



# BELLA CASA FASHION & RETAIL LIMITED

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

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

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

CIN : L17124RJ1996PLC011522

Ref-BSE/2020-21/42

Date: January 11, 2021

To,  
Corporate Relationship Department,  
BSE Limited  
Floor 25, PJ Tower, Dalal Street,  
Mumbai - 400 001

**Scrip Code- 539399**

Dear Sir/Ma'am,

**Subject-** Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 this is to inform you that Bella Casa Fashion & Retail Limited has appointed **Ms. Shraddha Kapoor** (Bollywood Actress) as brand ambassador for their home furnishings brand "**Bella Casa**" for a period of two years.

A copy of presentation prepared for the investors/shareholders is attached herewith.

You are requested to take the same on record and acknowledge.

For Bella Casa Fashion & Retail Limited

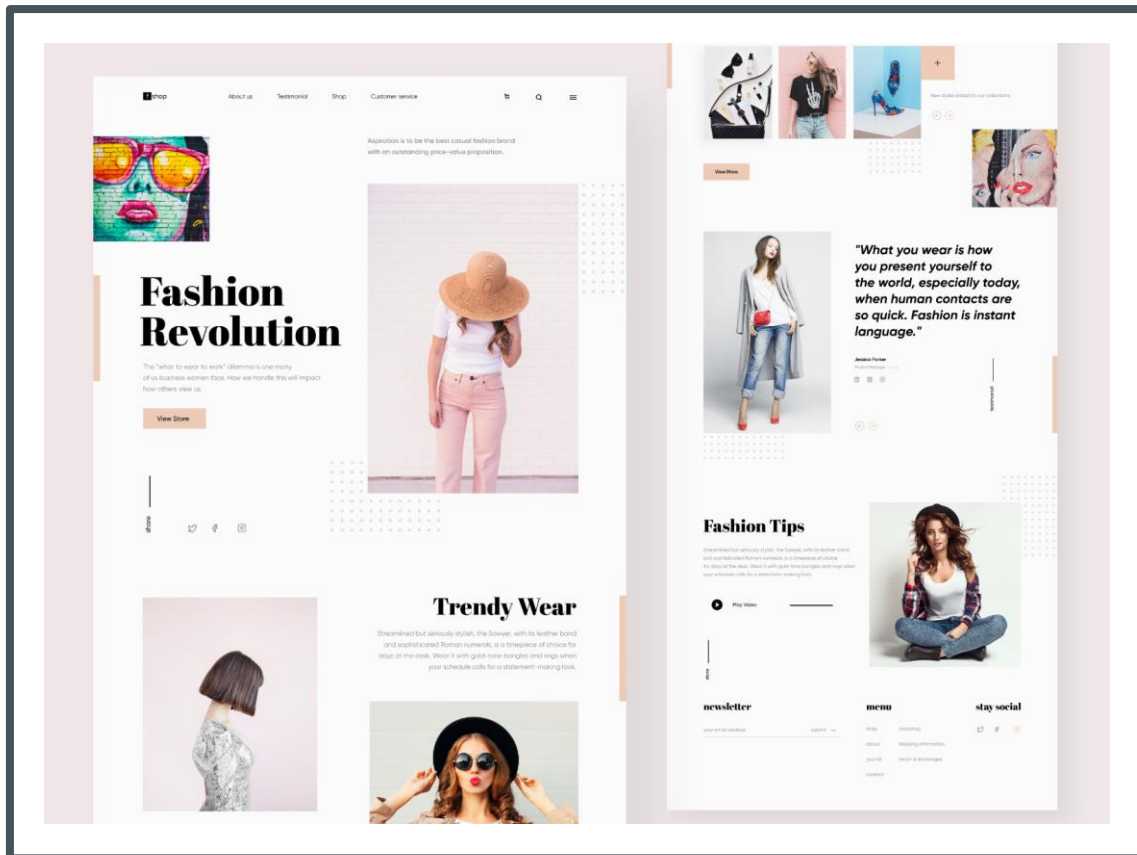
  
Sonika Gupta  
Company Secretary & Compliance officer  
Membership No.:38676





(Jacqueline Fernandez-Face of Bella Casa 2018-2020)

# VISION



- To be the most admired and successful fashion company in India.
- The mission of the company is to leverage technology and provide millions of customers with delightful designs, well known brands, outstanding value proposition, superior quality and unmatched experience across the fashion product categories.

