



BELLA CASA FASHION & RETAIL LTD

(Formerly Known as Gupta Fabtex Pvt. Ltd.)

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

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

CIN : L17124RJ1996PLC011522

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

Ref- BCFRL/SE/2025-26/06

Date: September 16, 2025

To,

Corporate Relationship Department, BSE Limited Phioze Jeejeebhoy Tower, Dalal Street, Mumbai – 400 001	Listing Department, National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051.
Scrip Code-539399	Symbol-BELLACASA

Subject- Disclosures pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Scrip Code- 539399

Dear Sir/Ma'am,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Schedule III please find enclosed Investor presentation of the Company displayed during the 29th Annual General Meeting of the Company held on September 16, 2025 at 01:00 P.M.

The same will also be available on the website of the Company at www.bellacasa.in

Kindly take this information on record.

For Bella Casa Fashion & Retail Limited

Sonika Gupta
Company Secretary & Compliance Officer
Membership No. A38676



BELLA CASA FASHION & RETAIL LTD.

Proxy to Branded Indian Fashion Retail Industry

Investor Presentation



About Our Company



Apparel ODM

Preferred choice for India's leading fashion brands



Capacity

2 Cr pcs per annum



Human Capital

~3,000+ skilled workforce



10 Year CAGR

Sales: 16% | PAT: 34%
ROE: 15%



Infrastructure

5 manufacturing plant situated in Jaipur



Leadership Team

focused and young promoters led by seasoned board members.



Our Vision

To be the most technologically advanced and automated apparel manufacturer in India.



Our Mission

To leverage cutting-edge technology and deliver delightful designs, superior quality, and unmatched procurement experiences across fashion categories to business partner



Delivering the Future of Fashion Manufacturing

Leading the way in Apparel ODM

- Offering fashion manufacturing services to 50+ domestic brands & retailers (B2B business)
- An original design manufacturer (ODM), our solutions led model distinguishes us from plain vanilla contract apparel manufacturers
- Proxy play to Indian branded fashion retail industry, underpinned by robust execution capabilities and a proven track record of timely order fulfillment
- Strong pedigree with the country's leading retail brands
- Expansion into new product categories, driven by design innovation & product development expertise, leading to increased TAM



ODM Leadership

End-to-end design, development, and manufacturing capabilities under one roof.



Retail Focus

Strategic alignment with top national brands, enabling collaborative growth.



Technology Led Operations

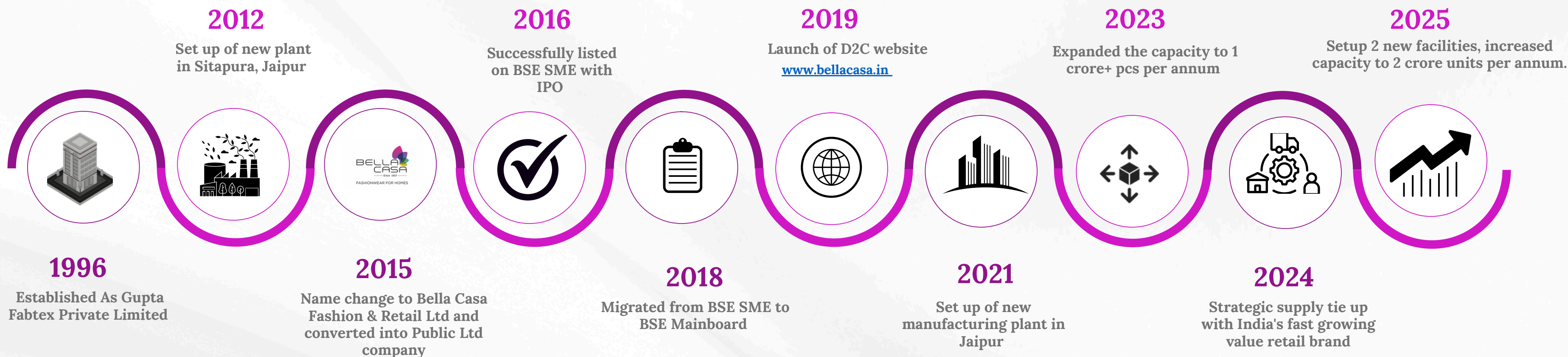
Embracing Industry 4.0 principles, enhance productivity and transparency



