

Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Bella Casa Fashion & Retail Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Mr. Harish Kumar Gupta		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of:			
a) Shares carrying voting rights	11,53,414	10.052	10.052
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NIL	NIL	NIL
c) Voting rights (VR) otherwise than by shares	NIL	NIL	NIL
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	NIL	NIL	NIL
e) Total (a+b+c+d)	11,53,414	10.052	10.052
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	5,000	0.044	0.044
b) VRs acquired /sold otherwise than by shares	NIL	NIL	NIL
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	NIL	NIL	NIL
d) Shares encumbered / invoked/released by the acquirer	NIL	NIL	NIL
e) Total (a+b+c+d)	5,000	0.044	0.044
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	11,58,414	10.095	10.095
b) Shares encumbered with the acquirer	NIL	NIL	NIL
c) VRs otherwise than by shares	NIL	NIL	NIL
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	NIL	NIL	NIL
e) Total (a+b+c+d)	11,58,414	10.095	10.095
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	02/12/2019		
Equity share capital / total voting capital of the TC before the said acquisition / sale	1,14,75,000 EQUITY SHARES OF RS. 10/- EACH AGGREGATING TO RS/- 11,47,50,000		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	1,14,75,000 EQUITY SHARES OF RS. 10/- EACH AGGREGATING TO RS/- 11,47,50,000		
Total diluted share/voting capital of the TC after the said acquisition	1,14,75,000 EQUITY SHARES OF RS. 10/- EACH AGGREGATING TO RS/- 11,47,50,000		

(**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

Signature

Place: Jaipur

Date: 09.12.2019