



[www.bellacasa.in](http://www.bellacasa.in)

# ANNUAL REPORT 2021

*Shradha Kapoor*

○  
Home  
Furnishings

○  
Women's  
Ethnic Wear

○  
Women's  
Western Wear

○  
Men's  
Ethnic Wear

○  
Women's  
Lounge Wear

○  
Kid's  
Ethnic Wear

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

**03**

NO. OF FACTORIES

**3000+**

TEAM OF EMPLOYEE

**5,50,000 SQ. FT.**

AREA UNDER OPERATION

## 1 MN PCS/MONTH - MANUFACTURING CAPACITY

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.

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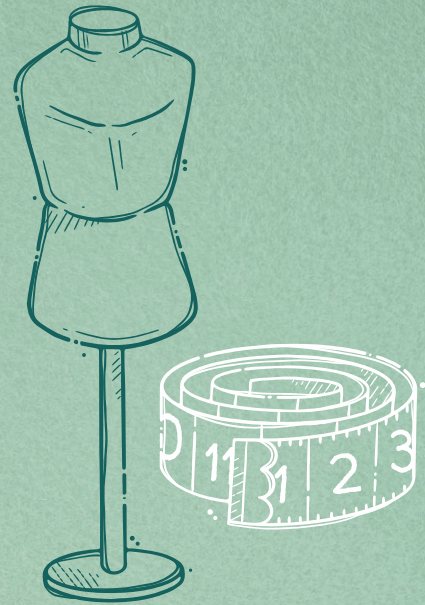
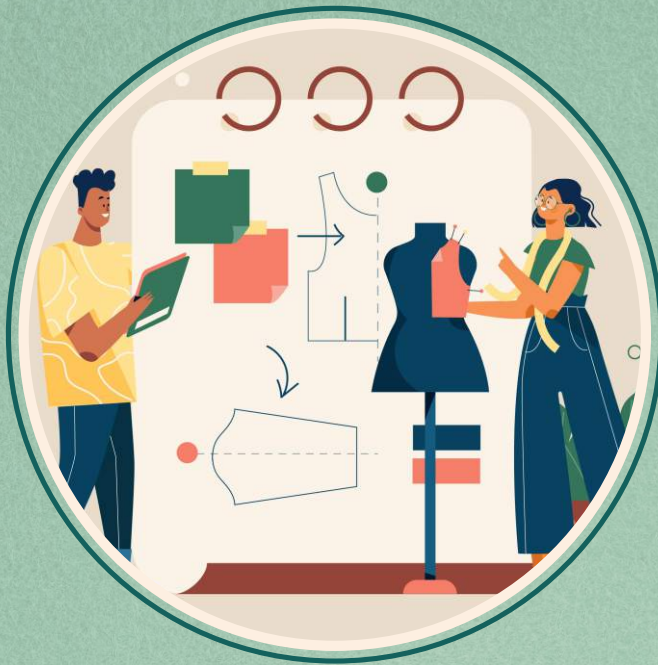
○  
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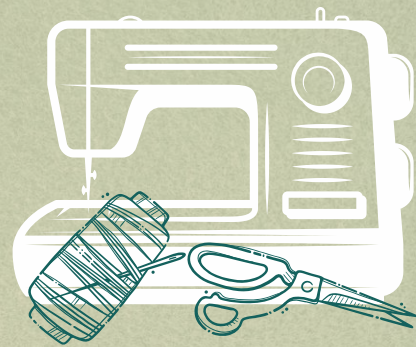
## OUR STRENGTH



### 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.

## OUR STRENGTH

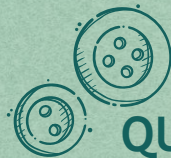
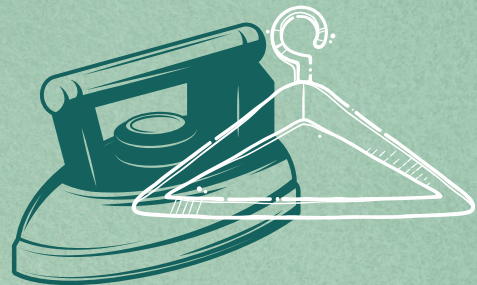


### MANUFACTURING CAPABILITIES

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.

