



Casa Brands India Pvt. Ltd.



Bo-ni-ta

pretty, lively, beautiful



Create
Space

Easy to use

Beautiful

Stay Organized

Smart

Lifestyle

Simplicity

Comfortable



Bonita Vision & Mission

Mission

“Make It Innovative”

To be the most Preferred and Respected organization by making consumers feel proud through Innovative, Smart & Beautiful Home Products.

Vision

“Global Brand”

To be a leading Global brand in Housewares products and available through 50+ countries worldwide



Who we are?

- ✿ **Casa Brands India Pvt. Ltd.** is a company based in India, part of Aristos Group of Companies.
- ✿ **Bonita** is an Indian Brand, present globally for its stylish Home Utility products in Laundry, Storage, and Organizing and we have recently added Kitchen to this category. Most of our manufacturing base is in India. As the name suggests, all Bonita products have a distinct style element in it and we ensure that all products are beautiful, smart, innovative and of very high quality.
- ✿ It is one of the few companies to have grown in a short span and be available globally under its own brand name. Apart from India (where we are brand leaders), Bonita is selling in USA, Australia, New Zealand and starting in Canada, UK, Europe and Italy in second quarter of 2015.
- ✿ In India, Bonita is available through 1000+ independent house wares stores, All major retail chains like Shoppers Stop, Home Stop. Home Town, Lulu etc. and online websites like Snapdeal, Amazon, Home Shop 18, Pepperfry, etc.
- ✿ In USA, Bonita is available on various websites like Groupon, Nomorerack, Zulily, Beyondtherack.com, Wayfair.com, Bed Bath & Beyond and setups are under process at Shop HQ, Amazon, Casa.com (A subsidiary of Amazon) etc. Discussions going on with several more retailers.
- ✿ We have participated in the Chicago House wares Show in March 2015
- ✿ Hold Several Patents for our innovative products and parts.

A clear acrylic award trophy with a large white 'H' logo on the left. The text on the trophy reads: 'innovation award', '2015 finalist', 'Home Organization + Storage', and 'international home + housewares show'. The trophy is set against a purple background.



Our Presence

Housewares Stores, Major Retail Chains & Online Websites





Management Team



Umang Srivastava, Jt. Managing Director

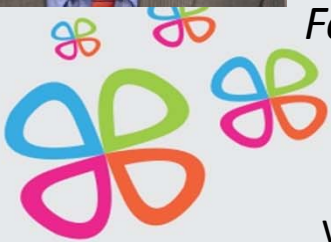


Umang is responsible for Global Business Development for Bonita. He is an Engineer from Delhi College of Engineering and Post Graduate in Management with specialization in Marketing from Delhi University. He has 15+ years of experience in the area of Marketing and Strategy including top level positions in companies like Trident and art d'inox (division of Jindal Stainless).

Neeraj Mittal, Jt. Managing Director



Neeraj is responsible for developing and managing supply chain for Bonita. He is an Engineer from Delhi College of Engineering and Post Graduate in Management from Delhi University. He has 25+ years of experience in the area of Supply Chain Management. Has worked at Top level Management positions in various MNC like Ford Tractors, Denso and IKEA.





Vineeta Mittal, Director - Branding

Vineeta is responsible for the Brand & Creative work for Bonita. She is a Professional from NIFT and Business Management from Delhi University, 15+ years of experience in Creative & Product development



Charu Srivastava, Director - Finance

Charu manages Finances & HR for Bonita. She is a Masters in Business Economics from Delhi University, 15+ years of experience in the Banking and Finance industry in companies like Trident, ICICI Bank and Royal Bank of Scotland.





Raj Kumar, Director – Supply Chain Management

Raj is responsible for Product Development and SCM. He is a Mechanical Engineer and has 25 + years of Experience in Manufacturing industries. He is a Technical Wizard and his major strength is product development and product re-engineering



Amit Kulkarni, Director - Sales

Amit is responsible for Sales. He is an Engineer in Polymer Technology from University of Pune, 15+ years of Experience in Business Development in various prestigious companies like IKEA (Sweden), Source by Net (Sweden), DSM (Holland), Pentair Water (USA). Heading the Pune Office which is in Western part of India.



