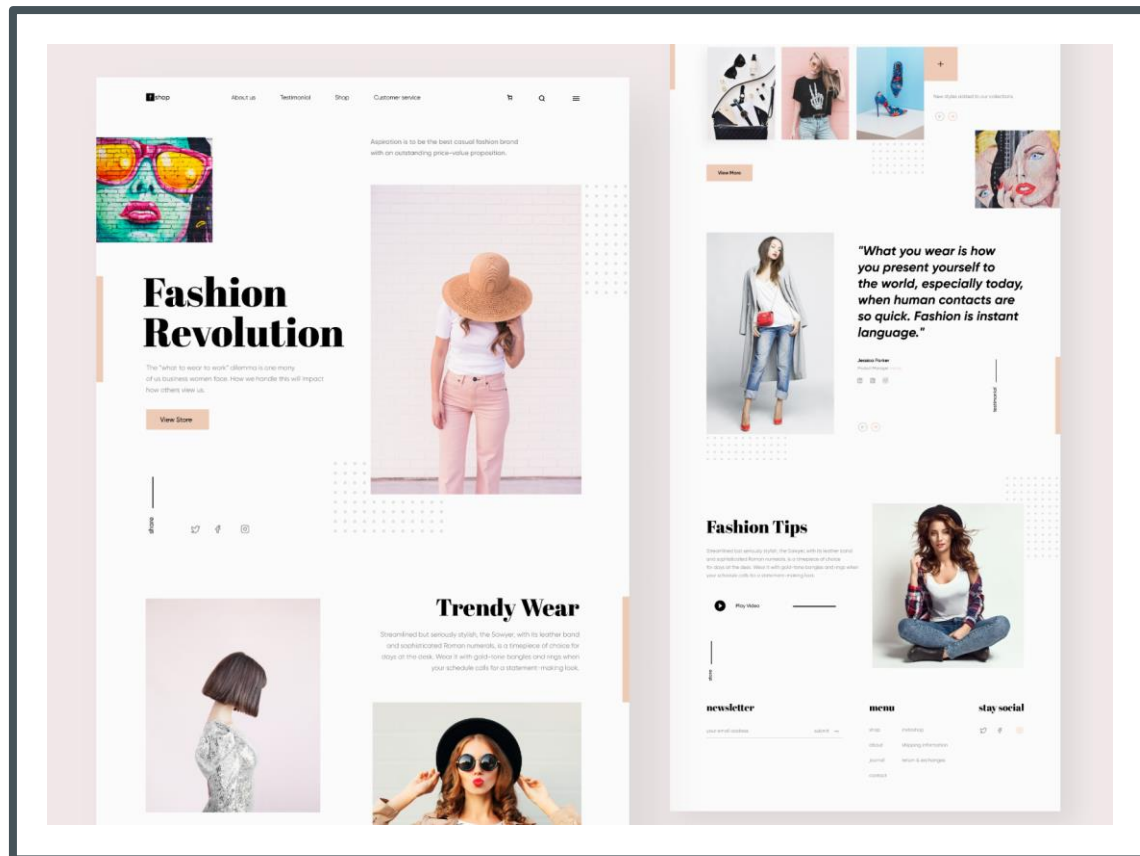




(Jacqueline Fernandez-Face of Bella Casa 2018-2020)

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.

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)

