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

CIN: L17124RJ1996PLC011522

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

Date: October 28, 2024

Ref-BSE/2024-25/40

To.

Corporate Relationship Department,

BSE Limited Phiroze Jeejeebhoy Tower, Dalal Street,

Dear Sir/Ma'am,

Sub: Intimation of newspaper publication under Regulation 47 and Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("LODR Regulations")

Scrip Code No.: 539399

Dear Sir/Madam,

Pursuant to Regulation 30 of LODR Regulations and Regulation 84 of Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 and in reference to our intimation letter dated October 15, 2024 (w.r.t. to outcome of the Rights Issue Committee approving the terms of the Rights Issue), please find enclosed herewith the copy of newspaper publications disclosing the date completion of dispatch and other details related to Rights Issue, published today i.e., October 28, 2024 in the following newspapers:

- 1. Financial Express– English Newspaper
- 2. Dainik Navjyoti Hindi Newspaper

Kindly take the above intimation on record.

Thanking you,

Yours faithfully,

For Bella Casa Fashion & Retail Limited

Sonika Gupta Company Secretary & Compliance Officer M. No. A38676 **FINANCIAL EXPRESS** 

# After years of slump, AICTE data show uptick in BTech seats

**ABHINAYA HARIGOVIND** New Delhi. October 27

FOLLOWING YEARS OF declining intake and consolidation, mainly due to a slump in demand and governmentmandated limits, the number of BTech seats available across the country has hit an eightyear high, according to data from All India Council for Technical Education (AICTE).

The approved intake for undergraduate engineering and technology programmes

for the academic year 2024-25 is 14.90 lakh — an increase of about 18.84% from 12.54 lakh in 2021-22 when the total number of seats reached the lowest in a decade. The new high comes after

decline for most of the past decade, from around 17.05 lakh seats in 2014-15. The 2022-23 academic year marked the first increase in a decade, with a modest rise of a little under 2%, followed by a 5% hike the following year (see

the intake saw a year-on-year

chart). For 2024-25, intake has surged by 10%, adding over 1.4 lakh seats from 13.5 lakh the previous year. The latest number, however, is still less than the intake across the first three years of the decline: 17.05 lakh (2014-15), 16.30 lakh (2015-16) and 15.56 lakh (2016-17).

According to AICTE data, of the increase in seats this year, the largest chunk or more than 50% comes from three southern states: Tamil Nadu (32,856), Andhra Pradesh

(23,518) and Telangana (20,213).

Rajive Kumar attributed the increase to two factors: approvals granted for engineering and technology courses for working professionals, and the removal in 2023-24 of an embargo on adding new seats in BTech programmes.

"The programme for working professionals was introduced for the first time (in 2023-24). These are supernumerary seats. With this, the number of seats has gone up by around 40,000 to 50,000, and around 400 to 500 institutions have been given approval for this programme. These institutions have started tak-

Atotal of 1,256 institutions have been approved for an increase in intake this year, he said, adding that the increase in intake was mostly for courses in the computer domain.

ing admissions," Kumar said.

The programme is meant for those working in organisa-

tions, industries or MSMEs located within a 50-km radius of the institute, and have a minimum of a year's full-time work experience.

These are meant for UG, PG and diploma courses, and can help those who may want to complete their courses after they have begun working, Kumar said.

Starting in 2023-24, AICTE also lifted the upper limit previously imposed on seat numbers in existing engineering colleges.

# APPROVED UNDERGRADUATE INTAKE

17.05 Total approved 16.30 institutions for UG 15.56 14.75 3,08,686 14.04 TAMIL NADU 13.28 (Highest number of 12.86 approved UG seats) 12.54 1,83,532 12.74 13.50 **ANDHRA PRADESH** 14.90 (Second-highest

Seats in lakh 2014-15 2015-16 2016-17 2017-18 2018-19 2019-20 2020-21 2021-22 2022-23 2023-24 2024-25 Source: AICTE data approved UG seats)

(This is an Advertisement for information purposes only and not for publication, release or distribution outside India and is not an Offer Document announcement. All capitalized terms used and not defined herein shall have the meaning assigned to them in the Letter of Offer dated October 15, 2024 (the Letter of Offer or LOF) filed with the Stock Exchange, namely BSE Limited ( BSE ) and Securities and Exchange Board of India( SEBI )



### **BELLA CASA FASHION & RETAIL LIMITED**

Bella Casa Fashion & Retail Limited was incorporated as Gupta Fabtex Private Limited on February 05, 1996 under the provisions of Companies Act, 1956 with Registrar of Companies, Jaipur, Rajasthan. Pursuant to Shareholders Resolution passed at the Annual General Meeting held on June 29, 2015, the name of our Company was changed to Bella Casa Fashion & Retail Private Limited vide a fresh Certificate of Incorporation dated July 15, 2015 issued by the Registrar of Companies, Jaipur, Rajasthan. Further pursuant to Shareholders resolution passed at the Extra Ordinary General Meeting of the Company held on July 15, 2015, Our Company was converted into a public limited company and the name was changed to Bellia Casa Fashion & Retail Limited and a fresh Certificate of Incorporation dated July 31, 2015 was issued by the Registrar of Companies, Jaipur, Rajasthan. For further details about the Company, please refer to the section titled. General Information, beginning on page 43 of the Letter of Offer.