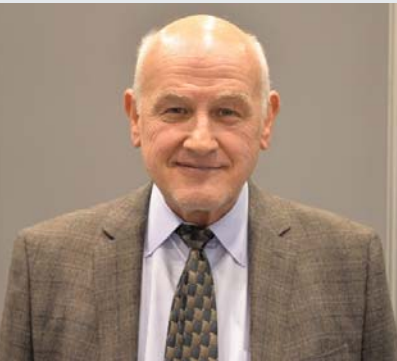
Vinay Gupta, President, USA Operations

Vinay manages Bonita's USA operations. He is a Chartered Accountant(INDIA) and a CPA(CA USA) and has a 25+ years of diversified experience in managing finance and business operations with multinational companies in various countries. He is an entrepreneur specializing in building businesses leveraging technology and global resources.



Harvey Levinson, Vice president of Sales, USA Operations

Harvey Levinson is based in New York City. He is an experienced professional in the Housewares industry and has been instrumental in launching Several Top Housewares brands in USA for the past several years. He has immense experience of 40+ years in working with all types of retail formats including but not limited to Department Store, Speciality Retail, Mass Merchants, Drug Stores, Supermarkets, Clubs and Internet business.





Helen Zubritska, CEO Europe

Helen, based in Prague, Czech Republic, is responsible for sales and operations in Europe. She has 15+ years of experience in Housewares industry supplying houseware products. In past several years she has been launching various houseware brands to European countries. She is experienced in working with distributors and all types of retail in Europe and Central Asia.





Products

An Overview





Clothes Drying Stands - Eco-Friendly Drying Range








Air-dry your clothes as often as possible.

The benefits of air drying that you usually hear about is how it is good for the environment, But there are other benefits as well...

-  Your Clothes Will Last Longer
-  Naturally Disinfect Your Clothes

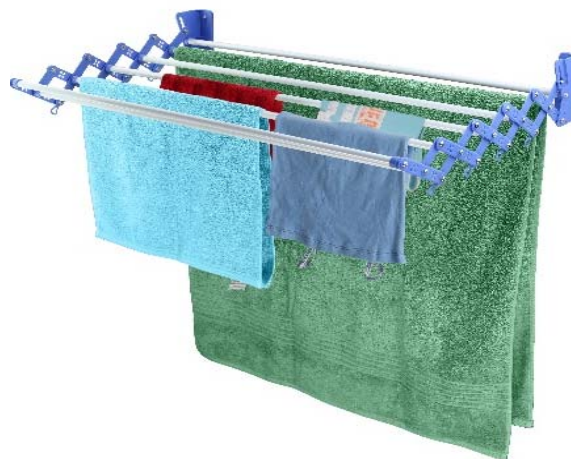
The Clothes Drying Stands are for larger homes, small homes, individual families, wall Dryers for walls, Balcony dryers, Dryers for apartments, etc. Taking into consideration the different needs of people, Bonita have launched its various drying stands to suit the requirement of people everywhere!

-  Air Drying Clothes Indoors and Outdoors
-  Stylish and Beautiful range to match your home décor.
-  UV resistant plastic parts , colour will not fade in the sunlight.
-  Powder coated tubes that extends useful Life
-  Colourful, elegant and attractive – Flaunt them !



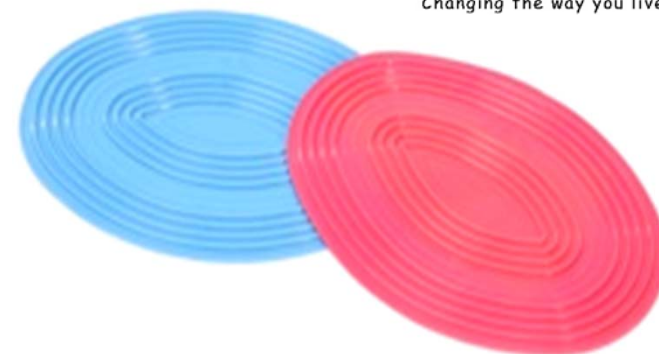
CLOTHES DRYING STAND RANGE

BonitaTM
Changing the way you live



CLOTHES DRYERS & ACCESSORIES

Bonita[™]
Changing the way you live



DELIGHT
RETRACTABLE CLOTHES LINE



Ironing Boards - For All Ironing Needs



Bonita's Ironing Boards makes ironing hassle free, adds style to home interiors !