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# Bella Casa Values



**Ethics**

Commitment to  
Highest Quality  
of Corporate  
Governance



**Knowledge**

Continuous  
Learning &  
Innovation



**Ambition**

Maximize Value  
for all  
Stakeholders

# CAPACITY



(Graphical Illustration of Post Capacity Expansion View of Plant I & II)

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No of Factories: 3

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Area Under Operation: 5,00,000 Sq Ft

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Current Employee Strength: 2500

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Existing Capacity: 7.2 Mn Units/Annum

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Expanded Capacity: 12 Mn Units/Annum

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Commissioning of Expanded Capacity: Apr'21

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## KEY PRODUCT CATEGORIES

**Home  
Furnishings**

**Apparels**

# BEDDING



# INDIAN WOMEN WEAR





# WOMEN WESTERN WEAR



# MEN'S ETHNIC WEAR



# LOUNGEWEAR



# SLEEPWEAR





(Category: Home Furnishings)

The logo for Nayak features the word "nayak" in a blue, cursive script font. The text is centered within a solid yellow rectangular background.

(Category: Men's Ethnic Wear)

The logo for Indigo features the word "indigo" in a black, lowercase, sans-serif font. The letters are spaced out and centered horizontally.

(Category: Women's Ethnic Wear)

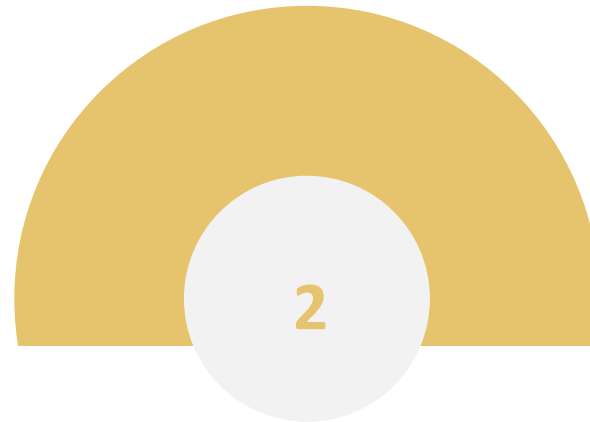
OUR BRANDS

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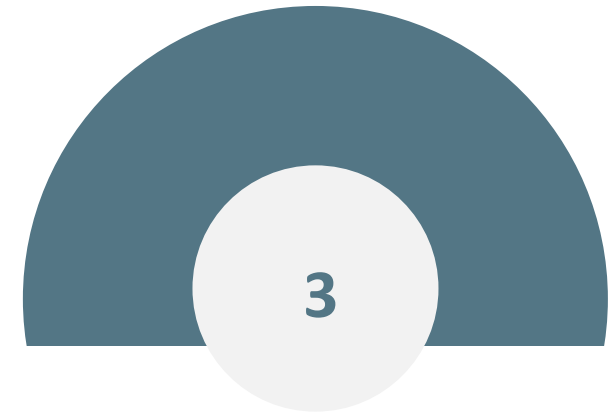
# Bella Casa: Prudent Sales Mix