> Registered Office: E-102, 103, EPIP, Sitapura Industrial Area, Jaipur-302022, Rajasthan, India Tel: +91-0141-2771844, Website: www.bellacasa.in Contact Person: Ms. Sonika Gupta (Company Secretary & Compliance Officer), E-mail: cs@bellacasa.in Corporate Identity Number: - L17124RJ1996PLC011522

MR. HARISH KUMAR GUPTA, MR. PAWAN KUMAR GUPTA, MR. SAURAV GUPTA AND MR. GAURAV GUPTA

FOR PRIVATE CIRCULATION TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY ONLY

ISSUE OF UP TO 19,12,500 FULLY PAID-UP EQUITY SHARES WITH A FACE VALUE OF ₹ 10/- EACH (RIGHTS EQUITY SHARES) OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 261 /- (RUPEES TWO HUNDRED AND SIXTY ONE ONLY) EACH INCLUDING A SHARE PREMIUM OF ₹ 251/- (RUPEES TWO HUNDRED AND FIFTY ONE ONLY) PER RIGHTS EQUITY SHARE ( ISSUE PRICE ) FOR AN AGGREGATE AMOUNT UP TO ₹ 4991.625 LAKHS ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARES FOR EVERY 6 (SIX) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON SATURDAY, OCTOBER 19, 2024 (THE ISSUE ). FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED TERMS OF THE ISSUE ON PAGE 148 OF THE LETTER OF OFFER.

\*Assuming full subscription and receipt of all Monies with respect to Rights Equity Shares.

ISSUE PROGRAMME			
ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNCIATION	*ISSUE CLOSES ON	
WEDNESDAY, OCTOBER 30, 2024	FRIDAY, NOVEMBER 8, 2024	THURSDAY, NOVEMBER 14, 2024	

\*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date.

\*Our Board or Rights Issue Committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open in excess of 30 (Thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue

Closing Date.

	PLEASE NOTE THAT THE RIGHTS ENTITLEMENT WILL BE TRADED ONLY ON BSE
ASBA*	Simple, Safe, Smart way of Application - Make use of it!!!
	*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details read section on ASBA below

## PROCEDURE FOR APPLICATION

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, bearing reference number SEBI/HO/CFD/CIR/CFD/DIL/67/2020 dated April 21, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL1/CIR/P/2020/136 dated July 24, 2020 and SEBI Circular SEBI/HO/CFD/DIL1/CIR/P/2021/13 dated January 19, 2021, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2021/552 dated April 22, 2021, SEBI/HO/CFD/DIL2/CIR/P/2021/633 dated October 01, 2021 and SEBI/HO/CFD/SSEP/CIR/P/2022/66 dated May 19, 2022 (Collectively hereafter referred to as SEBI Rights Issue Circulars ) and SEBI circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular CIR/CFD/DIL/1/2011 dated April 29, 2011 and the SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020 (Collectively hereafter referred to as ASBA Circulars ), all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Kindly note that Non- Resident Investors will have to apply through ASBA mode. Investors should carefully read the provisions applicable to such applications before making their Application through ASBA. For details, see Making of an Application through the ASBA process page 151 of the Letter of offer.

Further, in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Alfotment of Rights Equity Shares shall be made in dematerialised form only. Prior to the issue opening date, the rights entitlement of those resident eligible equity shareholders, among others, whose demat account details are not available with our company or the registrar, shall be credited in a demat suspense escrow account opened by our company.

# Facility for Application in the Issue

in accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circulars and ASBA Circulars, all Investors desiring to make an application in this Issue are mandatorily required to use the ASBA process. Eligible Shareholders should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details, see Making of an Application through the ASBA process on page 151 of the Letter of Offer.

# Making of an Application through the ASBA process

Eligible Shareholders desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts. Eligible Shareholders should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer to https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmld=34. For details on Designated Branches of SCSBs collecting the Application Form, please refer the above-mentioned link. Please note that subject to SCSBs complying with the requirements of SEBI Circular No. CIR/CFD/DIL/13/2012 dated September 25, 2012 within the periods stipulated therein. ASBA Applications may be submitted at the Designated Branches of the SCSBs, in case of Applications made through ASBA facility.

Please note that subject to SCSBs complying with the requirements of SEBI Circular No. CIR/CFD/DIL/13/2012 dated September 25, 2012 within the periods stipulated therein. Applications may be submitted at Designated Branches of the SCSBs. Further, in terms of the SEBI Circular CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making Applications by SCSBs on their own account using ASBA facility, SCSBs should have a separate account in their own name with any other SEBI registered SCSB(s). Such account shall be used solely for the purpose of making Application in the Issue and clear demarcated funds should be available in such account for Applications. SCSBs applying in the Issue shall be responsible for ensuring that they have a separate account in their own name with any other SCSB having clear demarcated funds for applying in the Issue and that such separate account shall be used as the ASBA Account for the Application, for ensuring compliance with the applicable regulations.

ALLOTMENT IN DEMATERIALIZED FORM ONLY: Eligible Shareholders may please note that the Rights Equity Shares in the Issue can be allotted only in dematerialized form and to the same depository account in which the Rights Entitlements are held by such Applicant on the issue closing date.

