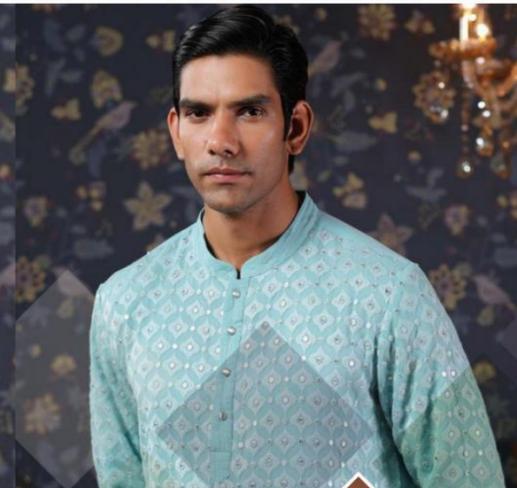
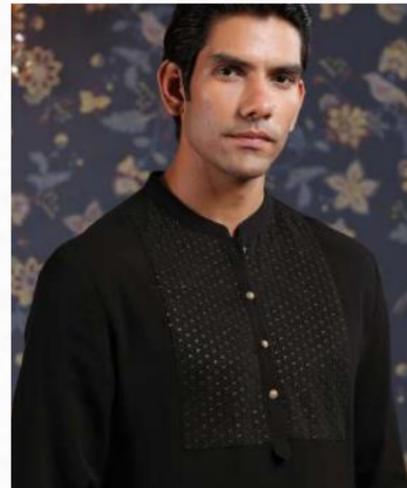
**Home Furnishing**  
Manufacturing, branding & distribution of  
home furnishing products under brand  
"Bella Casa"





# APPARELS

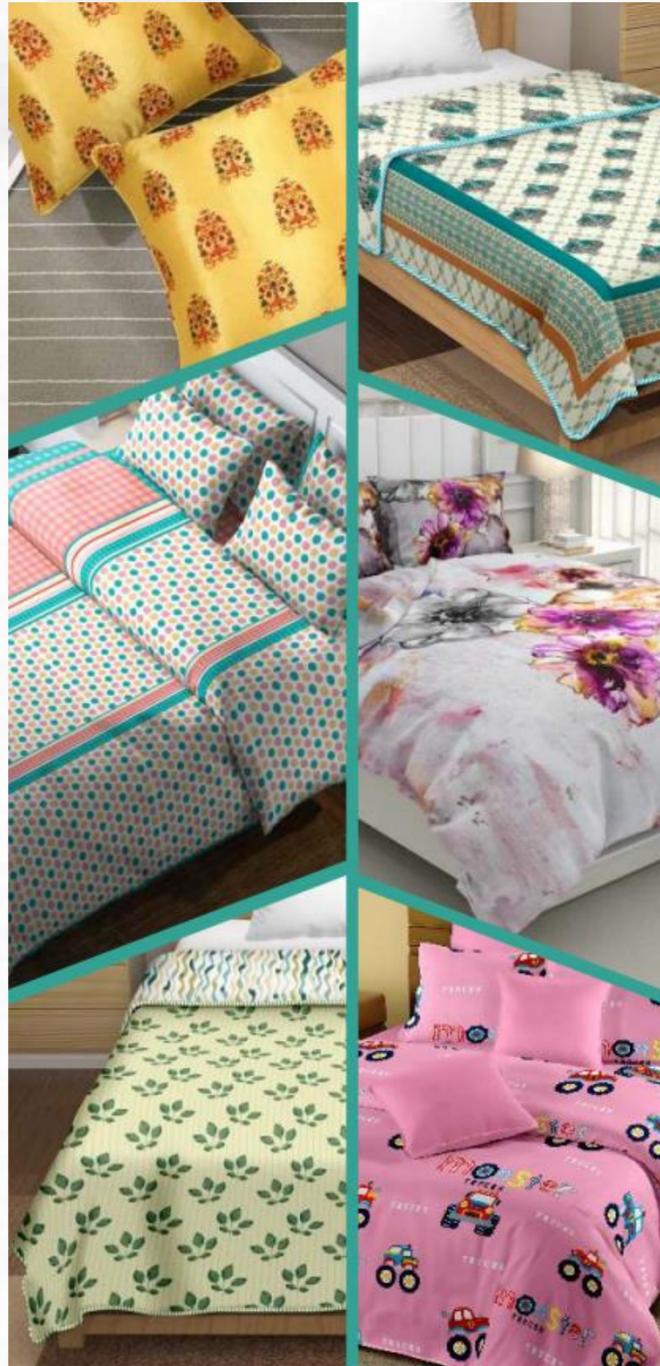
( Women's Western wear , Women's Indian Wear, Women's Lounge Wear , Men's Indian Wear , Kid's Indian Wear ) - 62% of sales