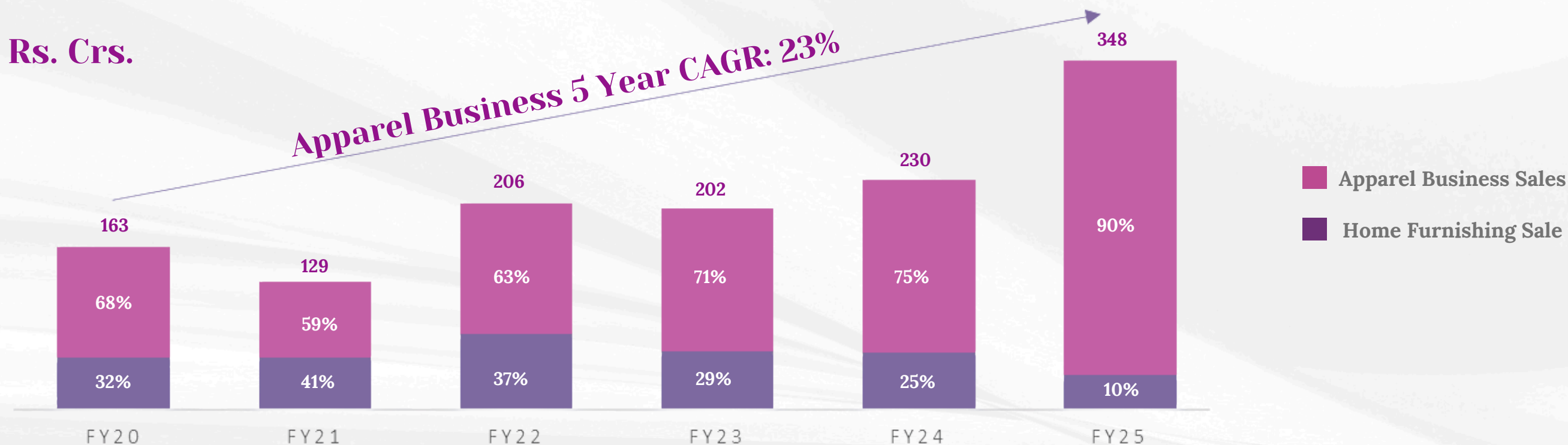
Sustainable Practices

Committed to ethical labour, environmental responsibility, and circular thinking.

Our Journey



Revenue in Rs. Crs.