DISPATCH OF THE ABRIDGED LETTER OF OFFER ( ALOF ) AND APPLICATION FORM: The dispatch of the ALOF and Application Form for the Issue was completed on Friday, October 25 . 2024 by Registrar to the Issue, i.e., Kfin Technologies Limited to the Eligible Equity Shareholders of the Company, whose names appeared in the Register of Members/Beneficial Owners of the Company, on the Record date, i.e., Saturday, October 19, 2024 through electronic dispatch to the shareholders who have registered their email ids and physically through speed/registered post on Friday, October 25, 2024

> Eligible Shareholders can access the Letter of Offer, the Abridged Letter of Offer, and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Right Shares under applicable securities laws) on the websites of: Our Company's website at www.bellacasa.in Registrar to the Issue's website at https://rights.kfintech.com: BSE Limited's website at www.bseindia.com

Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue at https://rights.kfintech.com; by entering their DP-ID and Client-ID and PAN

AVAILABILITY OF APPLICATION FORM: The Registrar has electronically dispatched an Application Form to all Eligible Equity Shareholders as per their Rights Entitlements on the Record Date for the Issue. The Renouncees and Eligible Equity Shareholders who have not received the Application Form can download the same from the websites of the Registrar (https://rights.kfintech.com), the Company (www.bellacasa.in) and the Stock Exchange (www.bseindia.com).

CREDIT OF RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNTS: In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Circular SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, the credit of Rights Entitlement and Allotment of Rights Equity Shares shall be made in dematerialised form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense escrow account (namely, "Rights Unclaimed and RE Unclaimed suspense") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI LODR Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States.

Eligible Equity Shareholders can obtain the details of their Rights Entitlements from the website of the Registrar i.e., https://rights.kfintech.com by entering their DP ID and Client ID and PAN. The link for the same shall also be available on the website of our Company www.bellacasa.in

Making of an Application by Eligible Equity Shareholders on Plain Paper under ASBA process:

An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an Application to subscribe to the Issue on plain paper in case of non-receipt of Application Form as detailed above and only such plain paper applications which provide all the details required in terms of Regulation 78 of SEBI ICDR Regulations shall be accepted by SCSBs. Alternatively, Eligible Equity Shareholders may also use the Application Form available online on the websites of our Company, the Registrar to the Issue, the Stock Exchange to provide requisite details.

An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any Eligible Equity Shareholder from an address outside India.

Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently. The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date and should contain the following particulars:

Number of Equity Shares entitled to: Number of Equity Shares applied for within the Rights Entitlements; Number of Additional Equity Shares applied for, if any (applicable only if entire Rights Entitlements have been applied for); Total number of Equity Shares applied for,

Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository):

Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Equity Shares applied for pursuant to the Issue;

Indian Securities' shall include the following:

In case an Investor makes an application as well as on plain paper, his application is tiable to be rejected.

Registered Folio Number/DP and Client ID No.; Number of Equity Shares held as on Record Date; Allotment option - only dematerialised form;

Name of our Company, being Bella Casa Fashion & Retail Limited;

Total amount paid at the rate of ₹261 per Equity Share:

Details of the ASBA Account such as the SCSB account number, name, address and branch of the relevant SCSB. In case of Non-Resident Eligible Equity Shareholders making an application with an Indian address, details of the NRE / FCNR/ NRO account such as the account

number, name, address and branch of the SCSB with which the account is maintained; Authorisation to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account;

Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB); and All such Eligible Equity Shareholders shall be deemed to have made the representations, warranties and agreements set forth in "Restrictions on Foreign Ownership of

"I/We hereby make representations, warranties and agreements set forth in "Restrictions on Foreign Ownership of Indian Securities" of the Letter of Offer

as applicable, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected.

I/We acknowledge that the Company, its affiliates and others will rely upon the truth and accuracy of the representations, warranties and agreements set forth therein." In cases where Multiple Application Forms are submitted for applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense escrow account,

Investors are requested to strictly adhere to these instructions. Failure to do so could result in an application being rejected, with our Company and the Registrar not having any liability to the Investor. The plain paper Application format will be available on the website of the Registrar at https://rights.klintech.com.

Our Company and the Registrar shall not be responsible if the applications are not uploaded by the SCSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

### LAST DATE FOR APPLICATION:

The last date for submission of the duty filled in Application Form is the Issue Closing Date i.e. Thursday, November 14, 2024. Our Board or Rights Issue Committee thereof may extend the said date for such period as it may determine from time to time, subject to the provisions of the Articles of Association, and subject to the issue period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date). If the Application along with the amount payable is either (i) not blocked with an SCSB or (ii) not received by the Bankers to the Issue or the Registrar on or before the close of banking hours on the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Equity Shares hereby offered, as provided under Terms of the Issue Basis of Allotment on page 169 of the Letter of Offer.

APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIALISED FORM.

LISTING: The existing Equity Shares of our Company are listed on BSE ( Stock Exchange ). Our Company has received 'in-principle' approval from BSE for listing the Rights Equity Shares to be allotted pursuant to this Issue vide its letter dated September 27, 2024. For the purpose of this Issue, the Designated Stock Exchange is BSE.

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the letter of offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the letter of offer. The investors are advised to refer to the letter of offer for the full text of the Disclaimer clause of the BSE Limited.

AVAILABILITY OF THE LETTER OF OFFER: A copy of the Letter of Offer can be downloaded from the website of a) our Company at www.bellacasa.in b) the Registrar to the Issue at https://rights.kfintech.com.and.c) the Stock Exchange at www.bseindia.com.