# BRANDED HOME FURNISHING

(Bedsheets , Dohars , Comforters , Pillow Covers etc)- 38% of sales



# Marquee Clients & Certifications



## Quality Certifications :

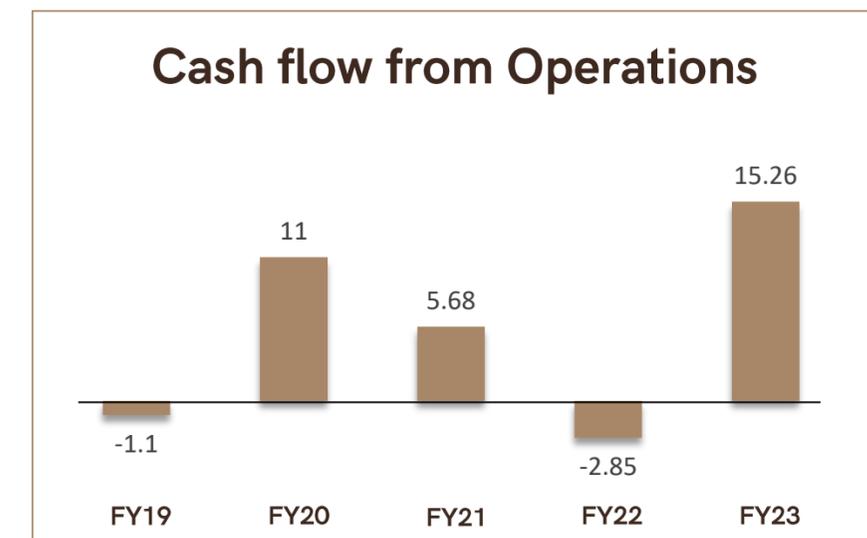
