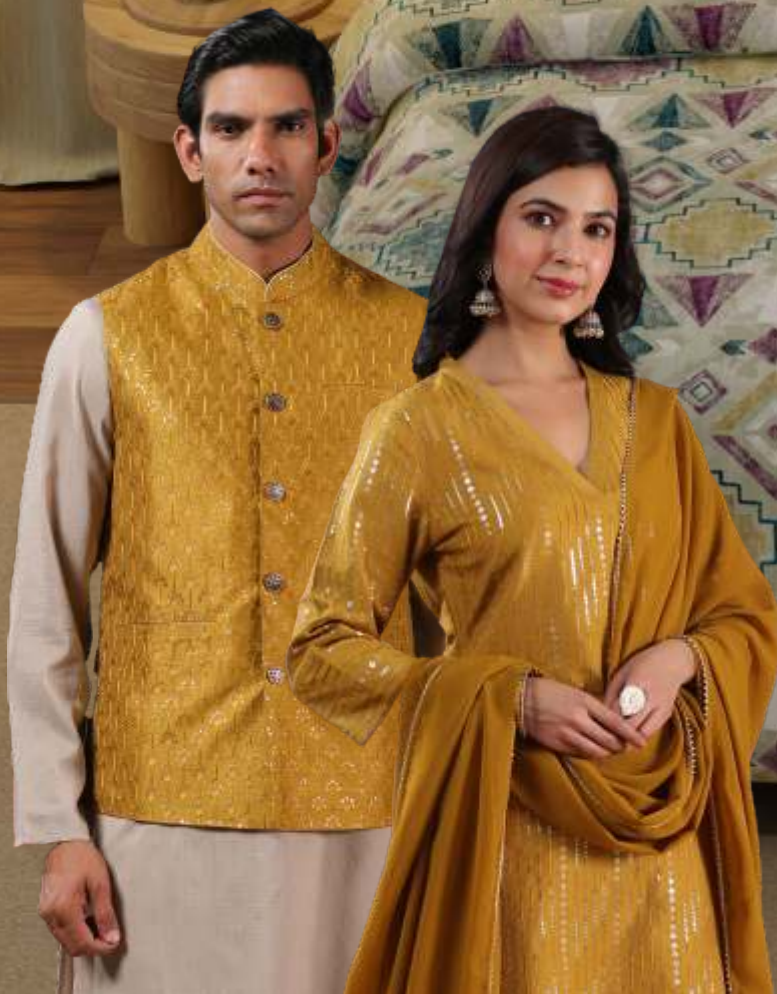


ANNUAL REPORT  
2022-2023



# EMPOWERING FASHION

• Innovation • Collaboration • Transformation •



# LEADING MANUFACTURER OF FASHION & LIFESTYLE PRODUCTS IN INDIA

03

NO. OF FACTORIES

30000+

TEAM OF EMPLOYEE

5,50,0000+

SQ. FT. AREA  
UNDER OPERATION

50+

DOMESTIC BRANDS  
& RETAILERS

80000+

OUTLETS

15000+

DISTRIBUTORS/DEALERS

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 out performance. Our current endeavour 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.

1 mn pcs/  
month

*Manufacturing  
Capacity*





we are  
**one**  
lact as  
**two.**

“

**one**

Original Design  
Manufactures of  
Apparels for leading  
fashion brands  
& retailers

”

“

**two**

One of the few organized  
brand in home furnishing



FASHIONWEAR FOR HOMES

”





# apparels

- WOMEN'S WESTERN WEAR
- WOMEN'S INDIAN WEAR
- WOMEN'S LOUNGE WEAR
- MEN'S INDIAN ETHNIC WEAR
- KID'S INDIAN ETHNIC WEAR





**BELLA  
CASA**  
— Since 1957 —  
FASHIONWEAR FOR HOMES

**BEDDING  
RANGE**

SINGLE  
BED SHEET

DOUBLE  
BED SHEET

FITTED  
BED SHEET

EMBROIDERED  
BED SHEET

DIGITAL PRINT  
BED SHEETS

QUILTED  
BEDCOVER

DOHAR

COMFORTER

REPTURE SET

BED IN A BAG

CUSHION  
COVERS



home  
furnishing





## A Brand

more than just a name

It's an identity that resonates with customers.

At Bella Casa, we take immense pride in being a prominent player in the dynamic Indian fashion and retail landscape.

At Bella Casa, we've mastered the art of product creation, branding, and distribution to bring you an unparalleled experience. Our seamless blend of designing, manufacturing, branding, and distribution ensures that every step of the

journey is carefully crafted to exceed your expectations.

Behind every remarkable product lies precision engineering and craftsmanship. Our state-of-the-art manufacturing facilities boast cutting-edge technology and a

team of skilled artisans dedicated to producing top-quality products. From raw materials to finished goods, we maintain stringent quality control measures, ensuring that each item meets our highest standards.

'Bella Casa', a brand is more than just a name; it's an identity that resonates with customers. Our expert branding team meticulously crafts captivating brand stories that connect emotionally with your target audience. We understand the importance of establishing a strong brand presence, and through meticulous market research, we position your product as a beacon of trust and innovation.

With a well-established distribution network, we ensure our products reach every corner of the country efficiently and promptly. Our strategic partnerships and logistics expertise enable us to optimize the distribution process, minimizing delays and reducing costs.

We prioritize our customers above all else. Our customer service team is available round-the-clock to address any queries or concerns you may have. Your satisfaction is our ultimate goal, and we go the extra mile to exceed your expectations at every touch point.

**Join us on this journey of excellence, where manufacturing prowess meets branding expertise and seamless distribution.**

## Redefining

### Indian Fashion & Retail Excellence!

Unleash the potential of your product and witness the impact of a well-crafted, branded, and flawlessly distributed offering. Experience the epitome of success with Bella Casa - the Perfect Product Fusion: Crafted with Precision, Branded for Success, and Delivered to You!







## 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.

## Designing 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.

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.



## Innovation



# Power of Collaboration

Uniting Brands, Empowering Partners



Bella

nayak



i n d i g o

TRENDS

lifestyle  
YOUR STYLE. YOUR STORE.

TRENT  
LIMITED  
A TATA Enterprise



fabindia  
CELEBRATE INDIA

Reliance  
RETAIL

HERE  
& NOW  
ALWAYS A STEP AHEAD

HOUSE OF PATAUDI

AJIO

amazon

NATIONAL  
HANDLOOM  
CORPORATION

SHOPPERS STOP  
START SOMETHING NEW

DMart



zudio

noon

AJIO  
BUSINESS

TATA  
CLIQ

Flipkart



Urban  
Ladder

JioMart  
BETA

pepperfry

VISHAL  
MEGA  
MART

easybuy  
super style. super price.

snapdeal



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.





## 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.





CHANDERI



The brand **Chanderi's** essence was to combine the timeless elegance of tradition with contemporary flair, making every outfit a masterpiece of art and style. At the heart of **Chanderi** was the belief that fashion is more than just clothing; it is a form of expression that tells a story.

The **Chanderi** design philosophy drew inspiration from the diverse tapestry of Indian art, music, dance, and folklore. The skilled artisans at **Chanderi** meticulously transformed this inspiration into intricate patterns, exquisite embroideries, and captivating silhouettes that captured the essence of India's cultural & tradition.