NOTICE TO OVERSEAS SHAREHOLDERS: No action has been or will be taken to permit the Issue in any jurisdiction where action would be required for that purpose, except in India. Accordingly, the Rights Entitlements or Rights Equity Shares may not be offered or sold, directly or indirectly, and the Letter of Offer, the Abridged Letter of Offer or any offering materials or advertisements in connection with the Issue may not be distributed, in whole or in part, in any jurisdiction, except in accordance with legal requirements applicable in such jurisdiction. Receipt of the Letter of Offer or the Abridged Letter of Offer will not constitute an offer in those jurisdictions in which it would be illegal to make such an offer ( Restricted Jurisdictions ) and, in those circumstances, the Letter of Offer and the Abridged Letter of Offer must be treated as sent for information purposes only and should not be acted upon for subscription to the Rights Equity Shares and should not be copied or redistributed. Accordingly, persons receiving a copy of the Letter of Offer or the Abridged Letter of Offer or Application Form should not, in connection with the issue of the Rights Equity Shares or the Rights Entitlements, distribute or send the Letter of Offer or the Abridged Letter of Offer to any person outside India where to do so, would or might contravene local securities laws or regulations. If the Letter of Offer or the Abridged Letter of Offer or Application Form is received by any person in any Restricted Jurisdiction, or by their agent or nominee, they must not seek to subscribe to the Rights Equity Shares or the Rights Entitlements referred to in the Letter of Offer and the Abridged Letter of Offer. Envelopes containing an Application Form should not be dispatched from a Restricted Jurisdiction and all the persons subscribing for the Rights Equity Shares must provide an Indian address. For more details, see Other Regulatory and Statutory Disclosures - Selling Restrictions on page 142 of the Letter of Offer.

The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the Securities Act of 1933, as amended (the Securities Act ), or the securities laws of any state of the United States of America and may not be offered or sold in the United States of America, its territories and possessions, any State of the United States, and the District of Columbia ( United States ), except in a transaction not subject to, or exempt from, the registration requirements of the Securities Act and applicable state securities laws. The Rights Entitlements and Rights Equity Shares are being offered and sold only (a) to persons in the United States who are reasonably believed to be qualified institutional buyers as defined in Rule 144A under the Securities Act (U.S. QIBs.) pursuant to Section 4(a)(2) of the Securities Act and (b) to persons outside the United States in reliance on Regulation S under the Securities Act ( Regulation S ). In addition, until the expiry of 40 days after the commencement of the Issue, an offer or sale of Rights Entitlements or Rights Equity Shares in the United States by a dealer (whether or not it is participating in the Issue) may violate the registration requirements of the Securities Act if such offer or sale is made otherwise than in accordance with an exemption from registration under the Securities Act. The Flights Equity Shares are transferable only in accordance with the restrictions described in Other Regulatory and Statutory Disclosures -Selling Restrictions on page 142 of the Letter of Offer.

The Application Form along with the Abridged Letter of Offer and the Rights Entitlement Letter has been sent through email to email address to eligible shareholders if they have provided an Indian address to our Company or who are located in jurisdictions where the offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions.

BANKER TO THE ISSUE AND REFUND BANK: HDFC Bank Limited

FOR RISK FACTORS AND OTHER DETAILS, KINDLY REFER TO THE LETTER OF OFFER AND ABRIDGED LETTER OF OFFER.

OTHER IMPORTANT LINKS AND HELPLINE:

a) Frequently asked questions and online/electronic dedicated investor helpdesk for guidance on the Application process and resolution of difficulties faced by the Investors: https://rights.klintech.com

Updation of Indian address/ e-mail address/ phone or mobile number in the records maintained by the Registrar or our Company: Registrar website: www.bigshareonline.com Email: bellacasa.rights @kfintech.com

Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: Registrar website: https://rights.kfintech.com; Email: bellacasa.rights@kfintech.com Unless otherwise specified, all capitalised terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer.





BELLA CASA FASHION & RETAIL LIMITED

Corporate Identification Number :

L17124RJ1996PLC011522

Registered Office: E-102, 103, EPIP, Sitapura Industrial Area, Jaipur-302022, Rajasthan, India

Contact Person: Sonika Gupta, Company Secretary & Compliance Officer

E-mail: cs@bellacasa.in,

Website: www.bellacasa.in

Kfin Technologies Limited

Selenium, Tower B, Plot No- 31 & 32, Financial District, Nanakramguda, Serilingampally, Rangareddi, Hyderabad, Telangana, India, 500032

Telephone: +91 40 6716 2222/

Contact Person: Murli Krishna

Email: bellacasa.rights@kfintech.com Website: https://rights.kfintech.com

Investor grievance e-mail: einward.ris@kfintech.com

SEBI Registration No.: INR000000221

Investors may contact the Registrar to Issue / Company Secretary in case of any Pre Issue/ Post Issue related problems such as non-receipt of Allotment advice/demat

For BELLA CASA FASHION & RETAIL LIMITED

Sd/-Sonika Gupta

Date: October 28, 2024 Place: Jaipur

Company Secretary

Disclaimer: Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer with the Stock Exchange. The Letter of Offer is available on the website of SEBI at www.sebi.gov.in and the Stock Exchange where the Equity Shares are listed i.e. BSE at www.bseindia.com. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section Risk Factors beginning on page 20 of the Letter of Offer. This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer of Equity Shares for sale in any jurisdiction, including the United States, and any Equity Shares described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933, as amended, or an exemption from registration. There will be no public offering of Equity Shares in the United States.