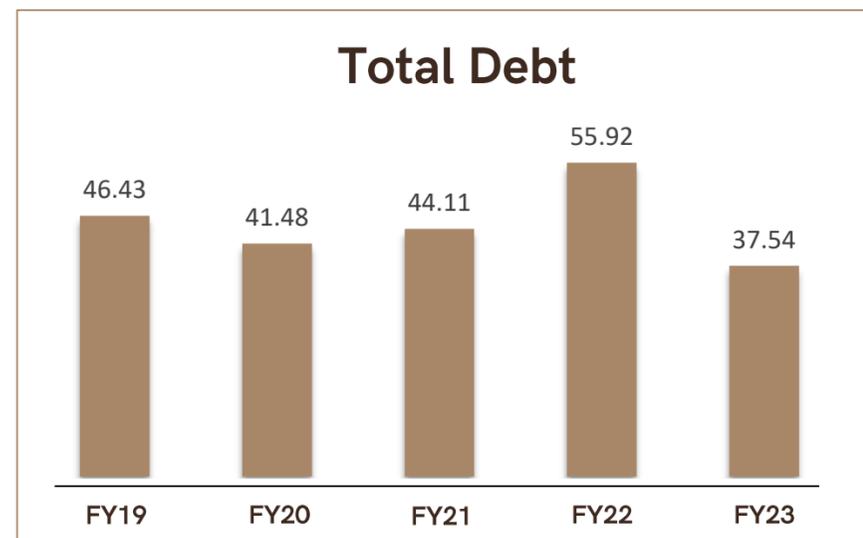
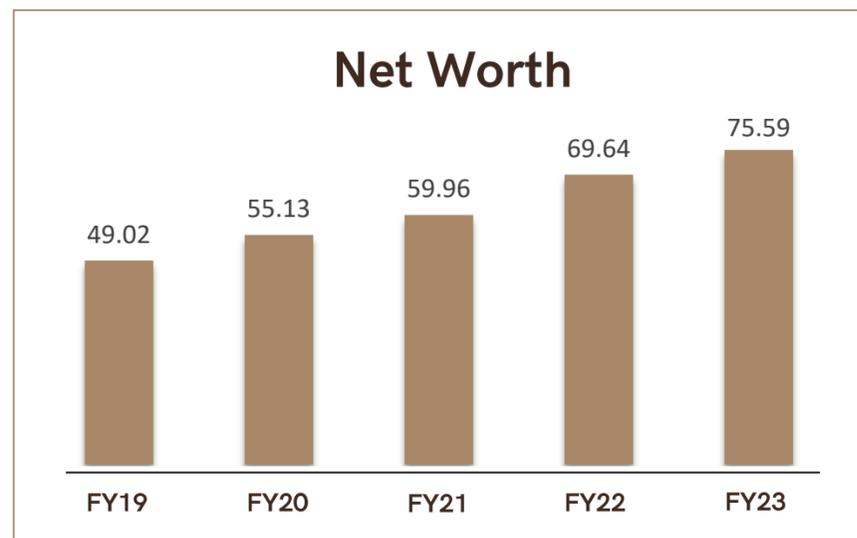
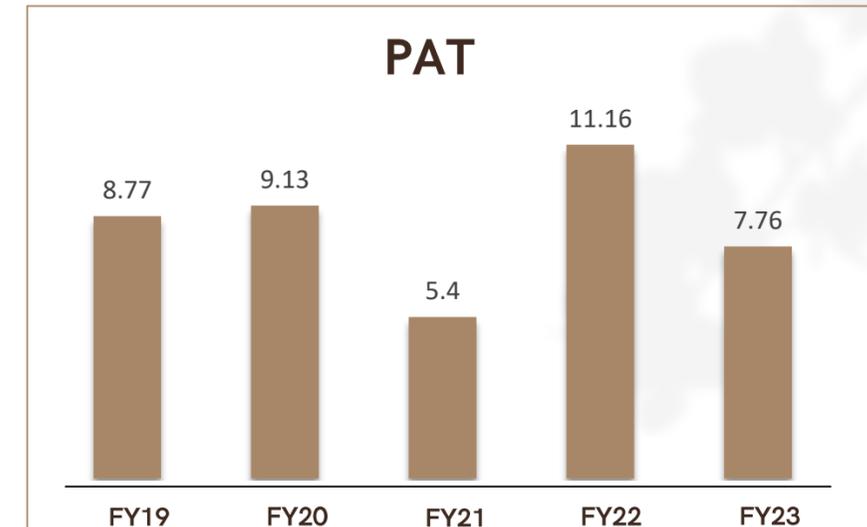
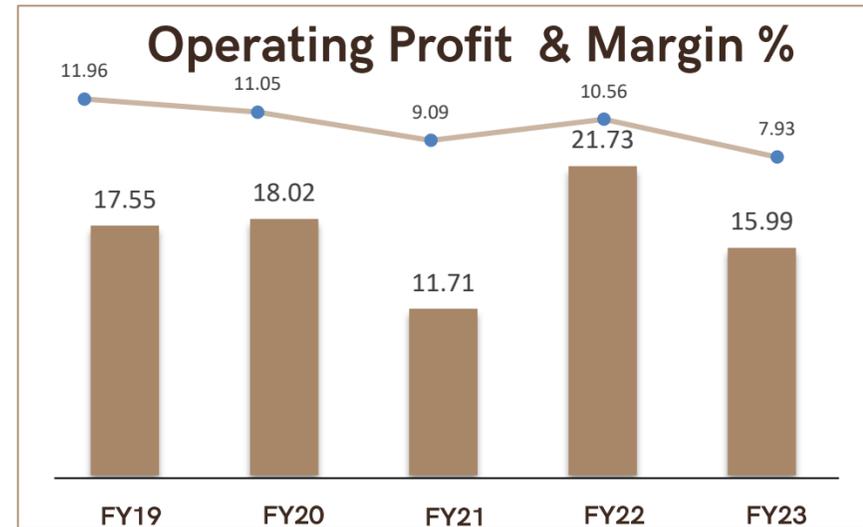
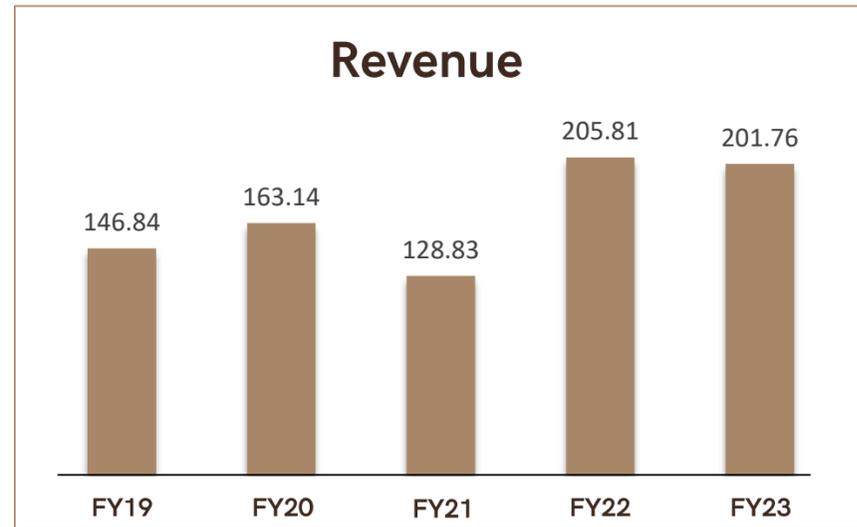


