

Ref- BSE/2022-23/12

Date: 23rd May,2022

To,
Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Tower,
Dalal Street,
Mumbai - 400 001

Subject- Bella Casa Fashion & Retail Limited has entered into a Distributor Agreement with M/s Bergner Impex (India) Pvt. Ltd under the Brand Name UNITED COLOR OF BENETTON

Scrip Code- 539399

Dear Sir/Ma'am,

Pursuant to regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 we wish to inform you that **Bella Casa Fashion & Retail Limited (hereinafter known as "the Distributor")** has entered into a Distributor Agreement with **M/s Bergner Impex (India) Pvt. Ltd (hereinafter known as "the Company")**, which is the exclusive Licensee of the brand United Colors of Benetton in India, on 9th May, 2022. By this Distribution Agreement the Company grants the Distributor the exclusive right to market, sell and distribute the products throughout the Distribution Channel in the territory (India) and product category (Home textile) under the brand name **UNITED COLOR OF BENETTON**.

Kindly take this information on record.

Yours faithfully

For ~~Bella Casa~~ **Bella Casa Fashion & Retail Limited**



For BELLA CASA FASHION & RETAIL LIMITED

Saurav Gupta
Whole time Director
DIN: 07106619

Saurav Gupta
Wholetime Director
DIN - 07106619