**50%**  
Branded  
Home Textiles



**10%**  
Branded  
Apparels



**40%**  
Exports &  
Domestic  
Private Brands

KEY TRADE  
PARTNERS

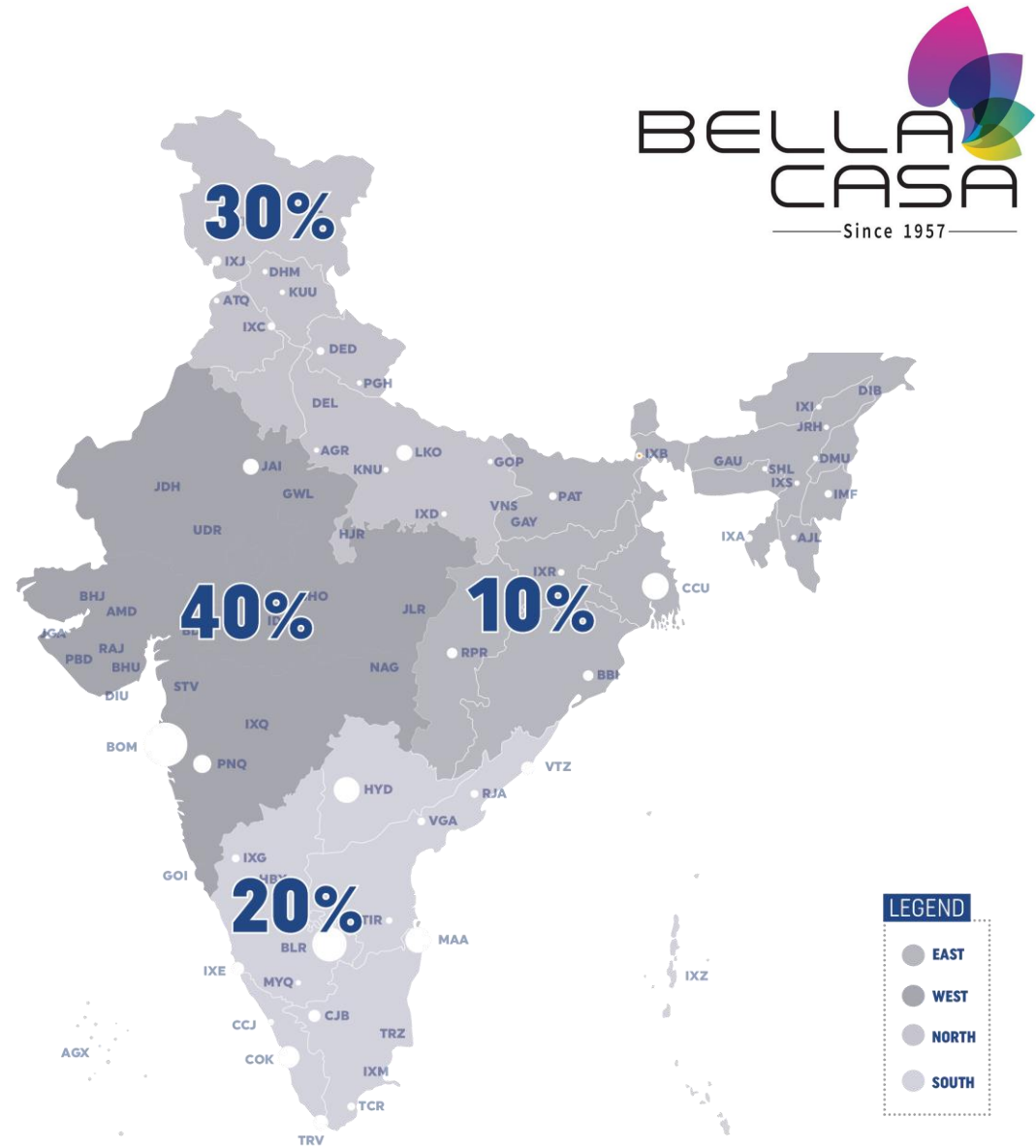


# KEY TRADE PARTNERS



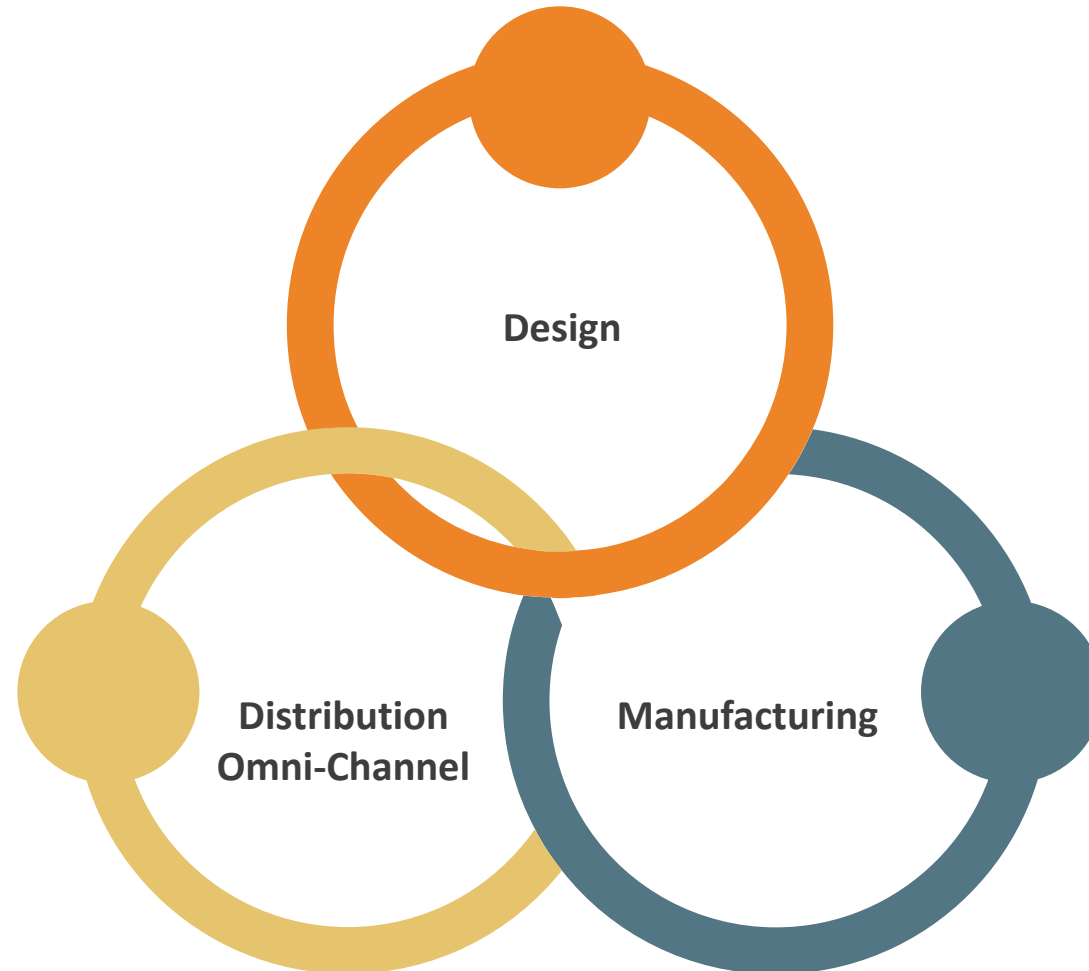