We Offer you a Product Range which is not only sturdy and durable, but adds style to your home interiors which is a combination of Style and Durability .

Taking into consideration the different needs of people, Bonita have launched its various ironing range to suit the requirement of people everywhere.

Our Ironing Boards are made in India (in fact, most of our products are made in India) where there is no anti dumping duty.

- ❖ provides perfect ironing surface for all kinds of clothes
- ❖ metal mesh to ensure proper steam penetration for wrinkle free ironing
- ❖ thick padding allows for smoother ironing of clothes
- ❖ elegant and premium cotton cover which adds on to the beauty of one's home



To bow down
in worship is devotional.
**To bow down in pain,
unacceptable!**



IRONING BOARDS & ACCESSORIES



ALPHA
IRONING MAT

ORGANIZERS - *Time to Organize*

Time to De-Stress Your Life by a De-Cluttered Home!

Getting organized helps you to take control of your space, time and your life. Being late, forgetting things, climbing over clutter and searching for things at the last minute are stressful and time consuming. With "a place for everything", you will be able to find something when you want it thus saving you time.

With **Bonita's** elegant organizing range you can organize your clutter without compromising on any valuable closet space. Our Organizing Range will:

- ❖ Ease your Journey by creating space for your petite items
- ❖ Create Space for your Laundry Products and toiletries
- ❖ Stores your valuables like Jewellery items in one place
- ❖ Stores your accessories and essential utility items



ORGANIZERS RANGE



Creates more storage by utilizing unused spaces in your bathroom



Multipurpose Use



STORAGE - Smart Space Savers



A clever storage idea helps in maximizing space in your home and with cool storage solutions you can get your clothes, shoes and other items in order.

Understanding your needs, Bonita India brings you stylish, portable, light-weight & convenient storage solutions which will not only increase the aesthetic beauty of your home but also make others, go green with envy.

If you too have been trying to clear the clutter in your house and want to effectively manage your home then it's time you change to **Bonita**



STORAGE RANGE

BonitaTM
Changing the way you live



◀ **BEFORE**

**VACUUM OUT THE AIR ▶
ROLLING STYLE**



◀ **AFTER**

**SMART SPACE
SOLUTIONS**
Vacuum Storage Bags



NEW LAUNCHES-Kitchen

Bonita™
Changing the way you live



PARADISE
MICROWAVE
SAFE BOWLS WITH LID
set of 3 pcs

Bonita™
Changing the way you live

STORE HEAT SERVE

MICROWAVE SAFE

ONLY FOR REHEATING
CAUTION
NOT FOR COOKING

HEALTHY WAY TO STORE AND SERVE FOOD



NEW LAUNCHES

Bonita[™]
Changing the way you live










NEW LAUNCHES

Bonita™
Changing the way you live



Why Bonita?

-  Innovative, Smart , Beautiful and High Quality Home Products
-  Useful, Trendy and Sturdy Range which is strongly and solidly built
-  Distinct Style Element in each product
-  Gentle Care to all your Laundry, Storage and Organizing Needs
-  Fastest brand coming up in the House ware Category
-  Valuable Customer Base globally
-  Products are designed by Expert Designers through Latest technology



Bonita Customers

BonitaTM
Changing the way you live



GROUPON



pepperfry
Love your home



snapdeal.com

amazon.in

wayfair

Lulu
HYPERMARKETS | SUPERMARKETS | DEPARTMENT STORES
Where the world comes to shop

