

## *Company Overview*

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

***CIN: L17124RJ1996PLC011522***

It all began in the 1990s, when the bedding and fashion industry of India was still in its infancy. The early juncture of the developing market saw products and manufacturing techniques that were also in their nascent stages. It necessitated strong players who would understand the consumer aspirations and create products that would add value in terms of comfort as well as aesthetics.

So when we established Bella Casa, we envisaged creating products for the Indian market that would be a seamless amalgamation of contemporary design, quality and comfort. We ensured use of superior quality of cotton and a scientific modern manufacturing process, armed with a detailed knowledge of cotton, yarns, dyes and chemicals. This helped us bridge the gap and realize our vision of coming up with a brand which would offer the Indian consumers an experience like no other.

Over the years we have grown from being a bootstrapped startup with big dreams and a handful of employees, to now being a listed firm on the BSE with a pan-India presence. At the turn of the century, the fortuitous mall culture emerged which gave a vent to the pent up demand of well-heeled Indian consumers in search of a great product. It also gave us the opportunity to distribute the kind of contemporary product line that we had in mind. During this period, we identified the need to focus on and refashion the ethnic style Indians had, offering them a fresh take on traditional wear. The response we received from customers allowed us to slowly yet steadily, expand our horizons and foray into the ethnic fashion segment for men and women. This expansion also called for adopting the newfound, much-in-vogue e-commerce facility that changed the way shoppers of the world shopped, and take our brands closer to customers.

Today at Bella Casa, one will be awestruck by the varied types of creativity on display. From designers who develop textiles, style exciting apparels, or create extraordinary accessories, to brand and merchandise specialists who review photography and revise catalogue and website layouts, to data analysts who are at their computers, crunching numbers, building models, and analyzing reports – it all reminds us time and again of a fulfilling journey that brought us so far.