Preferred Partner for India's Leading Brands



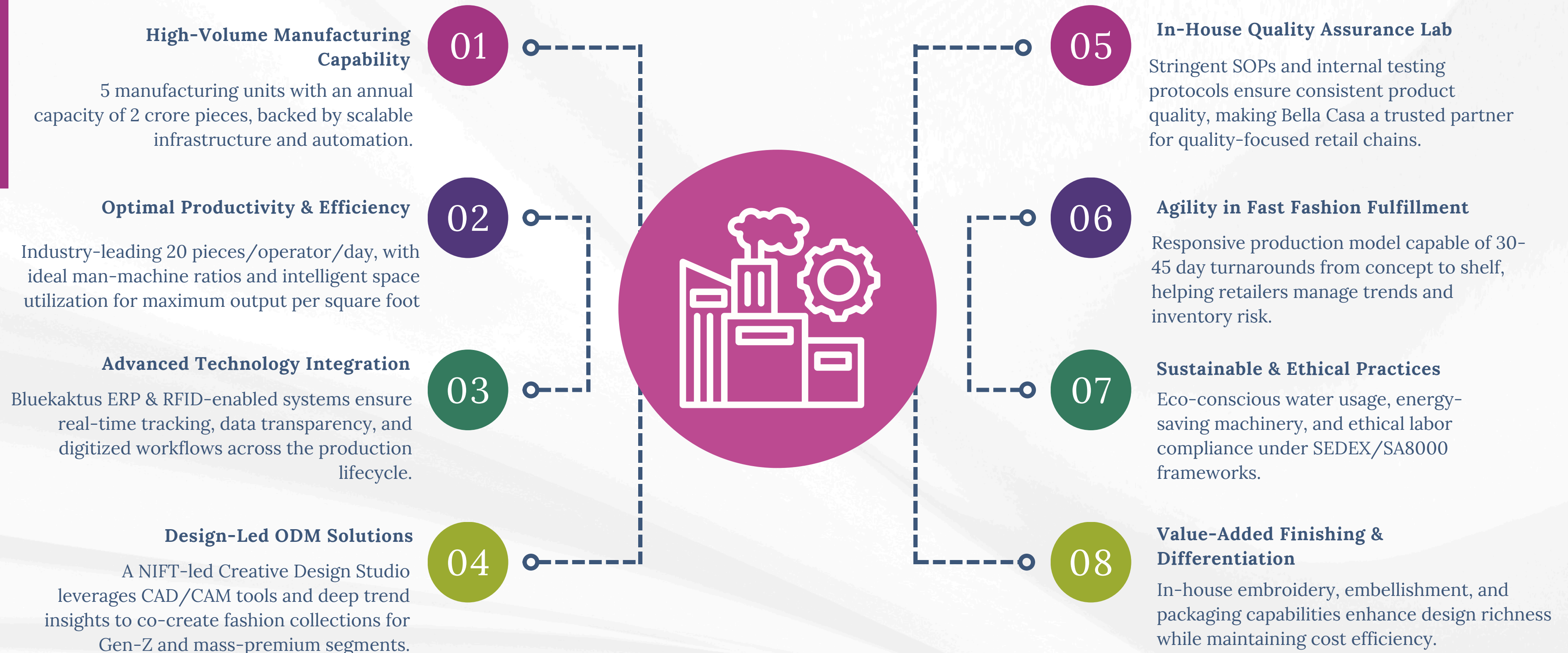
YEARS OF TRUST &
RELIABILITY

OUR CUSTOMERS



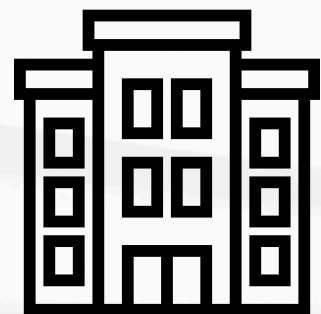
Foundation of Our Success : Strategic Pillars

Powering Scalable Growth



Home Furnishing Business

- Manufacturing, branding & distribution of home furnishing products under brand “Bella Casa” (B2C business)
- One of the few organized home furnishing player in a largely unorganized market
- Omni Channel presence across modern and traditional trade channels
- Modern Trade (<https://bellacasa.in/>), E Commerce Platforms
- Traditional Trade Channels



8000+

Retail Touch Points



1500+

Distributors



embrace the
spectrum of comfort,
celebrating every
shade of coziness!

SHOP NOW



Key Developments

Apparel Business Continues to fuel Growth, now contributing 90% of revenue. Volume surged an impressive 64% during the year

Acquired 2 land parcels in close proximity to current facility for future growth prospects. Enables scalable growth opportunities with skilled labor, supply chain access, and seamless operations.

New Capacity of additional 1 crs pcs per annum began commercial operations, expected to reach peak utilization next year



Improvement in working capital cycle, primarily driven by inventory optimization, enhancing ability to undertake expansion initiatives without stretching the balance sheet

Successfully listed on the National Stock Exchange, significantly enhancing the company's visibility among investors and broadening our investor base.

On track to achieve zero-net debt status backed by a steadily growing positive cash balance.

Progressing Toward Working Capital Excellence

Hallmarks of Capital Efficient Companies

- Ensuring enough cash on hand to meet immediate needs & optimizing use of surplus cash
- Maintaining optimal inventory to meet production & sales demands without tying up capital
- Accurate demand forecasting, integrating it with Sales & Operations Planning to ensure alignment across sales, inventory and production departments
- Enhancing the utilization and performance of assets to increase efficiency, reduce costs, and extend asset lifespan
- Managing credit terms & collection processes to ensure timely receipt and minimizing bad debts
- Strategically managing payment terms with suppliers to improve cash flow while maintaining good relationships and taking advantage of any available discounts.



Bella Casa's Approach

- Growing operating cash flows allowing to meet immediate needs and undertake growth initiatives
- Inventory levels improved from 250+ days in FY21 to 125 days in FY25. Further improvement anticipated.
- ERP driven analytics, data backed seasonality analysis and sales planning, long term PO visibility.
- Industry leading manufacturing practices , best in class automation, minimized machine downtime, digitalized workflows
- Faster realization, Debtor cycle improved from 120 days to 50 days in 5 years
- Timely repayment, diversified supplier base, detailed vendor approval process, domestic sourcing leading to lower inward costs



Opportunity at hand – India's Fast Fashion Industry

India's fast fashion industry is at an inflection point, with market expected to grow from ~USD 10 billion in FY24 to ~USD 50 billion by FY31, representing a CAGR of 25%+

While overall fashion retail in India grew at a modest 6% in FY24, fast fashion outpaced the market significantly with growth rates in the range of 30-40% year-on-year.

Bella Casa's Readiness

Bella Casa's strategic pivot where 90%+ business now comes from apparel ODM aligns perfectly with the macro shift. Our core strengths in rapid fashion design, lean manufacturing, on-time delivery, and high responsiveness to market trends position us to thrive in this high-growth environment

With an operational capacity of 2 crore pieces per annum now available, Bella Casa is prepared to meet the growing demands of the market. Strong working capital discipline and ongoing modernization efforts further solidify our ability to execute efficiently at scale.



Market Segmentation and Bella Casa's Focus

The fast fashion market in India is expected to segment into three broad value categories by 2031:

Market Share Estimate (FY24)

USD 10 billion

Market Share Estimate (FY31)

USD 50 billion



Market Share Estimate
(FY31)

20–30%

ULTRA VALUE

**Price-sensitive, high-volume,
operationally driven.**

**Primary revenue driver with
established partnerships with
nation's leading players,
operational strength ensures cost
efficiency & scalable operations**



Market Share Estimate
(FY31)

50–70%

MID VALUE

**Trend-forward, digitally
Influenced, mass-market**

**Currently a limited footprint,
represents a significant
growth potential; plans to
expand presence as market
dynamics evolve.**



Market Share
Estimate (FY31)

10–20%

PREMIUM

**Brand-driven, niche, style
focused**

**Viewed as a strategic growth
avenue; potential to tap into
this niche through private
labels or brand collaborations.**

**Segment
Characteristics**



Bella Casa's Approach



Enablers For Our Long-Term Growth

Drivers for Revenue Growth

Target mid-value & premium brands with end-to-end supply chain solutions.