## OUR STRENGTH



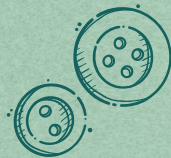
## QUALITY CONTROL

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.

## OUR STRENGTH



## INNOVATION

Bella Casa thrives on innovation in design, packaging and products. Innovation to us means providing something new, extra, delightful and useful to the consumer at frequent intervals.

# Be Recognised in India's Top ..... Manufacturer



**85.58%**  
EBITDA

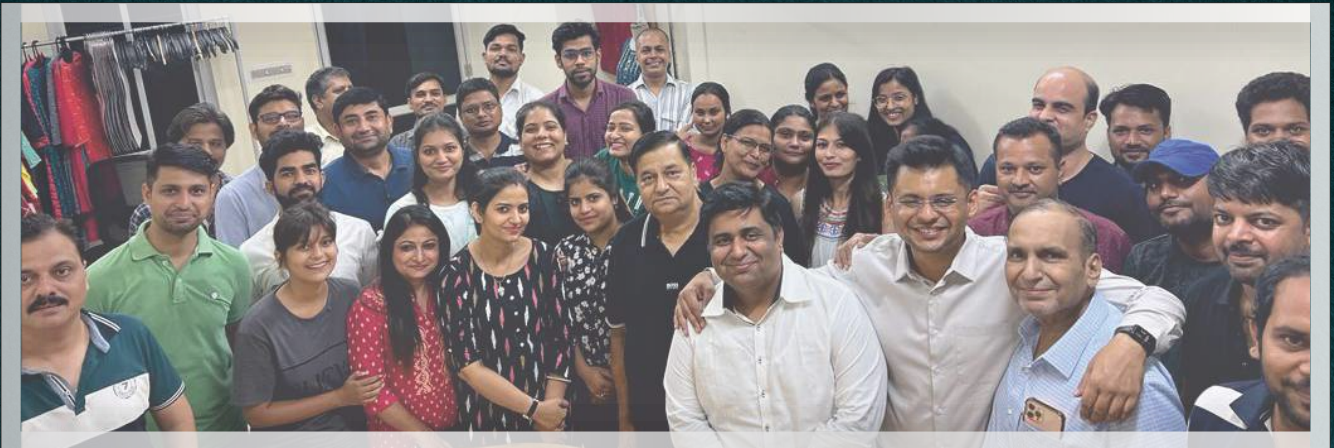
**59.48%**  
REVENUE

IN FINANCIAL YEAR 2021-22

**106.63%**

PAT  
2021-22





## OUR PHILOSOPHY

Bella Casa's business philosophy is to establish and cultivate positive employee and customer relationships where we all benefit as a result of having one another in each other's lives. The realistic application of this philosophy is to ensure that there is a constant need to provide undying support for mutual success in the form of sharing knowledge and resources necessary to accomplish the desired business goals.

It is not an easy task to make a lasting impression in an industry like fashion. However, we're pleased to admit that we stood the test of time. And we attribute this passing to Bella Casa's business philosophy which principally encapsulates the essence of the brand - trust, innovation, quality and superiority.

## THE TEAM

They personify the invigorating power that has molded the past, present and future of Bella Casa. Visionaries, trendsetters and leaders are just some of the many roles they play with ease. Together, they form the cornerstones of Bella Casa's success and an unwavering foundation that has held strong for over five decades

# OUR BRANDS & PARTNERS

Between inception and now, we established earnest business relationships with knowledgeable suppliers, which resulted in a burgeoning customer base. We take great pride in our development that has been possible because of assiduous teams who work together in remarkable alignment to develop and execute our strategic and tactical priorities.