financialexp.epapr.in











# सीएम भजनलाल शर्मा ने सुनी मन की बात पीएम ने किया देशवासियों को संबोधित

नवज्योति,जयपुर। मुख्यमंत्री भजनलाल शर्मा ने मुख्यमंत्री निवास पर रविवार को पीएम नरेन्द्र मोदी के मन की बात कार्यक्रम के 115वें संस्करण में देशवासियों के संबोधन को सुना। इस दौरान राज्यसभा सांसद मदन राठौड भी मौजूद रहे। मन की बात कार्यक्रम में पीएम ने डिजिटल अरेस्ट फ्रॉड एवं डिजीटल सुरक्षा के प्रति जागरूकता को लेकर चर्चा की। उन्होंने डिजिटल



अभियान की बदौलत वोकल फोर लोकल के साथ स्थानीय आत्मनिर्भरता हमारी पॉलिसी दुकानदारों से खरीददारी करें। मुख्यमंत्री के साथ ही हमारे पैशन का भजनलाल शर्मा ने कहा कि यह भी हिस्सा बन गया है। कार्यक्रम हमेशा ही प्रत्येक व्यक्ति के आत्मनिर्भर हो रहा भारत, हर लिए प्रेरणादायक व सकारात्मकता को क्षेत्र में कमाल कर रहा है। बढ़ावा देने वाला होता है। उन्होंने उन्होंने देशवासियों को धनतेरस, प्रदेशवासियों से आह्वान किया कि त्योहारों दीपावली, छठपूजा, गुरु नानक के दौरान वोकल फॉर लोकल अभियान सुरक्षा के तीन चरण रुको-सोचो-एक्शन जयंती और सभी पर्वों की शुभकामनाएं से जुड़ें और ज्यादा से ज्यादा स्थानीय का उल्लेख किया। आत्मनिर्भर भारत देते हुए कहा कि त्योहारों के दौरान उत्पादों को अपनाएं।

रोडवेज प्रशासन के सकारात्मक प्रयास से डीजल के औसत में सुधार के साथ खर्च में आई कमी

एक माह में रोडवेज के राजस्व में 1.34 करोड़ रुपए की बचत

नवज्योति,जयपुर। राजस्थान रोडवेज की चेयरमैन शुभ्रा सिंह के निर्देशन में किए जा रहे विभिन्न सकारात्मक प्रयास से रोडवेज के राजस्व अर्जन में तो वृद्धि होने के साथ ही आमजन को मिलने वाली सुविधाओं को भी बढ़ावा दिया जा रहा है। रोडवेज के ऐसे ही एक प्रयासों से 20 हजार 431 लीटर डीजल की बचत की गई है। सितंबर से एक माह की अवधि में डीजल केएमपीएल डीजल औसत में सुधार से रोडवेज को गत एक (कि.मी. प्रति लीटर) 5.03 से 5.28 लाने से 8 माह के खर्चे में 1.34 करोड़ रुपए की बचत हुई



है। प्रतिदिन की जा रही मॉनिटरिंगः पुरानी बसों के स्थान पर नई बसों का प्रतिस्थापन किया गया।जोनल इंजीनियरों एवं संचालन व्यवस्था से जुड़े कार्मिकों को प्रोत्साहित किया गया।

इकाई स्तर पर प्रबंधक संचालक की ओर से प्रभावी मॉनिटरिंग करते हुए प्रत्येक बस की समय पर समग्र मेंटेनेंस की गई एवं आवश्यक पार्ट्स समय पर उपलब्ध करवाए गए. ताकि डीजल औसत में सधार हो सके। आगार स्तर पर उत्साह वर्धन के लिए अच्छा केएमपीएल लाने वाले स्टार ड्राइवर और अन्य चालकों को प्रशिक्षण दिलवाया जा रहा है।

(This is an Advertisement for information purposes only and not for publication, release or distribution outside India and is not an Offer Document announcement. All alized terms used and not defined herein shall have the meaning assigned to them in the Letter of Offer dated October 15, 2024 (the Letter of Offer or LOF) filed with the Stock Exchange, namely BSE Limited ( BSE ) and Securities and Exchange Board of India( SEBI )



### **BELLA CASA FASHION & RETAIL LIMITED**

Bella Casa Fashion & Retail Limited was incorporated as Gupta Fabtex Private Limited on February 05, 1996 under the provisions of Companies Act, 1956 with Registrar of Companies, Jaipur, Rajasthan. Pursuant to Shareholders Resolution passed at the Annual General Meeting held on June 29, 2015, the name of our Company was changed to Bella Casa Fashion & Retail Private Limited vide a fresh Certificate of Incorporation dated July 15, 2015 issued by the Registrar of Companies, Jaipur, Rajasthan. Further pursuant to Shareholders resolution passed at the Extra Ordinary General Meeting of the Company held on July 15, 2015, Our Company was converted into a public limited company and the name was changed to Bella Casa Fashion & Retail Limited and a fresh Certificate of Incorporation dated July 31, 2015 was issued by the Registrar of Companies, Jaipur, Rajasthan. For further details about the Company, please refer to the section titled General Information beginning on page 43 of the Letter of Offer

> Registered Office: E-102, 103, EPIP, Sitapura Industrial Area, Jaipur-302022, Rajasthan, India Tel: +91-0141-2771844, Website: www.bellacasa.in Contact Person: Ms. Sonika Gupta (Company Secretary & Compliance Officer), E-mail: cs@bellacasa.in Corporate Identity Number: - L17124RJ1996PLC011522

