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 15, 2024

Ref-BSE/2024-25/35

To, BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400001

Dear Sir/Ma'am,

Sub: Intimation of Record Date for Issue of Rights Equity shares pursuant to Regulation 30 and Regulation 42 of Securities & Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") and Regulation 68 of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI ICDR Regulations")

Scrip Code No.: 539399

Dear Sir/Madam,

In relation to the aforesaid Rights Issue and in accordance with Regulations 42 of SEBI Listing Regulations as amended and Regulation 68 of the SEBI ICDR Regulations and in reference to our previous intimation letters BSE/2024-25/30 and BSE/2024-25/33 dated October 9, 2024 and October 11, 2024, the Rights Issue Committee authorized by the Board of Directors of the Company, in their meeting held today i.e., Tuesday, October 15, 2024, had considered and approved the Record Date as **Saturday, October 19, 2024** for the purpose of determining the equity shareholders who shall be entitled to receive the Rights Entitlement in the Rights Issue.

Further, in terms of SEBI Circular SEBI/HO/CFD/DIL2 /CIR/P/2020/13 dated January 22, 2020, the Company has made arrangement with NSDL and CDSL for the credits of the Rights Entitlement in dematerialized form in the demat accounts of the eligible equity shareholders as on the Record date. The ISIN of such Rights Entitlement is INE344T20014. The Rights entitlement of the eligible equity shareholders as on the Record date, shall be credited prior to the issue opening date, in the respective demat account of the eligible equity shareholders under the above mentioned ISIN.

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