ISO 9001:2015



ISO 14001:2015

# Key Financial Highlights (₹ Crs)



## Management Commentary:

Company performance was hampered in FY 2023 due to below mention factors:

- Shift of sales amounting to ₹ 10-15crs in next year
  - Manufactured stock lying in FG inventory higher than normal of ₹ 10-15 Crs.
  - Normalise sales growth would have been 4-5% (v/s degrowth of -2% as reported)
  - Normalised inventory days would have been of 124 days (v/s 161 days as reported) of sales
- Slowdown in overall fashion retail industry during Q4FY23
- One off recognition of bad debts pertaining to Future Retail
- Exceptionally high volatility in cotton prices led to high carrying cost of raw material inventory

Business has returned to normalcy from Q1 FY2024 whereby sales growth & ROCE is expected to return back at its long-term model

# Key Financial Highlights (Qtr)



₹ Crs

Particulars	Q1FY24	Q4FY23	Q1FY23	QoQ Growth	YoY Growth
Revenue	46.9	40.6	44.1	15.6%	6.2%
Operating Profit	4.0	2.9	3.3	37.8%	22.2%
Operating Margin %	8.5%	7.1%	7.4%	-	-
PAT	2.0	1.4	1.6	46.4%	30.3%

- ▶ Revenue growth was backed with addition of new customers and upscaling our offerings to existing customers
- ▶ Operating Margin increased with improvement in product mix and operating leverage
- ▶ Sales Mix for Q1 FY24
  - Apparels 69.7 %
  - Home Furnishing 30.3%
- ▶ Average Selling Price (ASP)
  - Apparels ₹ 433
  - Home Furnishing ₹ 460
- ▶ 3 Newly acquired customers in apparel segment

# 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

# 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 and 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.

# Significant Developments



## Addition in no. of Apparels (B2B) customers

Company increased its no. of customers to 50 in FY23 from 10 in FY19



## Strengthening Team

We have expanded our team to 3000+ dedicated workforce, driving the execution engine for growth



