

Ref-BSE/2023-24/39

Date: 09th November, 2023

To,
Corporate Relationship Department,
BSE Limited
Phioze Jeejeebhoy Tower,
Dalal Street,
Mumbai — 400 001

Sub: Press Release under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Scrip Code: 539399

Dear Sir,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing a press release on the Unaudited Financial Results of the Company for the quarter and half year ended 30th September, 2023.

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

Thanking you.

For **Bella Casa Fashion & Retail Limited**

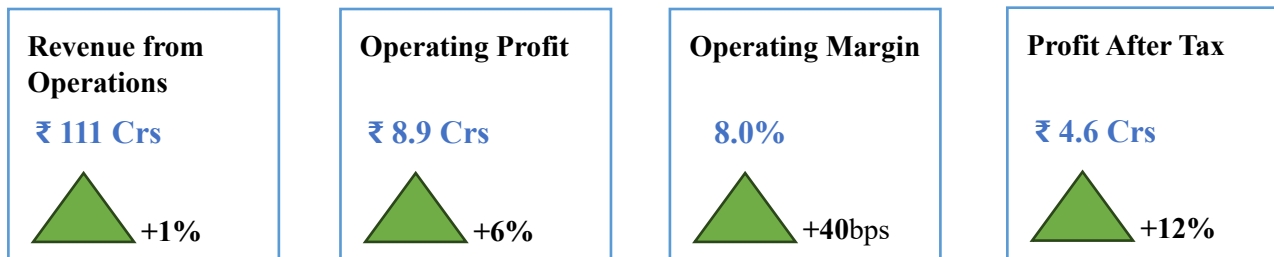
Sonika Gupta
Company Secretary & Compliance Officer
Membership no. A38676

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

Propelling Growth

November 09th, 2023, Jaipur: Bella Casa Fashion & Retail Ltd, a leading apparels supplier and home furnishing brand, announced its result for Q2FY24 and H1FY24 ended September 30th, 2023 on November 07th 2023.

H1FY24 Financial Performance Snapshot (YoY)



Key Financial Highlights

(Rs Crs)

Particulars	Q2FY24	Q1FY24	Q2FY23	H1FY24	H1FY23	FY23
Revenue	64.2	46.9	65.7	111.1	109.8	201.8
Operating Profit	4.9	4.0	5.1	8.9	8.3	15.4
Operating Margin %	7.6%	8.5%	7.7%	8.0%	7.6%	7.6%
PBT	3.5	2.7	3.4	6.2	5.3	10.2
PAT	2.6	2.1	2.5	4.6	4.1	7.7

Commenting on the results, Saurav Gupta, Director of Bella Casa Fashion & Retail Limited commented: “We saw a stable business environment post slowdown in the later half of previous year and delivered robust performance in the first half of this year. Despite the challenging environment owing to slowdown in the overall retail industry and delayed festive season we were able to deliver resilient performance which is a testament to the hard work and dedication of our team, as well as our relentless focus on upselling to our existing customer, onboarding new customers, cost control and operational efficiency.

Our strategy of working with high quality customers, judicious diversification of product and customer mix and operational integration has started delivering results as we close the quarter with a strong business pipeline for the upcoming season. In view of the growth outlook, company has also implemented a brownfield expansion at its existing plant.

In line with our dividend payout strategy, the board has approved an interim dividend of Rs. 0.80/- per share."

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

Key Highlights and Outlook: -

Revenue:

- Stable revenue due to challenges in the overall retail industry. We sense that large retailers (our customers) have returned to normalcy and look forward to steady growth from upcoming season. In turn, we also have a healthy business pipeline that gives us growth visibility for H2 of this FY.
- Comparative Q2 v/s previous year was flat due to delay in festive season by about 20 days this year.
- Operating margins were stable as compared to previous year but marginally lower as compared to previous quarter, due to change in product mix.
- Sales Mix for H1FY24
 - Apparels 72.7 %
 - Home Furnishing 27.3%
- Average Selling Price (ASP)
 - Apparels ₹ 393
 - Home Furnishing ₹ 413
- 4 Newly acquired customers in H1FY24 in apparel segment, leading to diversification of customer base and reduce customer concentration
- Got breakthrough with a leading and fast-growing apparel retailer of a large business house
- Encouraging response for newly introduced premium festivity home furnishing set, that will be further extended in wedding and corporate gifting.

Operational:

- Debtor days (on trailing quarter) at 67 days in Q2 FY24 vs 80 days in Q4 FY23 and Q2 FY23
- Inventory on higher side to cater the upcoming festive season demand
- Net debt stands at ₹ 40.7 Crs, out of which long term debt comprise of merely Rs 0.09 Crs.
- Capex of Rs. 1.25 Crs during H1 FY24. The capex was towards enhancement of production capacity through debottlenecking and brownfield expansion at its existing plants.

About Bella Casa Fashion & Retail Limited

Bella Casa Fashion & Retail Limited is engaged in the manufacturing of home furnishings and apparels products. It is an original design manufactures offering fashion manufacturing services to 50+ domestic brands & retailers (B2B) in the apparels segment and its home furnishing products are sold under its brand “Bella Casa” through dealer and distributor network, E commerce platforms and its own website <https://bellacasa.in/>. Company has 3 manufacturing plants situated at Jaipur, Rajasthan. Company equity shares are listed on Bombay Stock Exchange.

Disclaimer:

Certain statements in this press release may be forward-looking statements and/or based on management’s current expectations and beliefs concerning future developments and their potential effects upon Bella Casa Fashion & Retail Limited. The forward-looking statements are not a guarantee of future performance and involve risks and uncertainties and there are important factors that could cause actual results to differ, possibly materially, from expectations reflected in such forward-looking statements. Bella Casa Fashion & Retail Limited does not intend, and is under no obligation, to update any forward-looking statement contained in this press release.