> > **OUR PROMTERS:**

MR. HARISH KUMAR GUPTA. MR. PAWAN KUMAR GUPTA. MR. SAURAV GUPTA AND MR. GAURAV GUPTA

FOR PRIVATE CIRCULATION TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY ONLY

ISSUE OF UP TO 19,12,500 FULLY PAID-UP EQUITY SHARES WITH A FACE VALUE OF ₹10/-EACH (RIGHTS EQUITY SHARES) OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 261 /- (RUPEES TWO HUNDRED AND SIXTY ONE ONLY) EACH INCLUDING A SHARE PREMIUM OF ₹ 251/- (RUPEES TWO HUNDRED AND FIFTY ONE ONLY) PER RIGHTS EQUITY SHARE ( ISSUE PRICE ) FOR AN AGGREGATE AMOUNT UP TO ₹ 4991.625 LAKHS ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARES FOR EVERY 6 (SIX) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON SATURDAY, OCTOBER 19, 2024 (THE ISSUE ). FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED TERMS OF THE ISSUE ON PAGE 148 OF THE LETTER OF OFFER

\*Assuming full subscription and receipt of all Monies with respect to Rights Equity Shares.

ISSUE PROGRAMME		
ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNCIATION	*ISSUE CLOSES ON
WEDNESDAY, OCTOBER 30, 2024	FRIDAY, NOVEMBER 8, 2024	THURSDAY, NOVEMBER 14, 2024

\*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date.

\*Our Board or Rights Issue Committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open in excess of 30 (Thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date

	PLEASE NOTE THAT THE RIGHTS ENTITLEMENT WILL BE TRADED ONLY ON BSE	
ASBA*	Simple, Safe, Smart way of Application - Make use of it!!!	
	*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details read section on ASBA below	

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, bearing reference number SEBI/HO/CFD/CIR/CFD/DIL/67/2020 dated April 21, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated January 19, 2021. SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2021/552 dated April 22, 2021. SEBI/HO/CFD/DIL2/CIR/P/2021/633 dated October 01, 2021 and SEBI/HO/CFD/SSEP/CIR/P/2022/66 dated May 19, 2022 (Collectively hereafter referred to as SEBI Rights Issue Circulars ) and SEBI circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular CIR/CFD/DIL/1/2011 dated April 29, 2011 and the SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020 (Collectively hereafter referred to as ASBA Circulars), all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Kindly note that Non- Resident Investors will have to apply through ASBA mode. Investors should carefully read the provisions applicable to such applications before making their Application through ASBA. For details, see Making of an Application through the ASBA process page 151 of the Letter of offer.

Further, in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Prior to the issue opening date, the rights entitlement of those resident eligible equity shareholders, among others, whose demat

### Facility for Application in the Issue

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circulars and ASBA Circulars, all Investors desiring to make an application in this Issue are mandatorily required to use the ASBA process. Eligible Shareholders should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details, see Making of an Application through the ASBA process on page 151 of the Letter of Offer.

### Making of an Application through the ASBA process

Eligible Shareholders desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts. Eligible Shareholders should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer to https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmld=34. For details on Designated Branches of SCSBs collecting the Application Form, please refer the above-mentioned link. Please note that subject to SCSBs complying with the requirements of SEBI Circular No. CIR/CFD/DIL/13/2012 dated September 25, 2012 within the periods stipulated therein. ASBA applications may be submitted at the Designated Branches of the SCSBs, in case of Applications made through ASBA facility.

Please note that subject to SCSBs complying with the requirements of SEBI Circular No. CIR/CFD/DIL/13/2012 dated September 25, 2012 within the periods stipulated therein Applications may be submitted at Designated Branches of the SCSBs. Further, in terms of the SEBI Circular CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making Applications by SCSBs on their own account using ASBA facility, SCSBs should have a separate account in their own name with any other SEBI registered SCSB(s). Such account shall be used solely for the purpose of making Application in the Issue and clear demarcated funds should be available in such account for Applications. SCSBs applying in the Issue shall be responsible for ensuring that they have a separate account in their own name with any other SCSB having clear demarcated funds for applying in the Issue and that such separate account shall be used as the ASBA Account for the Application, for ensuring compliance with the applicable regulations,

ALLOTMENT IN DEMATERIALIZED FORM ONLY: Eligible Shareholders may please note that the Rights Equity Shares in the Issue can be allotted only in dematerialized form and to the same depository account in which the Rights Entitlements are held by such Applicant on the issue closing date.

DISPATCH OF THE ABRIDGED LETTER OF OFFER ( ALOF ) AND APPLICATION FORM: The dispatch of the ALOF and Application Form for the Issue was completed on Friday, October 25 , 2024 by Registrar to the Issue, i.e., Kfin Technologies Limited to the Eligible Equity Shareholders of the Company, whose names appeared in the Register of Members/Beneficial Owners of the Company, on the Record date, i.e., Saturday, October 19, 2024 through electronic dispatch to the shareholders who have registered their email ids and physically through speed/registered post on Friday, October 25, 2024