# DISTRIBUTION: GENERAL TRADE

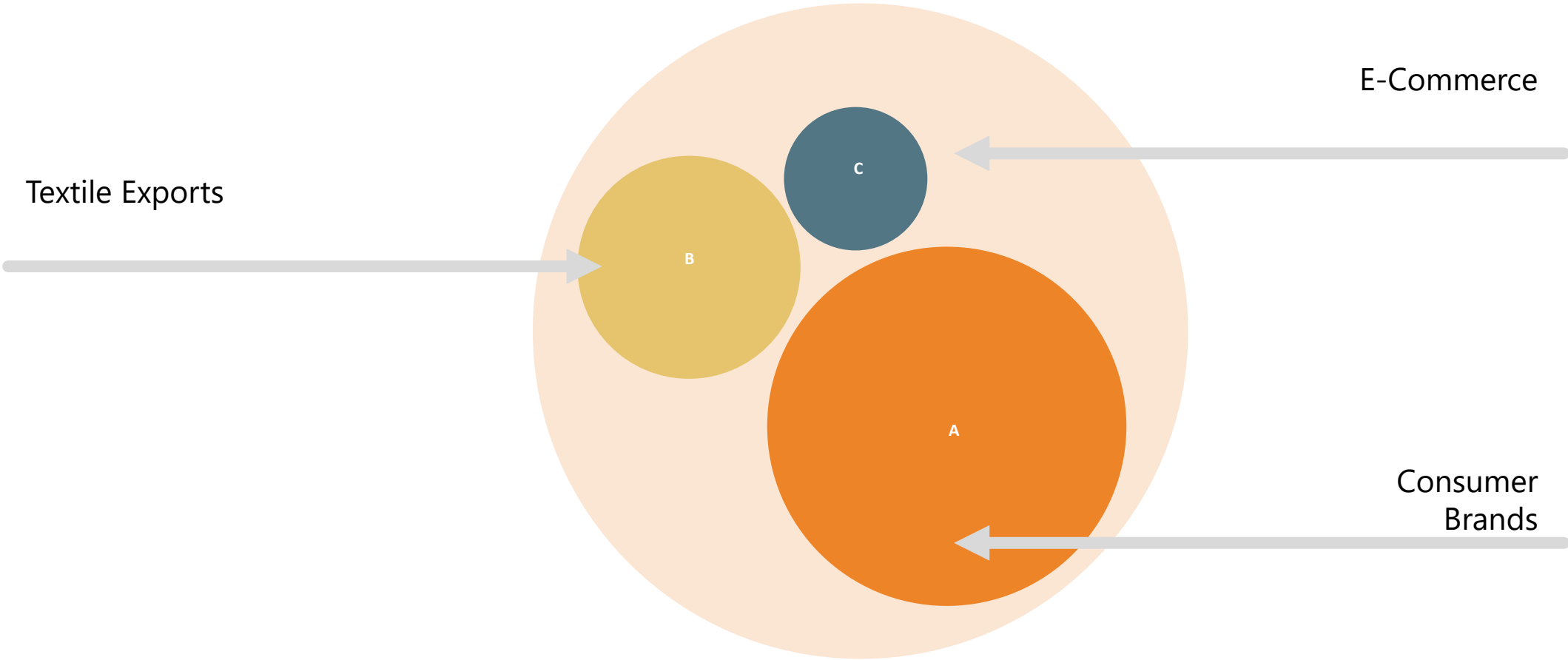


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# Soul of Bella Casa



# Summary: Why Bella Casa?



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SHRADDHA  
KAPOOR:  
NEW FACE OF  
BELLA CASA  
(2021-2022)





THANK YOU