

ANNUAL 2020-2021 Report

ASPIRING TO BE
**THE LARGEST
MANUFACTURER**
OF
FASHION & LIFESTYLE
PRODUCTS IN INDIA!



As a leading player in the Indian fashion & retail industry, Bella Casa's vehement focus on quality new product launches and innovation has consistently led to market outperformance. Our current endeavor is to further enhance distribution to build on the growth momentum while simultaneously dedicating efforts towards becoming more agile, increasing the pace of innovations, enhancing our go-to-market approach, and delivering industry-leading returns.

With a 5,50,000 sq. ft. manufacturing facility in Jaipur, our company production currently touches upon 12 Mn units per/ annum and with the establishment of our third plant, we take pride in having created employment opportunities for additional 1000 people. Today, the company holds a robust Rs 500 crore capacity for producing both apparels and home furnishings as we now take our brand to 400+ districts.

No. of Factories : 3

Area Under Operation :
5,50,000 Sq Ft

Team of Employee : 3000+

Manufacturing Capacity :
1 Mn pcs/Month

Our --- STRENGTH



DESIGN CAPABILITIES

At the outset, our design teams adapt trendsetting styles inspired by celebrity outfits, street styles, and active sportswear into marketable garments for consumers. We use latest computer-assisted design techniques that allow designers to rapidly make changes to a proposed design's silhouette, fabric, trimmings, and other elements and making it easy to promptly share the proposed changes with partner fabric mills.

MANUFACTURING CAPABILITIES

The manufacturing process at Bella Casa is meticulously structured to ensure maximum efficiency and optimal quality output.

Bella Casa is now moving away from traditional manufacturing towards the lean system according to which assembly line workers learn to execute a variety of production tasks, take charge for product quality.



QUALITY CONTROL

Quality is of prime importance to us at Bella Casa. We understand that customers demand and expect value for money and as producers of apparel and home furnishings, we constantly endeavour to produce work of good quality.

For the home textile and apparel industry, product quality is measured in terms of standard of fibres, yarns, fabric construction, colour fastness, surface designs and the final finished garment products and Bella Casa strives to deliver that.

Introducing

BELLA
modish comfort

CHANDERI
a traditional twist

WEBSITE
www.bellacasa.in



FASHIONWEAR FOR HOMES

Established to fulfill the desire to combine comfort and luxury, and create a bedtime sanctuary, Bella Casa has been making the finest bedding textiles for the consumer who loves to indulge. Putting to use the right mix of nature with science and art, our products – Bed sheets, comforters, Dohars – are all crafted to perfection serving as the ultimate retreat at the end of each eventful day.

Bella

From casual to formal, from online to brick-and-mortar, here's the western wear brands in India that every girl needs to try! Our funky and versatile collection of western wears make it one of the top female clothing brands in India.

You will get everything here, from business suits, button-up shirts, blazers to formal blouses and trousers, all your formal needs will be sorted here with utmost convenience and style. Also, the range of smart casual western wear that this brand offers is quite popular among the Indian consumers.



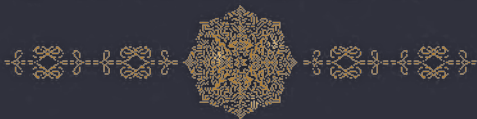
i n d i g o

Brand Indigo is a women's ethnic and fusion wear label that came into being when the need to redefine Indian ethnic fashion for 'her' arose. It offers a product assortment that entails designs of substance, with prints and embroideries that are an amalgamation of folklore and revolution. Indigo aspires to nurture the traditional woman in you with a free-flowing, progressive approach that involves superior quality fabric, design and style.





C H A N D E R I

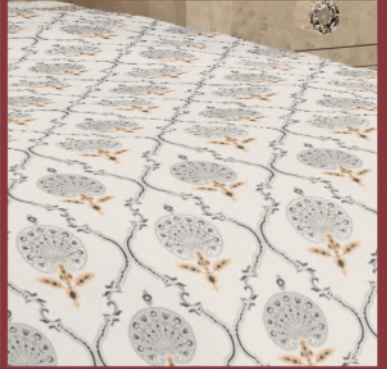


Indian ethnic wear is a timeless style of clothing. **Chanderi** personifies the young Indian woman who we like to speak to through our designs. She has a passion for life, flair for fashion and loves unique bold design concepts. Our designers translate all these beautiful elements into the designs for Chanderi and create a versatile style experience for our consumers. You'll love the elegant design, style, comfort, and durability of Chanderi. You will find them in stunning designs and silhouettes perfect for all body shapes.

A full-page advertisement for the brand 'Nayak'. On the left, a man with dark hair and a beard stands in a classical interior, wearing a long orange kurta with a decorative patterned placket, gold churidar, and gold loafers. He holds a yellow shawl. On the right, the brand name 'nayak' is written in blue. Below it, a text box explains the brand's mission to revamp men's ethnic wear. The background features ornate architectural details and a red upholstered chair.

nayak

Few decades ago, the men's ethnic wear segment did not exist. Traditional wear for men was only restricted to Kurtas and Churidars devoid of the magnificent hues men graciously sport today. Brand Nayak was created to revamp the Indian man's ethnic wardrobe with fresh new styles that spelled class and panache. With clean and simple silhouettes integrated with traditional contemporary designs, Nayak offers a range of stylish outfits, perfectly blended for casual wear & occasion wear.



HOME
Furnishings