Eligible Shareholders can access the Letter of Offer, the Abridged Letter of Offer, and the Application Form (provided that the Eligible Equity Shareholder  $is \, eligible \, to \, subscribe \, for \, the \, Right \, Shares \, under \, applicable \, securities \, laws) \, on \, the \, websites \, of: \, Our \, Company's \, website \, at \, \underline{www.bellacasa.in} \, Registrar \, the \, register \, and \, register \, and \, register \, at \, \underline{www.bellacasa.in} \, Registrar \, and \, register \, and$ to the Issue's website at  $\underline{\text{https://rights.kfintech.com:}} \ \text{BSE Limited's website at } \underline{\text{www.bseindia.com}}$ 

Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue at https://rights.kfintech.com; by entering their DP-ID and Client-ID and PAN

AVAILABILITY OF APPLICATION FORM: The Registrar has electronically dispatched an Application Form to all Eligible Equity Shareholders as per their Rights Entitlements on the Record Date for the Issue. The Renouncees and Eligible Equity Shareholders who have not received the Application Form can download the same from the websites of the Registrar (https://rights.kfintech.com), the Company (www.bellacasa.in) and the Stock Exchange (www.bseindia.com).

CREDIT OF RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNTS: In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Circular SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, the credit of Rights Entitlement and Allotment of Rights Equity Shares shall be made in dematerialised form only Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense escrow account (namely, "Rights Unclaimed and RE Unclaimed suspense") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI LODR Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States.

Eligible Equity Shareholders can obtain the details of their Rights Entitlements from the website of the Registrar i.e., https://rights.kfintech.com by entering their DP ID and Client ID and PAN. The link for the same shall also be available on the website of our Company www.bellacasa.in

### Making of an Application by Eligible Equity Shareholders on Plain Paper under ASBA process:

An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an Application to subscribe to the Issue on plain paper in case of non-receipt of Application Form as detailed above and only such plain paper applications which provide all the details required in terms of Regulation 78 of SEBI ICDR Regulations shall be accepted by SCSBs. Alternatively, Eligible Equity Shareholders may also use the Application Form available online on the websites of our Company, the Registrar to the Issue, the

An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any Eligible Equity Shareholder from an address outside India.

se note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently. The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date and should contain the following particulars

Name of our Company, being Bella Casa Fashion & Retail Limited;

- Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity
- Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Equity Shares applied for pursuant to the Issue
- Registered Folio Number/DP and Client ID No.;
- Number of Equity Shares held as on Record Date Allotment option - only dematerialised form
- Number of Equity Shares entitled to;

In case an Investor makes an application as well as on plain paper, his application is liable to be rejected

- Number of Equity Shares applied for within the Rights Entitlements; Number of Additional Equity Shares applied for, if any (applicable only if entire Rights Entitlements have been applied for);
- Total number of Equity Shares applied for
- Total amount paid at the rate of ₹261 per Equity Share;
- Details of the ASBA Account such as the SCSB account number, name, address and branch of the relevant SCSB.
- In case of Non-Resident Eligible Equity Shareholders making an application with an Indian address, details of the NRE / FCNR/ NRO account such as the account number, name, address and branch of the SCSB with which the account is maintained;
- Authorisation to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account
- Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB); and All such Eligible Equity Shareholders shall be deemed to have made the representations, warranties and agreements set forth in "Restrictions on Foreign Ownership of Indian Securities" shall include the following:

"I/We hereby make representations, warranties and agreements set forth in "Restrictions on Foreign Ownership of Indian Securities" of the Letter of Offer I/We acknowledge that the Company, its affiliates and others will rely upon the truth and accuracy of the representations, warranties and agreements set forth therein.

cases where Multiple Application Forms are submitted for applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense escrow account as applicable, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected.

stors are requested to strictly adhere to these instructions. Failure to do so could result in an application being rejected, with our Company and the Registrar not having any liability to the Investor. The plain paper Application format will be available on the website of the Registrar at https://rights.kfintech.com.

Our Company and the Registrar shall not be responsible if the applications are not uploaded by the SCSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

### LAST DATE FOR APPLICATION:

The last date for submission of the duly filled in Application Form is the Issue Closing Date i.e. Thursday, November 14, 2024. Our Board or Rights Issue Committee thereof may extend the said date for such period as it may determine from time to time, subject to the provisions of the Articles of Association, and subject to the issue period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date). If the Application along with the amount payable is either (i) not blocked with an SCSB or (ii) not received by the Bankers to the Issue or the Registrar on or before the close of banking hours on the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Equity Shares hereby offered, as provided under Terms of the Issue Basis of Allotment on page 169 of the Letter of Offer

APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIALISED FORM

LISTING: The existing Equity Shares of our Company are listed on BSE ( Stock Exchange ). Our Company has received 'in-principle' approval from BSE for listing the Rights Equity Shares to be allotted pursuant to this Issue vide its letter dated September 27, 2024. For the purpose of this Issue, the Designated Stock Exchange is BSE.

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the letter of offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the letter of offer. The investors are advised to refer to the letter of offer for the full text of the Disclaimer clause of the

AVAILABILITY OF THE LETTER OF OFFER: A copy of the Letter of Offer can be downloaded from the website of a) our Company at www.bellacasa.in b) the Registrar to the Issue at https://rights.kfintech.com and c) the Stock Exchange at www.bseindia.com.

