

STYLE BAAZAR

BAAZAR STYLE RETAIL LTD. | COMPANY FACT SHEET

New Age Retail Chain for Trendy Clothing & Accessories

1. BASIC INFORMATION

- **Headquarters:** Kolkata, West Bengal
- **Store Footprint:** 280+ stores across 10 states majorly in West Bengal, Assam, Bihar, Jharkhand, Odisha, Tripura, Uttar Pradesh, Andhra Pradesh, Arunachal Pradesh and Madhya Pradesh.
- **Total Employees:** 5600+
- **Company Description:** Style Bazaar, operated by Bazaar Style Retail Ltd., is a Kolkata-headquartered value fashion retailer with a strong presence in Tier II and Tier III cities, particularly across East and Northeast India. With a rapidly growing network of 280+ stores across 10 states, we cater to the fashion and lifestyle needs of the aspiring middle class.

2. MISSION & VISION

- **Mission:** Style Bazaar strives to impact the sustainable development of a society where the stores are present by infusing the collaborative spirit and passion in their employees who work with integrity so that customers can be given a delightful experience whereby creating value for the organization and for all stakeholders by DOING THE RIGHT THINGS.
- **Vision:** We strive to attain market leadership across the aspiring real India by providing quality and a unique product mix at a value for money price and creating a great shopping experience for the customers.

3. KEY ACCOMPLISHMENTS & SCALE

280+	10	3.0 Lakh	11
Retail Stores	States Presence	Sq. Ft. Warehousing	Private Labels

4. COMPANY MILESTONES

Year	Milestone Details
2026	• Achieved Guinness World Records for making 'World's Largest Fashion Wardrobe'. • Grew to 11 private label brands, generating ₹9,770 million in sales (53% of total revenue), with Square Up crossing ₹4,063 million. • Unified 280+ stores on a digital backbone. • Received leading industry awards for brand trust and customer engagement.
2025	• Expanded to 214 stores with 58+ new locations.

	• Crossed ₹13,000 million in revenue. • Increased warehousing capacity to 3 lakh sq. ft. • Enhanced customer experience through modern store formats, earning recognition at leading industry platforms.
2024	• Unfolding of a new chapter with official listing at BSE.
2023	• Most significant milestone of 135 stores across 9 states of India with an aggregate of 1.20 million square feet of retail space. • Won ET Industry Leader Award.
2018	• Secured investment from Rakesh Jhunjhunwala (RARE Enterprises) and Intensive Finance Private Limited. • Actively established a total of 38 stores in 5 states.
2016	• Expansion to Odisha with 0.10 million square feet of retail space and achieved an annual revenue of ₹1,000 million.
2014	• Year of Incorporation — Opening of first outlet in Berhampur, West Bengal.

5. AWARDS & RECOGNITION

2026:

- Guinness Book of World Records – 'World's Largest Fashion Wardrobe'
- 'Most Trusted Fashion Brand - East' by The Times of India
- Winner – Mommy's Award by Mad Over Marketing for Best UGC Content Created for Calcutta Times Fashion Week
- Runner Up – Mommy's Award by Mad Over Marketing for Best Community Created by a Brand for Rangoli Bihu 2026

2025:

- Recognized at Brand & Leadership Conclave – The Brand Story

2022–2023:

- ET Industry Leader Award – The Times Group

2020–2021:

- Emerging Retailer of the Year – Retailer Associations of India

2019–2020:

- Most Admired Fashion Retailer of the Year – India Fashion Forum
- Pride of Bengal Award

6. FINANCIAL PERFORMANCE

Metric	Performance Highlight
Particulars	FY26
Revenue	₹1,840.95 Cr
EBITDA	₹ 264.12 Cr
PAT	₹ 46.87 Cr

*As of 31st March 2026

7. BRANDS & MARQUEE INVESTORS

- **Private Labels (11 Brands):** Square Up (Casual Wear), Anaya (Ethnic Wear), Miss 12, Miss 19 Clothing, Miss Desi, Kirtle (Be Your Own Label), Walsey (The Latest Fashion), Dozo, Corenergy, Home Focus, Sparky.
- **Marquee Investors:** RARE Enterprises (Rakesh Jhunjhunwala), Haldiram's Nagpur, Intensive Finance Private Limited.