Boost order value & stickiness via full product portfolios, integrated services, and volume-based pricing.

Leverage account insights to upsell high-margin SKUs & align products with seasonal/client needs.

Partner with international distributors; use India's manufacturing edge for cost-efficient exports.



Strengthen cash flows, cut debt reliance to improve return metrics

Develop scalable, cost-efficient infrastructure for future growth.

Modernize workflows, optimize design, and reduce waste

Move towards JIT inventory driven by data driven demand forecasting leading to lower costs & faster delivery.

Catalyst for Margin Expansion

Driving Growth and Efficiency to Strengthen Return Metrics and Create Value For Stakeholders

Our Promoter Directors



MR. HARISH KUMAR GUPTA
(Chairman & Whole-Time Director)

Mr. Gupta has developed extensive expertise in manufacturing apparel and home furnishings. As the founder and promoter of the Company, he has been instrumental in its growth and development from the beginning. With over 50 years of experience in the textile industry, Mr. Gupta plays a crucial role in shaping Company policies and developmental activities.



MR. SAURAV GUPTA
(Whole-Time Director)

Saurav Gupta, Gold Medalist from NIFT New Delhi and IIM Ahmedabad alumnus with a Master's in Management Studies, drives the company's day-to-day management while leading its strategy, growth, and profitability



MR. PAWAN KUMAR GUPTA
(Managing Director)

As the founder and promoter, he brings over 32 years of experience in textile trading and 25 years in textile manufacturing. His dynamic leadership and extensive experience have been instrumental in delivering consistent value to our projects and expansion strategy.



MR. GAURAV GUPTA
(Whole-Time Director)

For the past 24 years, Mr. Gupta has been overseeing all production-related functions of the Company. His expertise has significantly contributed to the Company's expansion into home furnishings and exports

Our Independent Directors



MR. SURENDRA SINGH BHANDARI

Additional (Non-Executive Independent Director) Appointed w.e.f. July 15, 2025)

He is CA (merit holder, 1970), Founder Partner of Rajasthan's leading CA firm S. Bhandari & Co. LLP; ex-Independent Director with major banks & companies; ex-RBI nominee; former ICAI Central Council Member with vast experience in audits, M&As, and restructuring.



MRS. NIVEDITA RAVINDRA SARDA

Additional (Non-Executive Independent Director) Appointed w.e.f. July 15, 2025)

She is a CA (Rank Holder), CTM, and Corporate Lawyer with 25+ years' expertise in corporate law, finance, restructuring, JVs, and compliance; Founder, Vedanta Law Chambers, ex-Corporate Finance Manager at IDBI.



MR. GOVIND SABOO

Additional (Non-Executive Independent Director) Appointed w.e.f. July 15, 2025)

He is Founding Partner, Srujan Alpha Capital Advisors LLP (SEBI Cat-I Merchant Banker), advising on IPOs, rights issues, delistings, and governance for small-cap and IPO-bound firms; ex-IndiaNivesh investment team managing PE, public market, and ARC assets.