NOTICE TO OVERSEAS SHAREHOLDERS: No action has been or will be taken to permit the Issue in any jurisdiction where action would be required for that purpose, except in India. Accordingly, the Rights Entitlements or Rights Equity Shares may not be offered or sold, directly or indirectly, and the Letter of Offer, the Abridged Letter of Offer or any offering materials or advertisements in connection with the Issue may not be distributed, in whole or in part, in any jurisdiction, except in accordance with legal requirements applicable in such jurisdiction. Receipt of the Letter of Offer or the Abridged Letter of Offer will not constitute an offer in those jurisdictions in which it would be illegal to make such an offer (Restricted Jurisdictions ) and, in those circumstances, the Letter of Offer and the Abridged Letter of Offer must be treated as sent for information purposes only and should not be acted upon for subscription to the Rights Equity Shares and should not be copied or redistributed. Accordingly, persons receiving a copy of the Letter of Offer or the Abridged Letter of Offer or Application Form should not, in connection with the issue of the Rights Equity Shares or the Rights Entitlements, distribute or send the Letter of Offer or the Abridged Letter of Offer to any person outside India where to do so, would or might contravene local securities laws or regulations. If the Letter of Offer or the Abridged Letter of Offer or Application Form is received by any person in any Restricted Jurisdiction, or by their agent or nominee, they must not seek to subscribe to the Rights Equity Shares or the Rights Entitlements referred to in the Letter of Offer and the Abridged Letter of Offer. Envelopes containing an Application Form should not be dispatched from a Restricted Jurisdiction and all the persons subscribing for the Rights Equity Shares must provide an Indian address. For more details, see Other Regulatory and Statutory Disclosures - Selling Restrictions on page 142 of the Letter of Offer

The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the Securities Act of 1933, as amended (the Securities Act ), or the securities laws of any state of the United States of America and may not be offered or sold in the United States of America, its territories and possessions, any State of the United States, and the District of Columbia (United States), except in a transaction not subject to, or exempt from, the registration requirements of the Securities Act and applicable state securities laws. The Rights Entitlements and Rights Equity Shares are being offered and sold only (a) to persons in the United States who are reasonably believed to be qualified institutional buyers as defined in Rule 144A under the Securities Act (U.S. QIBs) pursuant to Section 4(a)(2) of the Securities Act and (b) to persons outside the United States in reliance on Regulation S under the Securities Act (Regulation S). In addition, until the expiry of 40 days after the commencement of the Issue, an offer or sale of Rights Entitlements or Rights Equity Shares in the United States by a dealer (whether or not it is participating in the Issue) may violate the registration requirements of the Securities Act if such offer or sale is a accordance with an exemption from registration under the Securities Act. The Rights Equity Shares are transferable only in accordance with the restrictions described in Other Regulatory and Statutory Disclosures -Selling Restrictions on page 142 of the Letter of Offer.

The Application Form along with the Abridged Letter of Offer and the Rights Entitlement Letter has been sent through email to email address to eligible shareholders if they have provided an Indian address to our Company or who are located in jurisdictions where the offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions

BANKER TO THE ISSUE AND REFUND BANK: HDFC Bank Limited

FOR RISK FACTORS AND OTHER DETAILS, KINDLY REFER TO THE LETTER OF OFFER AND ABRIDGED LETTER OF OFFER.

OTHER IMPORTANT LINKS AND HELPLINE:

- a) Frequently asked questions and online/electronic dedicated investor helpdesk for guidance on the Application process and resolution of difficulties faced by the Investors: https://rights.kfintech.com
- $Updation \ of Indian \ address/\ e-mail\ address/\ phone\ or\ mobile\ number\ in\ the\ records\ maintained\ by\ the\ Registrar\ or\ our\ Company:\ Registrar\ website$  $www.bigshare on line.com\ Email: \underline{bellacasa.rights@kfintech.com}$
- Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: Registrar website:  $\underline{https://rights.kfintech.com}; Email: \underline{bellacasa.rights@kfintech.com} \ \ Unless otherwise specified, all capitalised terms used herein shall have the same meaning$ ascribed to such terms in the Letter of Offer





BELLA CASA FASHION & RETAIL LIMITED

Corporate Identification Number:

L17124RJ1996PLC011522

Registered Office: E-102, 103, EPIP, Sitapura Industrial Area, Jaipur-302022, Rajasthan, India

Contact Person: Sonika Gupta, Company Secretary & Compliance Officer

E-mail: cs@bellacasa.in,

Website: www.bellacasa.in

Kfin Technologies Limited Selenium, Tower B, Plot No- 31 & 32, Financial District, Nanakramguda, Serilingampally, Rangareddi, Hyderabad, Telangana, India, 500032

Telephone: +91 40 6716 2222/

Email: bellacasa.rights@kfintech.com

Website: https://rights.kfintech.com

Investor grievance e-mail: einward.ris@kfintech.com

Contact Person: Murli Krishna

SEBI Registration No.: INR000000221

Investors may contact the Registrar to Issue / Company Secretary in case of any Pre Issue/ Post Issue related problems such as non-receipt of Allotment advice/demat

For BELLA CASA FASHION & RETAIL LIMITED

Sd/-

Date: October 28, 2024 Place: Jaipur

Sonika Gupta **Company Secretary** 

Disclaimer: Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer with the Stock Exchange. The Letter of Offer is available on the website of SEBI at www.sebi.gov.in and the Stock Exchange where the Equity Shares are listed i.e. BSE at www.bseindia.com. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section Risk Factors beginning on page 20 of the Letter of Offer. This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer of Equity Shares for sale in any jurisdiction, including the United States, and any Equity Shares described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933, as amended, or an exemption from registration. There will be no public offering of Equity Shares in the United States.