FAB
FURNISH

naaptol
shop right • shop more

zulily

nomorerack

BED BATH & BEYOND

HyperCITY

SHQP

HOME SHOP 18

HYATT[®]

ebay.in

FASHION & YOU
Indulge Yourself

AmwayTM

BTR BEYOND THE RACK

Total
SUPERSTORE

JUBILANT
RETAIL

Viveks
THE UNLIMITED SHOP

focus
HYPERMARKET



Royal images
shopping made easy

J
Jagdish Store

Style PLUS

india times
Shopping

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Press & Media



Bonita`s Recognition



Magazine Coverage



We have been recognized for our outstanding work specially by print and Electronic media and magazines like:

BETA VERSION
**Mother
AND Baby**
india.com

**Better
Homes**
and Gardens.

Good
Housekeeping

casaviva
INDIA
ITALY'S LEADING INTERIORS AND DESIGN MAGAZINE

Entrepreneur
MAGAZINE

The Tribune

For all the women you are
FEMINA

FINANCIAL
Chronicle

Retail IMAGES

GoodHomes

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Feature



to enter in when closed. "How you use your windows determines the type of window treatments you can install. If you have patterned furniture, stick with solid curtains. For a subtle hit of style and energy, go for a small, neutral print, like dots or paisley," suggests Interior Designer Monika Kamal from Megamode International.

MIRROR MIRROR ON THE WALL - OR NOT? Finally, if you still feel like you aren't very happy with the transformation of your space, you can get a little quirky and install a couple of mirrors around

your space. And what a difference a mirror makes! For one thing, it will make your space look bigger. Secondly, you can get quite creative with the style of mirror you use. If hanging it up on the wall is not an option, go for a large floor mirror that simply rests against the wall. There are also floor mirrors that double as storage with a secret compartment behind it!

So you don't need to wait to own a condo or a house to make a home yours... We hope our ideas help you customise your flat while still being able to recover your full deposit!



Shahar's Skin Care and Hair Care Range. ₹899 onwards.

L'Oréal Paris Glam Shine hair care range. ₹499 onwards.

Extra Blue Rose Desert Set by Sitala Superware. ₹2,150.

Organic Harvest skin care range. ₹150 onwards.

Repair skin care range. ₹425 onwards.

Typhoon Tea Gift Box. ₹790.

Aurora skin and hair care range. ₹199 onwards.

Bonita's Peppy Laundry Basket. ₹795.

Nivea skin care range. ₹225 onwards.

ArtandDecor.com Gift Voucher. 10% off.

The Body Shop Strawberry Body Butter. ₹1,095.

Bonita's Ironing Board. ₹950.

L'Oréal Paris Revitalift LASER Day Cream. ₹1,299.

Win-its

Here's what you stand to win when you enter the various contests sprinkled across the magazine. Just send in your answers to any of them and enter the lucky draw. In the meantime, have a look at the goodies we have in store for you!

goodhouse
News You Can Use

Stylish Choices For Your Home

Whether hosting a party or tackling the laundry, do so with ease



Party Essentials

SPACE CRUNCH? CHECK THIS OUT

Isn't space always a constraint? Ironically, it's the one thing that also goes waste most of the time. Take for instance the idle space over your washing machine—you may mount racks over it, only to grumble later about how messy it all looks.

Spacio is the solution—a stand with two racks and adjustable height that fits over any size washing machine and provides ample space for stacking all laundry-related knick knacks. It may be dismantled and stored easily when not in use. Available in two colours—blue and purple, you can find it in select dealer stores, or online at www.bonitaindia.com. Price: ₹3,650



TIPS FROM GH READERS ON FRON

KIDS' SPECIAL SHOPPING



- 1 Desk, ₹8,290, Bonita Interiors
- 2 Wall Shelf, ₹1,299, Bonita Interiors
- 3 Storage Cabinet, ₹1,799, Bonita Interiors
- 4 Farm Painted Table, ₹1,114, Bonita Interiors
- 5 Toy Storage Hamper, ₹1,499, Bonita

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Changing the way you live

KIDS' SPECIAL SHOPPING



- 1 Kid's Organizer, ₹545, Bonita
- 2 Wall Shelf, ₹1,299, Bonita Interiors
- 3 Three Chest Drawer, ₹14,000, Bonita Interiors
- 4 Hand Crafted 3 Drawer Chest, ₹899, Bonita Interiors
- 5 Doll House, ₹20,000, Bonita Interiors
- 6 Lush Wardrobe, ₹2,595, Bonita

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Bonita™

Changing the way you live

chains where the products are displayed properly due to adequate space being available. This helps in increasing sales and awareness about the products," he adds.