No of Factories: 3

Area Under Operation: 5,00,000 Sq Ft

Current Employee Strength: 2500

Existing Capacity: 7.2 Mn Units/Annum

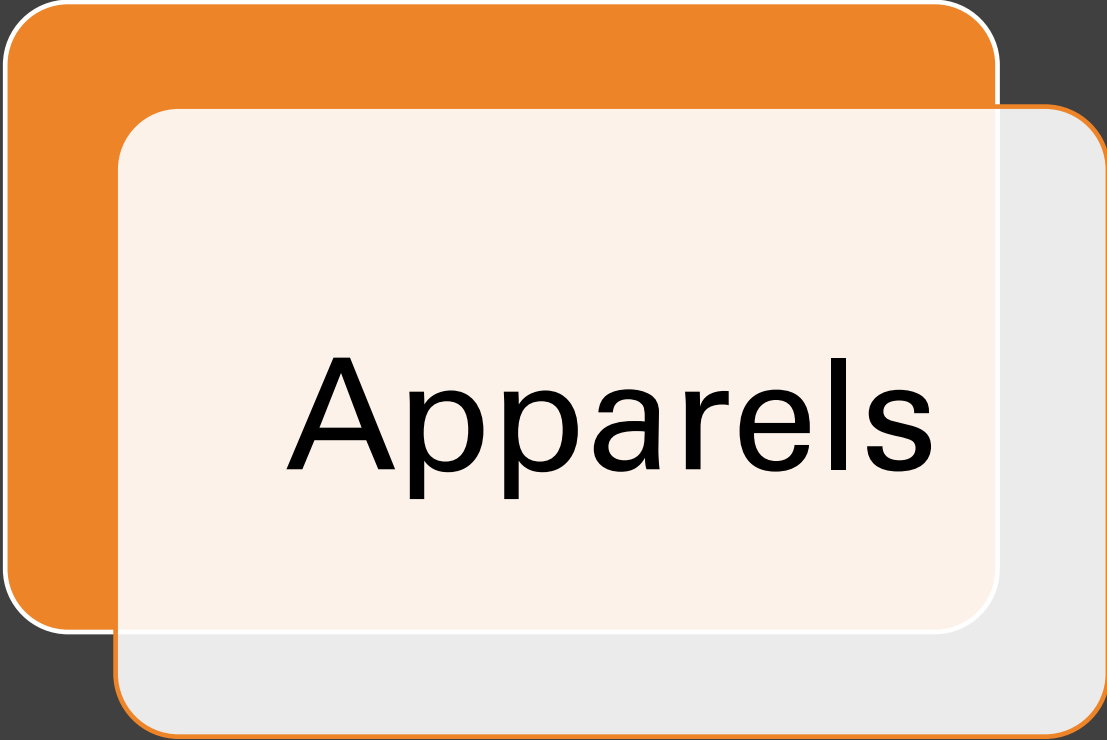
Expanded Capacity: 12 Mn Units/Annum

Commissioning of Expanded Capacity: Apr'21

KEY PRODUCT CATEGORIES

The graphic for 'Home Furnishings' consists of three overlapping rounded rectangles. The top rectangle is orange, the middle one is light orange, and the bottom one is light gray. The text 'Home Furnishings' is centered in the light orange rectangle.

**Home
Furnishings**

The graphic for 'Apparels' consists of three overlapping rounded rectangles. The top rectangle is orange, the middle one is light orange, and the bottom one is light gray. The text 'Apparels' is centered in the light orange rectangle.

Apparels

BEDDING



INDIAN WOMEN WEAR



WOMEN WESTERN WEAR



MEN'S ETHNIC WEAR



LOUNGEWEAR



SLEEPWEAR





(Category: Home Furnishings)

nayak

(Category: Men's Ethnic Wear)

i n d i g o

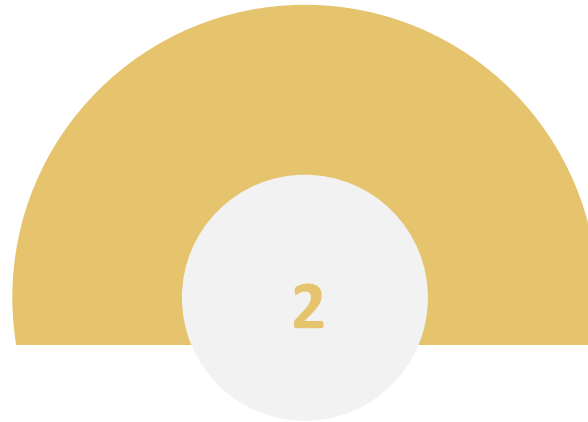
(Category: Women's Ethnic Wear)