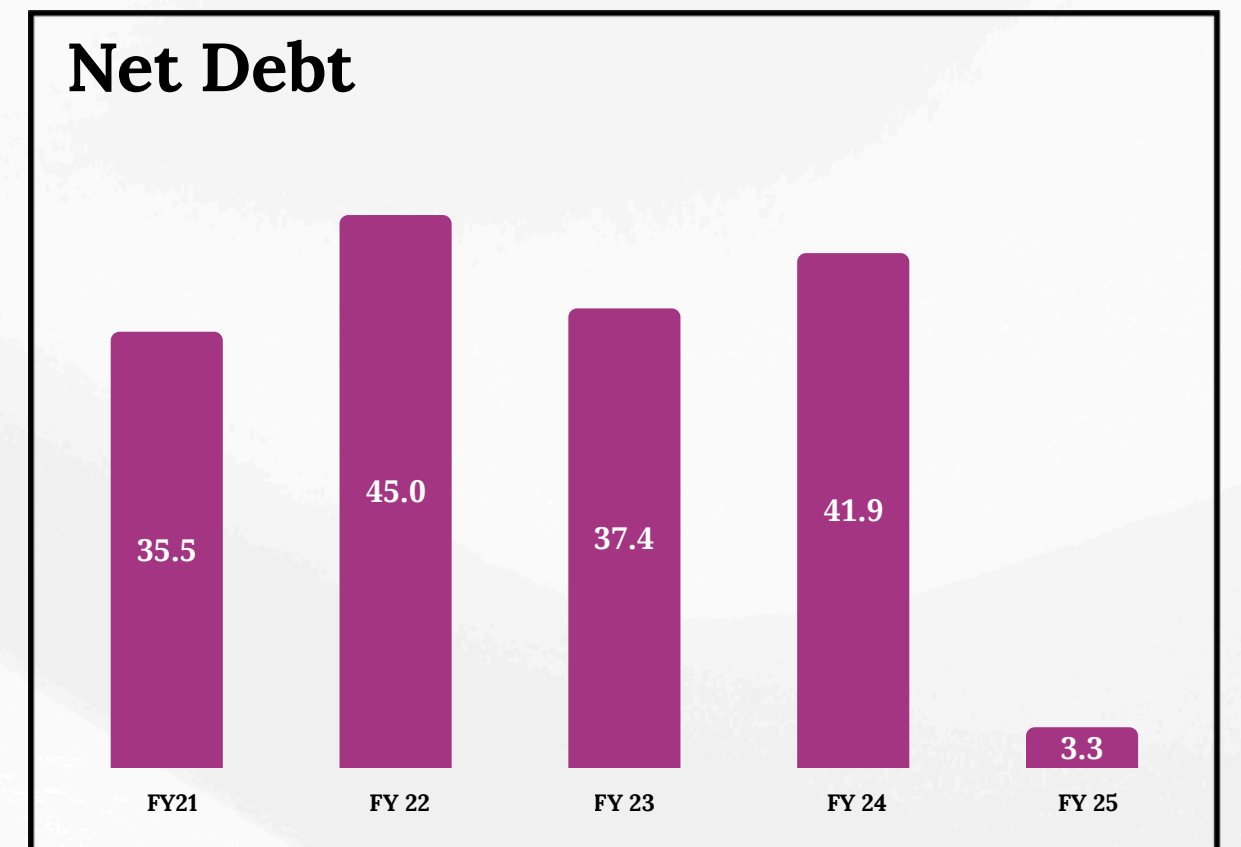
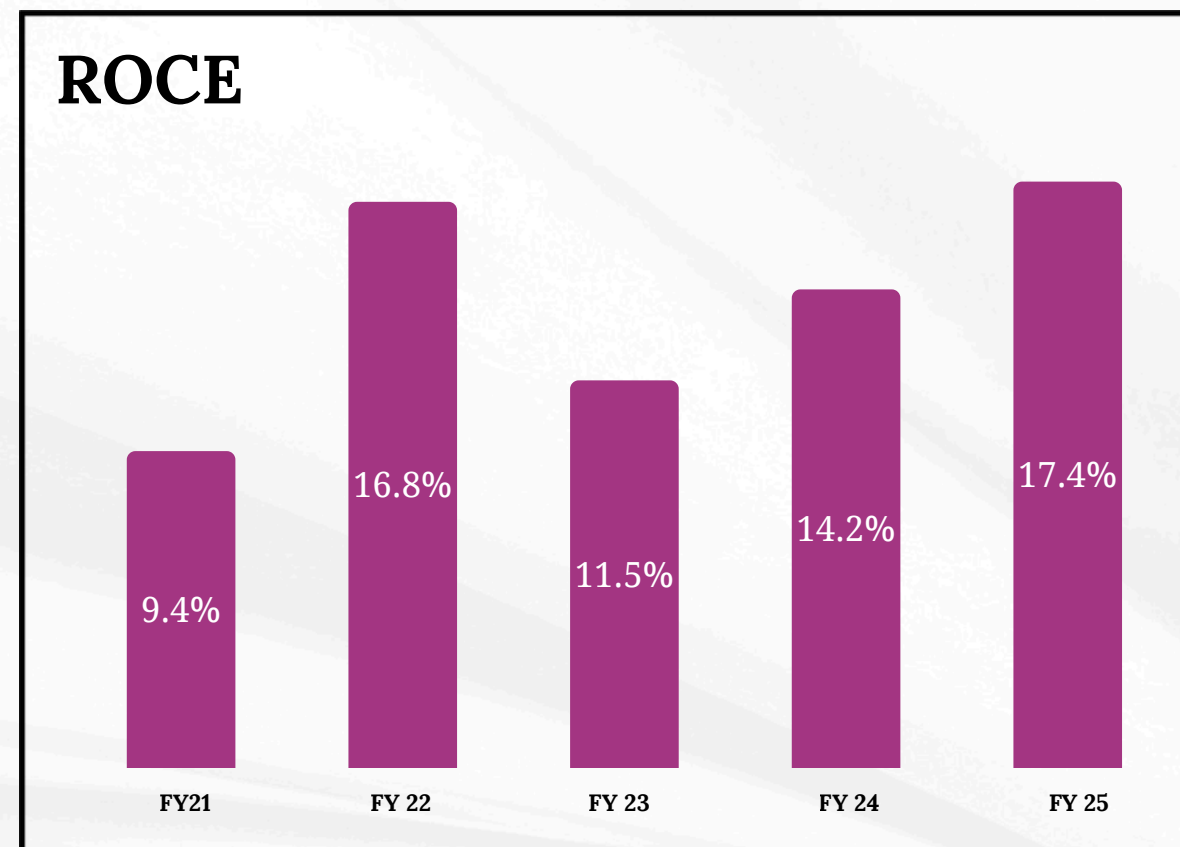
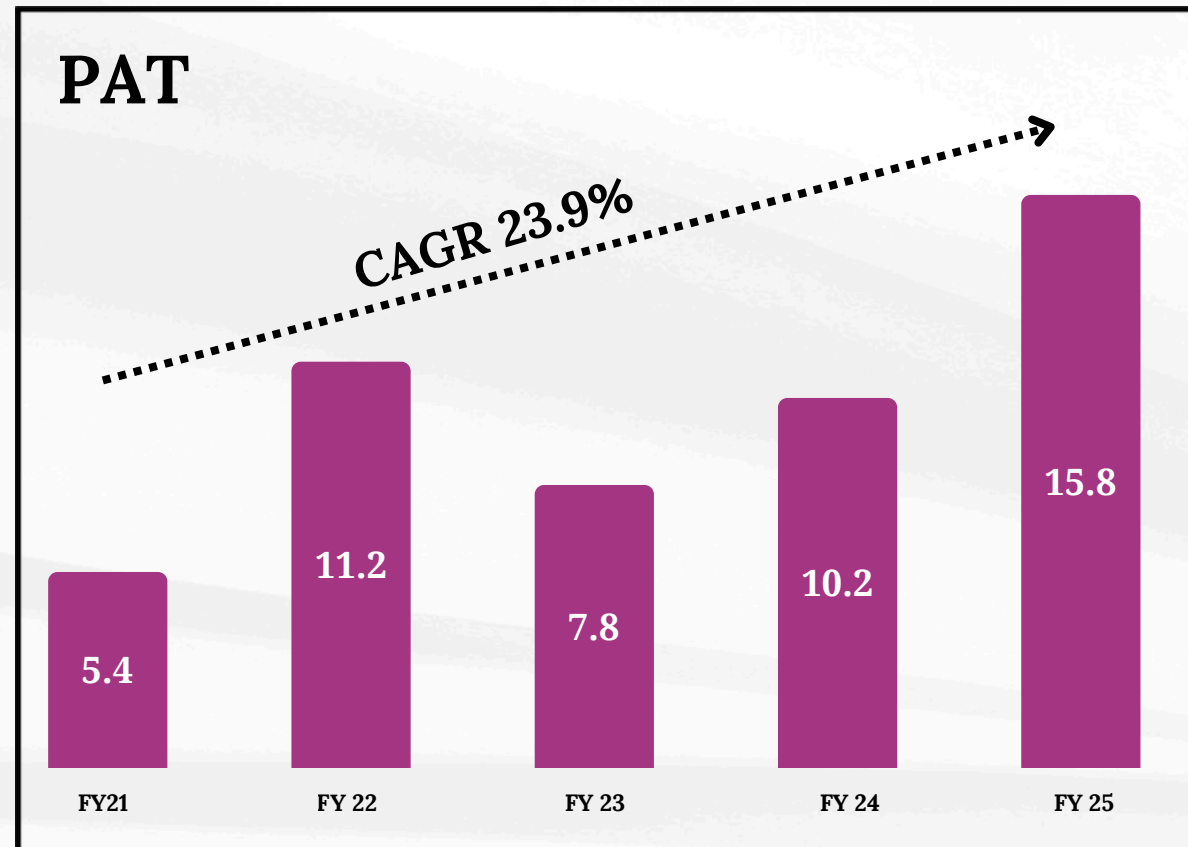
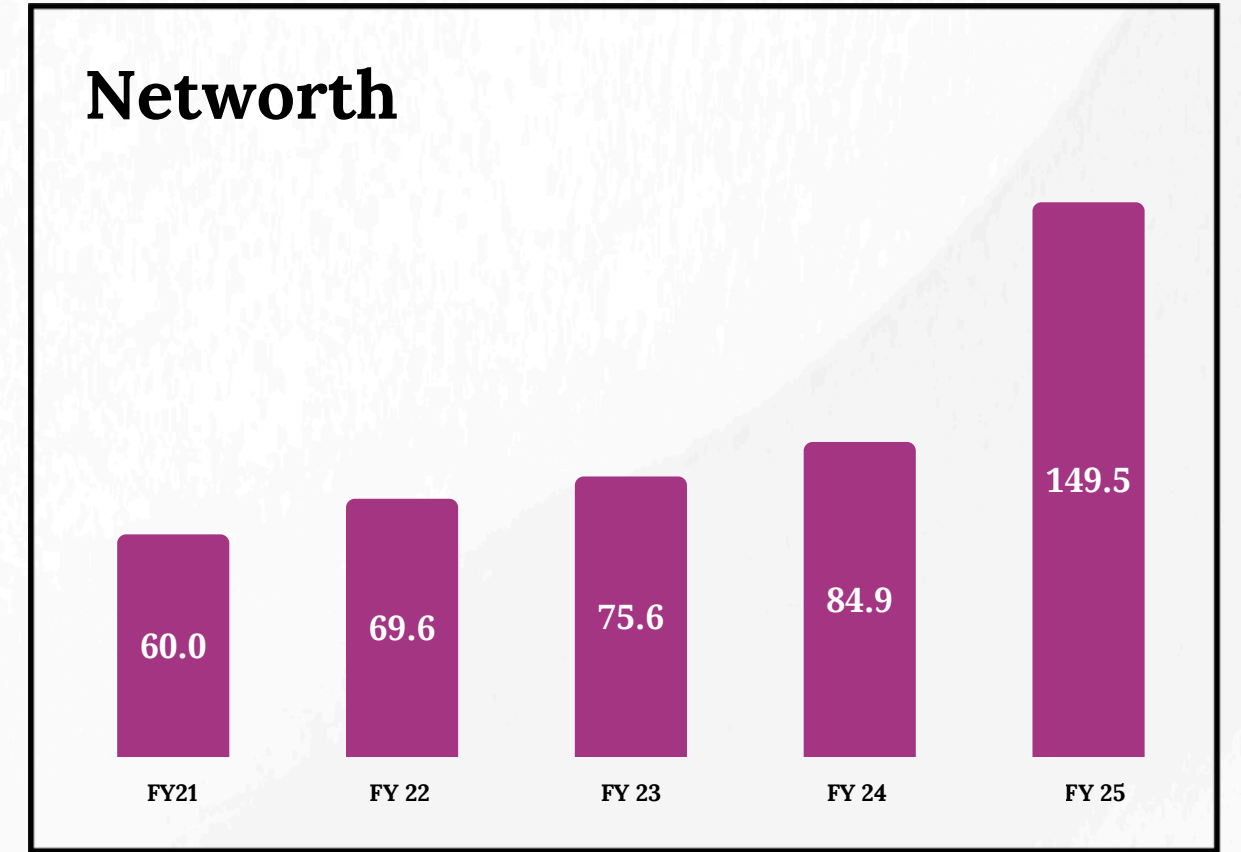
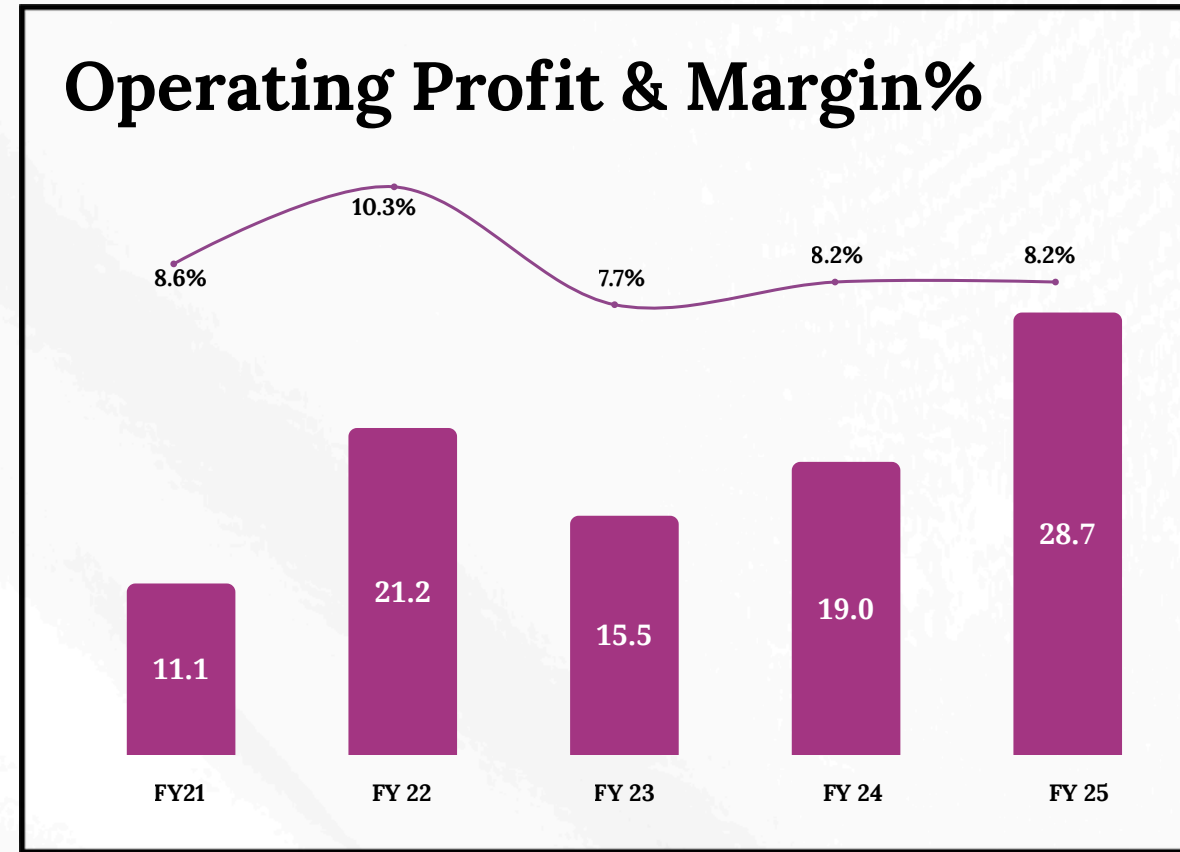