For India, the company followed the strategy of developing a strong dealer and distributor network first and this helped reach out to a larger customer base spread all over India.

"After making our products available through more than 1,000 stores, we expanded into the online space and then into the modern retail space. This helped us get brand acceptability across all channels. For the international market, we have worked on the concept of setting up our own office in the country and working with the retailers directly for larger countries like USA. For countries like New Zealand and Australia, we have appointed distributors who are in turn distributing Bonita products through online and offline retail platforms in those countries," Srivastava states.

Recently the company tied up with world's largest e-commerce platform, Amazon, and speaking about the experience gained from such collaboration, Srivastava says, "It has been very good so far and I am sure that they will be an important player in the Indian



Making domestic CHORES COMFORTABLE

The brand Bonita spells good quality products in the laundry, organising and storage space and unbelievable though it may sound, this success story of creating a niche in India's huge market for home utility products has come about in just two years

THINED CONTRACTOR

It was just a small thought that 'sparked off' a business venture. That is how it was with entrepreneur Umang Srivastava who is now the joint managing director of one of the fastest home utility brands in the country. Bonita, Srivastava had been working with several international brands in this category since 2007 but he kept seeing better brands from India come along after he realised that many of his family

and friends always used to ask him as to why certain products were not available in India and how could they get them. This led him to think and research the market, leading to the conclusion that there was a huge gap in the market for good quality and good looking products in the home utility sector.

"We also found that whatever products were available were not easy to use, required a lot of space, and were not women friendly. So we decided to create a solution and that

Business For All 20 October 2014

SUCCESS STORY

Bonita

OFFERING FUNCTIONAL AND ATTRACTIVE HOME UTILITY PRODUCTS



Mr. Umang Srivastava
Joint MD, Bonita



Ms. Vineta Mittal
Brand Director,
Casa Brands India



Mr. Neeraj Mittal

ARISTOS CREATIONS (P) LTD, A NAME HAS BECOME SYNONYMOUS WITH IRONING BOARDS AND METAL HOME PRODUCTS INTERNATIONALLY, FACILITATED THE GROWTH OF A UNIQUE INDIAN HOME UTILITY PRODUCT SERVICE WHICH EXPECTS TO MAKE A NICHE FOR ITSELF IN THE HOME PRODUCTS CATEGORY IN A FEW YEARS.

The brainchild of two Delhi University Engineering and Business Administration graduates - Umang Srivastava, Neeraj Mittal and Neeraj's wife Vineta Mittal, Casa Brands India (P) Ltd, which is a subsidiary of Aristos Creations (P) Ltd, has

introduced their brand Bonita in 2007 making it a renowned name in metal home products category across the globe. The company today boasts of close relationships with major international brands in this category. By the end of FY 2012 - 2013, Aristos was able to develop business worth more than US\$ 20 million in this category. While working with international brands in the home utility category for more than 10 years, the team of Aristos Creations realized the wide gap between the needs of urban Indian families & what was being made available to them by way of cheap, poor quality products from across the border and domestically produced cheap, poor quality products by the unorganized sector who cut corners to make a fast buck. The management team of Aristos Creations, after lot of internal deliberations, decided to launch good quality, contemporary home utility products in a modern premium segment of the market.



Shopping Spree



Devor Set, ₹1,395, Bonita



Home Globe, ₹3,940, Address Home



Poinsettia Ornament, price on request, Bonita



Overhead Lamp, price on request, Bonita



Shopping Spree



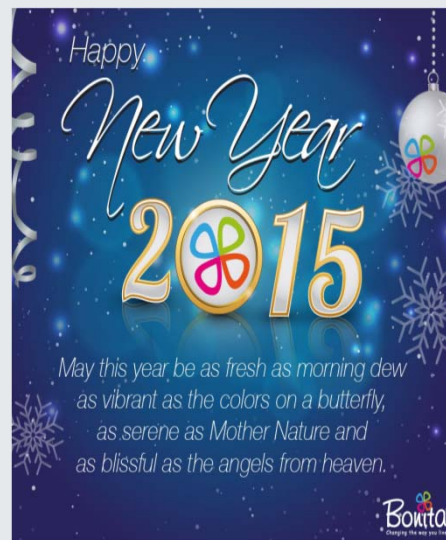
Refreshing Green

Minimize a deep, dark variety - offer way, you'll make a statement with this abundant natural colour.