OUR BRANDS

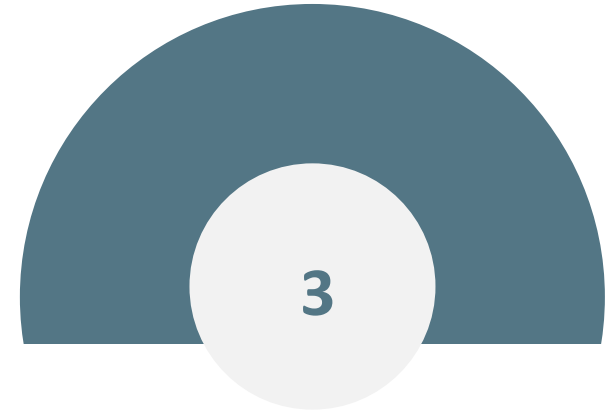
Bella Casa: Prudent Sales Mix



50%
Branded
Home Textiles



10%
Branded
Apparels



40%
Exports &
Domestic
Private Brands

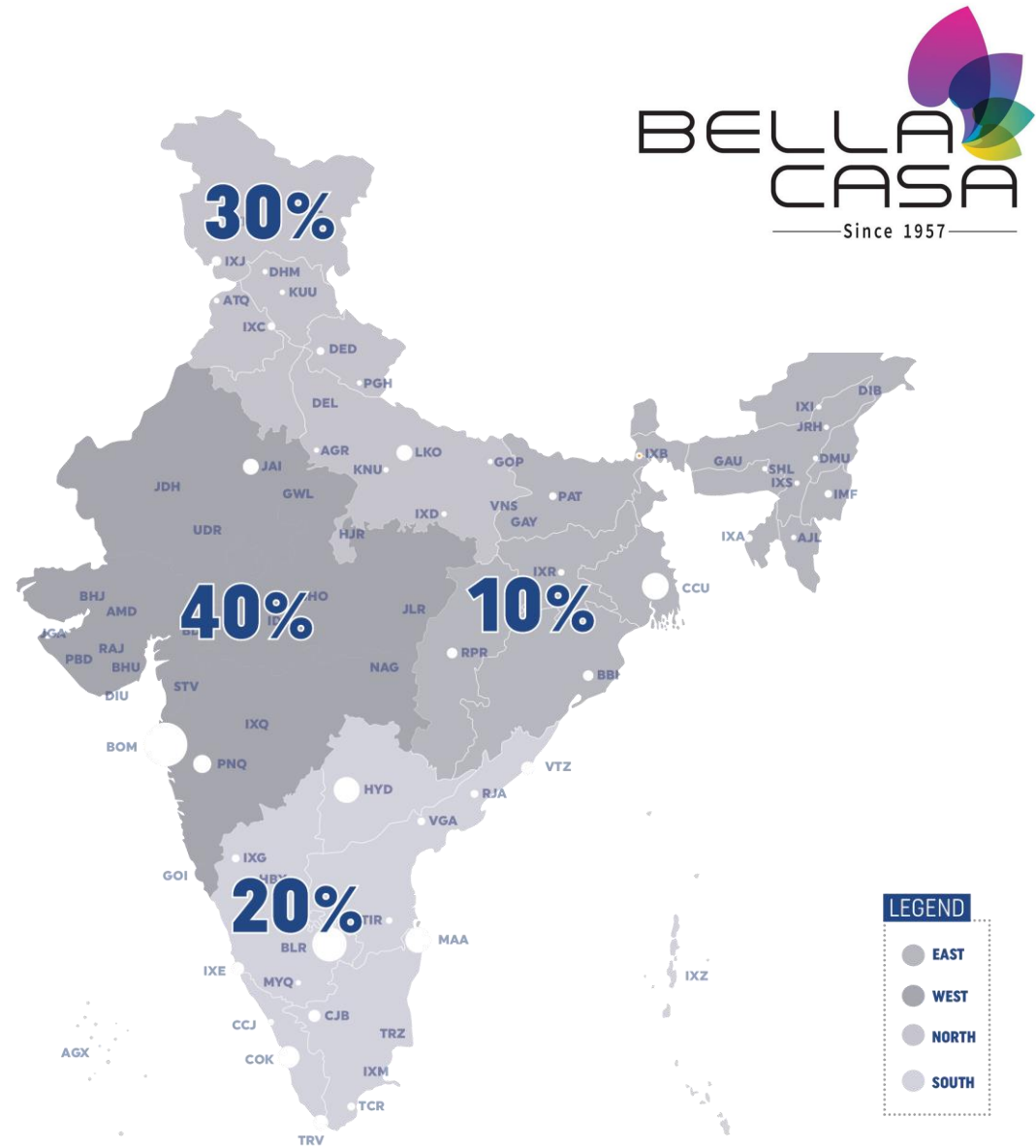
KEY TRADE PARTNERS



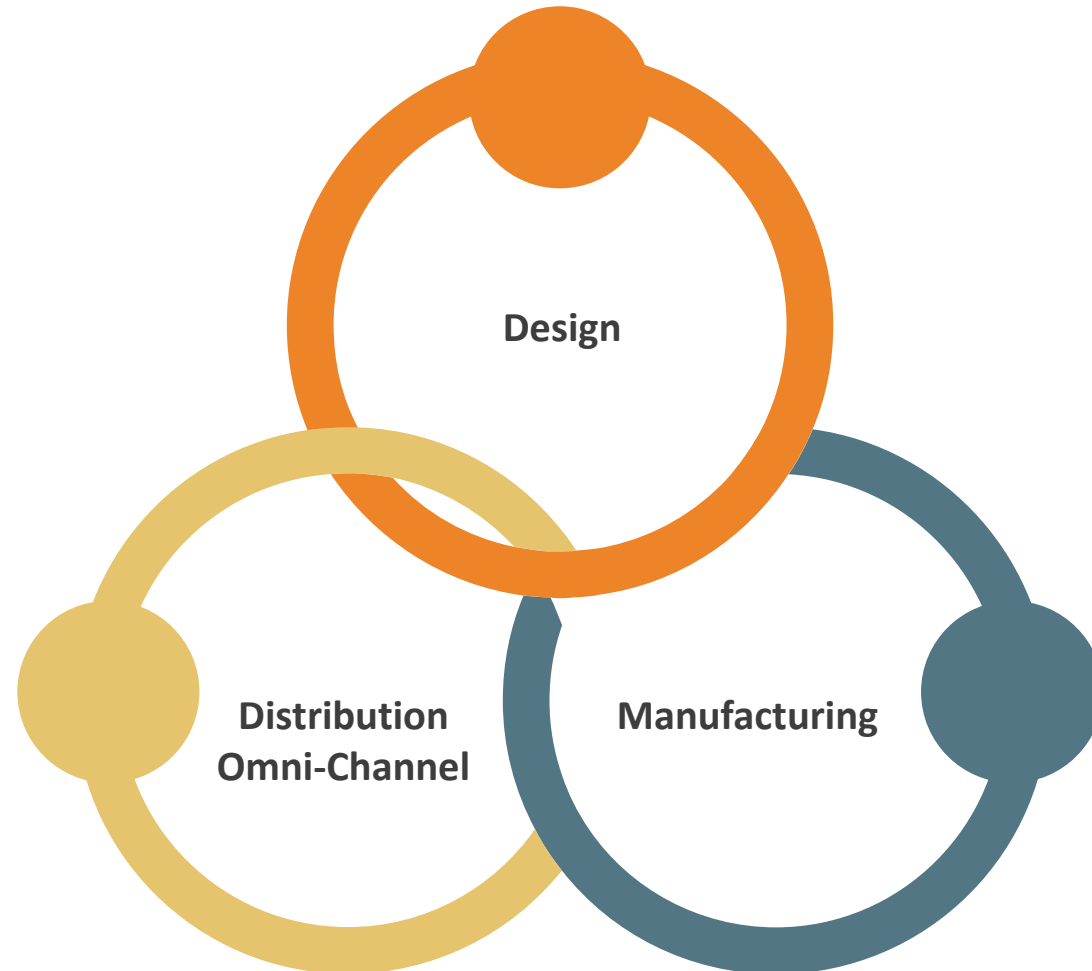
KEY TRADE PARTNERS



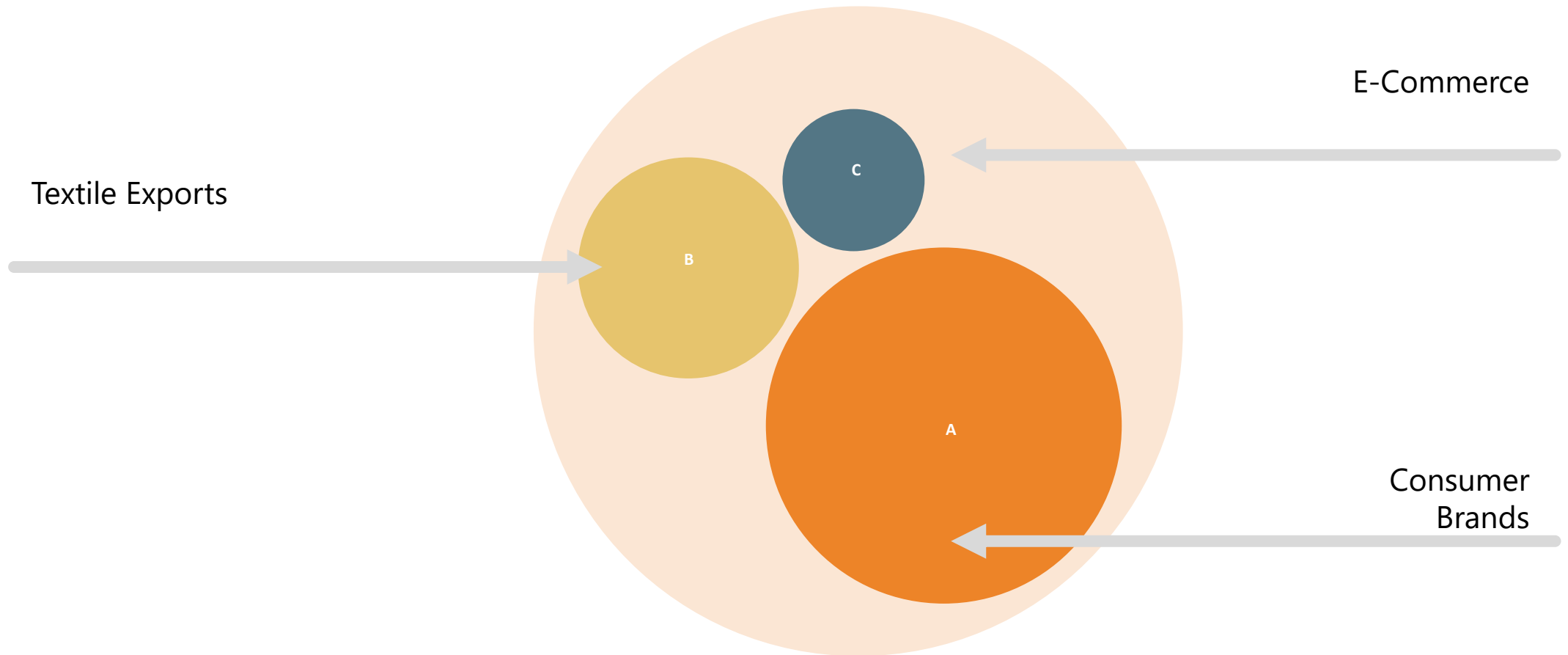
DISTRIBUTION: GENERAL TRADE



Soul of Bella Casa



Summary: Why Bella Casa?



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





THANK YOU