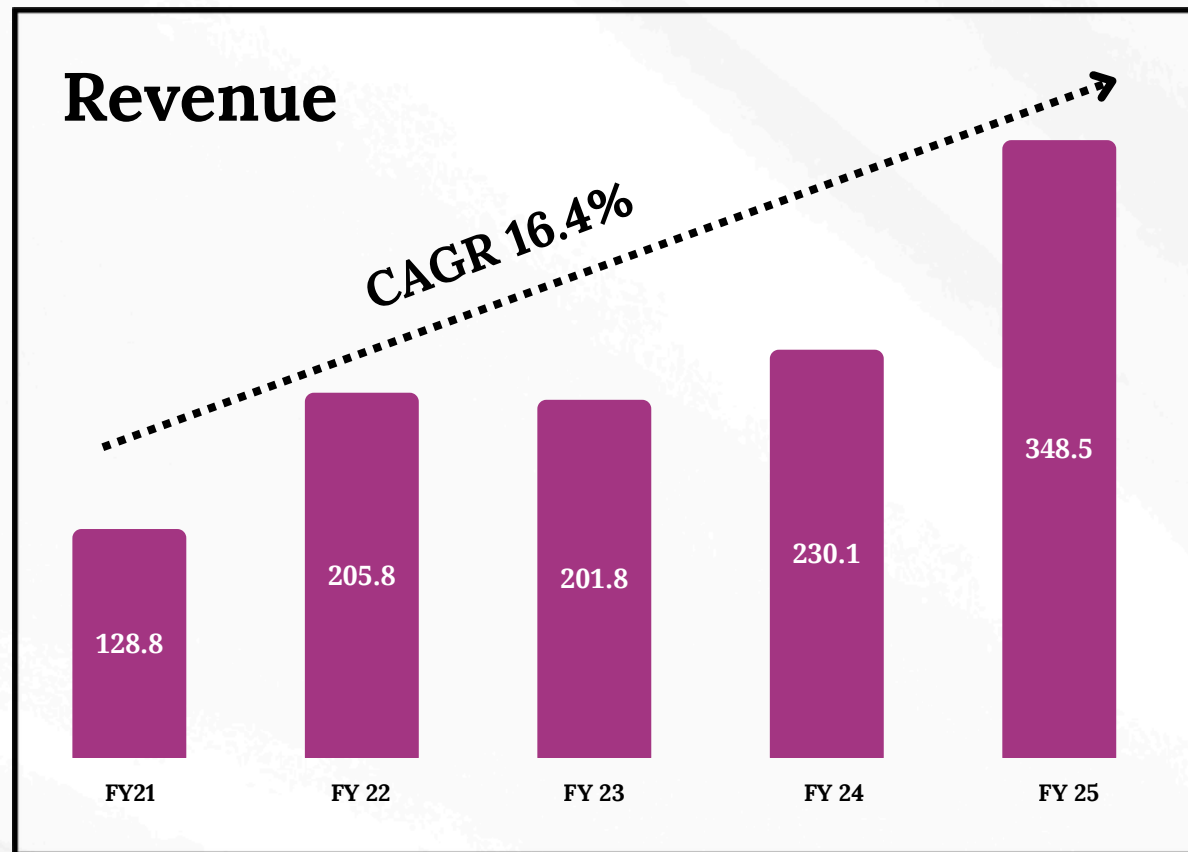


MR. NITIN MATHUR

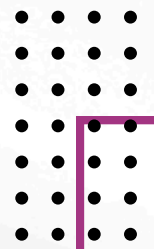
Additional (Non-Executive Independent Director) Appointed w.e.f. July 15, 2025)

His Banking & Finance professional with 24+ years' expertise in fraud risk management, credit, and lending; DGM-II & Zonal Head (North), Sammaan Capital Ltd; ex-ICICI, HDFC, Kotak; led major risk transformations, preventing frauds worth ₹1100+ Cr.

Key Financial Highlights (In Rs. Crore)



THANK YOU



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

Website
www.bellacasa.in



Contact Us
+91 141-2771844



Email Address
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