## Capacity enhancement

Through de bottlenecking we have expanded our capacity to ~ 10,00,000 pcs/per month which can generate up to ₹ 500 Crs revenue



## Geographical Presence

We currently have a strong presence in North India and have targeted our efforts to grow our presence in Southern Indian market



## Increasing Retail Touchpoint

Currently our products are available in over 8000+ retail outlets and have a robust network of 1500+ dealers and distributors



## Product Development, Design & Diversification

In last 5 years key focus remained on building our capabilities towards product development and design as a result we have expanded our category in women's wear and added kids wear segment

# Competitive Advantage

Blend of manufacturing, branding & distribution play

- Offering fashion manufacturing services to 50+ domestic brands & retailers (B2B business)
- Manufacturing, branding & distribution of home furnishing products under brand "Bella Casa" (B2C business)

Proxy play to Indian branded fashion retail industry , with widespread presence in domestic market in both apparels and home furnishing segments

Being an original design manufacturer (ODM), company's solutions led model distinguishes it from plain vanilla contract manufacturers in apparels segment

Long standing home furnishing brand with domestic distribution through multiple traditional & modern trade channels. One of the few organized home furnishing player in a large unorganized market.

Vertically integrated manufacturing facility coupled with skilled workforce, equipped for ₹ 500 Crs sales, providing impetus for the next phase of growth

Young and hands on entrepreneurs with growth mind set and high on energy with focus only on this business

# Growth Opportunity



## Huge Opportunity Size

- Indian apparel Industry is expected to showcase robust grow backed by
  - Increased urbanization
  - Positive demographic position
  - Improved income levels
- Currently company operational size is minuscule yet growing, in a very large addressal market.
- Backed by young and dedicated promoters' company is working towards gaining its market share.



## Fast Growing Demand

- Increase in per capita income
- Large market opportunity driven by domestic consumption, fueled by declining imports
- Migration to organized retail market and e-commerce (un-branded to branded)
- Upscaling of consumer preferences towards quality & aspirational products



## Large Unorganized Market

- A large chunk of market is currently being served by small and unorganized manufacturers
- Owing to multiple operational challenges there is a trend of migration to organized sector which is leading to supply side consolidation

# Future Growth Strategy

Expanding customer base



Upselling to the existing customers thereby increase in ASP and product premiumization



Achieving operational efficiencies through Working capital rationalization, and operating leverage



To capitalize on strong designing capabilities and focus on product diversification and customer satisfaction



Increasing wallet share with existing customers in B2C segment



Scaling up trade channels for branded home furnishing product line, setting up trade channel in South India market



Focus on growing its own D2C channel under its flagship website domain "bellacasa.in"



# Propelling Future growth through excellence

We remain well positioned to capitalize on the available demand scenario with strong order fulfillment qualities for the quarters ahead and leapfrog into high growth trajectory in the future

We have streamlined operations and attained cost efficiency which will help us in improving our margin profile as we prepare for a stronger performance in the fiscal year 2024



# Capital Market Snapshot



Market Capitalization*	₹ 181 Crs
Current Market Price*	₹ 158
52 Week High /Low*	₹ 190/103
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 2023)

Promoter	68.06%
Public	
- Varun Daga :	4.84%
- Charandeep Singh :	3.73%
- Nirmala Vinodkumar Daga:	2.76%
- Kaushik Daga :	2.28%
- Own Infracon Pvt Ltd :	1.68%
- Hem Chand Jain :	1.29%
- Public Holding Nominal Share capital in excess of Rs 2 Lakhs :	4.62%
- Public Holding Nominal Share capital up to Rs 2 Lakhs :	10.74%
<b>Total</b>	<b>100%</b>



\*As on 26 September 2023

# Safe Harbor



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# Thank You

**Bella Casa Fashion & Retail Limited**

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Sitapura Industrial Area , Jaipur , Rajasthan - 302022**

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