CREATIVES



BonitaTM
Changing the way you live



Bonita
Changing the way you live

WHERE CAN I FIND
MY EARRINGS?

It is the story of probably every woman where she can't seem to find one piece of jewellery or the other. So many times it happens that we do not find one earring while we frantically look for it everywhere and to make your worse, the father or the husband is screaming for us to get ready. Those are the most frustrating of times. But now thanks to **Bonita**, those days are over. With **Cheer**, our very own invention which lets you pair up your jewellery and keep complete sets together, so that whenever you need them, voila, they are right there in front of you. And the best part is, it can be hung inside your wardrobe, so decide your jewellery simultaneously with your clothes. Go ahead beautiful, now your ready in a jiffy...



To know more click here
www.bonitaingia.com

www.facebook.com/BonitaIndia

+91-8130577666
enquiry@casabrands.in

Bonita
Changing the way you live

No more
WRINKLES now...

Now your ironing does not need to be a chore and neither will you ever face trouble with a sore back due to crouching while ironing your clothes. **Bonita** now brings to you **Ironing Boards** which makes sure that all your ironing needs are taken care of be it safety, height, comfort or beauty, the **Bonita** Ironing Boards are simply an answer to your prayers. Now relax and let your laundry pile up while you whistle away to happiness...



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enquiry@casabrands.in

+91-8130577666

Bonita
Changing the way you live

Bonita
Changing the way you live



ME FROM
OUR NEW GENERATION



WANT TO KNOW WHY?

WE ARE SURE YOU ARE ALSO ONE OF THOSE MANY PEOPLE WHO ARE FLABBERGASTED BY HOW THOSE OLD WOODEN PEGS WOULD RUIN YOUR BEAUTIFUL AND EXPENSIVE CLOTHES ESPECIALLY YOUR HOSIERY ITEMS. BUT NOW YOU NO LONGER NEED TO FEEL FRUSTRATED AS **BONITA** BRINGS TO YOU OUR SPECIAL PEGS **BLOSSOM AND FLORA**, MADE WITH THE HIGHEST QUALITY PLASTIC AND COMES WITH TPR PADDING SO THAT THEY GO SOFT ON YOUR SOFTEST OF CLOTHES. NOW YOUR CLOTHES REMAIN NEW, AND YOU REMAIN HAPPY, FOREVER...

To know more click here
www.bonitaingia.com

www.facebook.com/BonitaIndia

+91-8130577666
enquiry@casabrands.in

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“A WOMAN IS THE
FULL CIRCLE.
WITHIN HER IS THE
POWER TO CREATE,
NURTURE AND TRANSFORM.”

-Diane Mariechild



Bonita
Changing the way you live



Merry Christmas everyone

Bonita wishes everyone a very Merry Christmas

Bonita
Changing the way you live

Bonita
Changing the way you live



FUNNY

RELIABLE

INSPIRING

ENCOURAGING

DEAR

Wish You A Very
HAPPY FRIENDSHIP DAY

RETAIL BRANDING

BowitaTM
Changing the way you live





BonitaTM
Changing the way you live



Three circular icons arranged in a row. The first icon shows a white drying rack with red and blue items hanging on it. The second icon shows a blue metal shelving unit with various items on the shelves. The third icon shows a white hanging rack with red and blue items hanging on it.

Bonita[®]
Changing the way you live

KRISHNA SAI SMART SHOP

Two circular icons arranged in a row. The first icon shows a blue folding table with a patterned cloth on it. The second icon shows a white hanging rack with red and blue items hanging on it.





Casa Brands India Pvt Ltd.

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