

Ref- BSE/2020-21/43

Date: January 19, 2021

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

Subject- Notice of the Board Meeting of Bella Casa Fashion & Retail Limited.
Scrip Code- 539399

Dear Sir/Ma'am,

Notice is hereby given pursuant to the provisions of Regulation 29 & 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 that the meeting of the Board of Directors of the Company is scheduled to be held on Wednesday, 27th day of January, 2021 at 02:00 P.M. at the registered office of the Company at E-102, 103, EPIP, Sitapura Industrial Area, Jaipur- 302 022 (Rajasthan) inter alia to consider and approve:

1. The Un-Audited Financial results of the Company for the quarter and nine months ended on 31st December, 2020.
2. Declaration of interim dividend, if any, for the financial year 2020-21

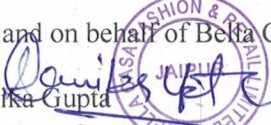
The record date for the purpose of interim dividend, if declared, will be 4th February 2021 and the rate, quantum and date of payment of interim dividend, will be advised to you immediately after the board meeting.

This is also submitted & informed that pursuant to the code of conduct framed by the Company for prohibition of insider trading pursuant to the requirement of SEBI (Prohibition of Insider Trading) Regulations, 2015, as amended the trading window close period for dealing in securities of the company has commenced from Friday, 01st January, 2021 and will end after expiry of 48 hours from the declaration of results i.e. up to Friday, January 29, 2020 (both days inclusive) for Directors, KMP's, Designated employees, their immediate relatives and specified connected persons.

The above unaudited financial results will be forwarded to you immediately after the said meeting of the board, and the same will be published in the newspapers, as per the Listing Regulations.

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

For and on behalf of Bella Casa Fashion & Retail Limited


Sonika Gupta
Company Secretary & Compliance officer
Membership No.:38676