

ITALICA®

PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576



+91-96 499 71111



0294-2432272



info@italica.com

20 October, 2023

The Manager-Listing Department National Stock Exchange of India Limited, 'Exchange Plaza', C-1, Block –G Bandra Kurla Complex, Bandra –East Mumbai–400051	Listing Department BSE Limited Phiroze Jeejeebhoy Towers 25 th Floor, Dalal Street Mumbai- 400001
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Sub : Business Update Report –September 30, 2023
Scrip Code No. : PILITA/ 500327

Dear Sir/Madam,

Pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Business Update Report of the company for the Quarter ended on September 30, 2023.

Kindly take the above on your records.

Thanking you,
Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED

Narendra Bhanawat
(Whole Time Director)
DIN : 00146824

PIL ITALICA LIFESTYLE LIMITED

BUSINESS UPDATES

Q2 JULY - AUGUST - SEPTEMBER 2023



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COMPANY OVERVIEW

WHAT SETS US APART?

NEW ARRIVALS

INNOVATION HUB (R&D)

DOMESTIC FOOTPRINT

BRAND VISIBILITY

KEY STATS

SOCIAL INITIATIVES





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COMPANY OVERVIEW



Since its incorporation in 1992, PIL Italica Lifestyle Limited has grown to become a premier manufacturer of plastic furniture and storage bins, further foraying into material handling products. A testament to its commitment to quality, PIL Italica is the only Indian company with CE certified plastic furniture products, and boasts an ISO-9001:2015 accreditation.

The Company operates out of its 2 manufacturing facilities in Udaipur and Silvassa, with a cumulative manufacturing capacity of 10,700 MTPA. The Company's strategic focus on expansion has resulted in its successful partnership with Kisan Mouldings Limited (KML), Silvassa, to expand its market share and presence across untapped territories. This strategic tie-up has enabled PIL Italica to expand its manufacturing capacity and geographical presence, demonstrating the Company's commitment to growth and innovation

The Company has a wide distribution network and currently focuses on ecommerce, website, digital marketing with a consumer-oriented approach.





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WHAT SETS US APART?

KUCH TOH NAYA HAI!

We at Italica, have innovation at the heart of our business.

We strongly believe in always giving the consumers something new and fresh.

We see ourselves as a 3+ decades experienced young brand.

Therefore as a brand we would always strive to bring 'Kuch Toh Naya'
and hence our brand positioning statement is **'Kuch Toh Naya Hai!'**





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NEW ARRIVALS

NEW ARRIVAL
STOOLS

ITALICA®

Launching New Colours in
FLIP 6003

- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Easy to Clean & Maintain
- Also used as Storage or Smart Laundry Basket

Dimensions: 460 mm (H) x 300 mm (W) x 398 mm (L)

NEW ARRIVAL
POPULAR SERIES

By Italica

ITALICA®

Launching New Mango Wood Colour in
1156

- Comfortable
- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Stackable Chair
- Suitable for both Indoor and Outdoor

Dimensions:
570 mm (W) x 410 mm (D) x 800 mm (H)

16 Chairs in a Bundle

Applications:

NEW ARRIVAL
POPULAR SERIES

By Italica

ITALICA®

Launching New Red Colour in
1158

- Comfortable
- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Stackable Chair
- Suitable for both Indoor and Outdoor

Dimensions:
430 mm (W) x 570 mm (D) x 897 mm (H)

16 Chairs in a Bundle

Applications:

NEW ARRIVAL
PREMIUM SERIES

By Italica

ITALICA®

Launching New Military Green Colour in
9201

- Comfortable
- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Stackable Chair
- Suitable for both Indoor and Outdoor

Dimensions:
563 mm (W) x 440 mm (D) x 785 mm (H)

Packing: 12 Chairs in a Bundle

Applications:

NEW ARRIVAL
DESIGNER SERIES

By Italica

ITALICA®

Launching New
1209 DELUXE

- Comfortable
- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Stackable Chair
- Suitable for both Indoor and Outdoor

Colours Available:

Dimensions:
780 mm (H) x 570 mm (D) x 460 mm (W)

6 Chairs in a Bundle

Applications:

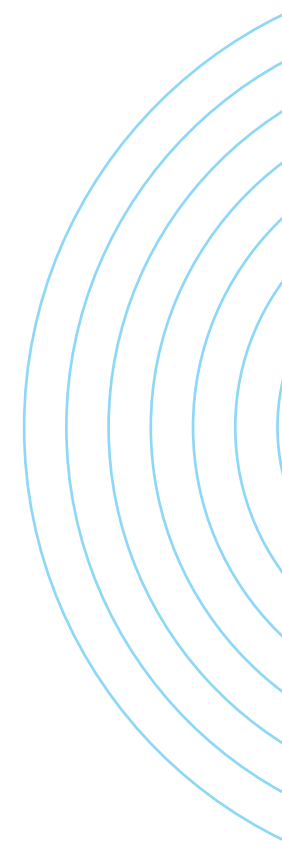


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INNOVATION HUB (R&D)

LAUNCHING
9738

Also available in multiple colours





DOMESTIC FOOTPRINT

From local roots to global reach

From the bustling streets of Mumbai to the tranquil hills of Shimla, PIL Italica’s presence can be felt across the length and breadth of India. We have spread our wings far and wide to serve our customers with the highest level of satisfaction. With the mantra of ‘think global, act local’, we have expanded our reach to even the remotest corners of the country. With customer relationships that go beyond transactions, PIL Italica has become a symbol of trust and reliability among its stakeholders. Our sights are set on the future and we are determined to take our presence to even greater heights and touch the lives of more people across the globe.

as on September 2023

1950

Dealers

506

Distributors

17

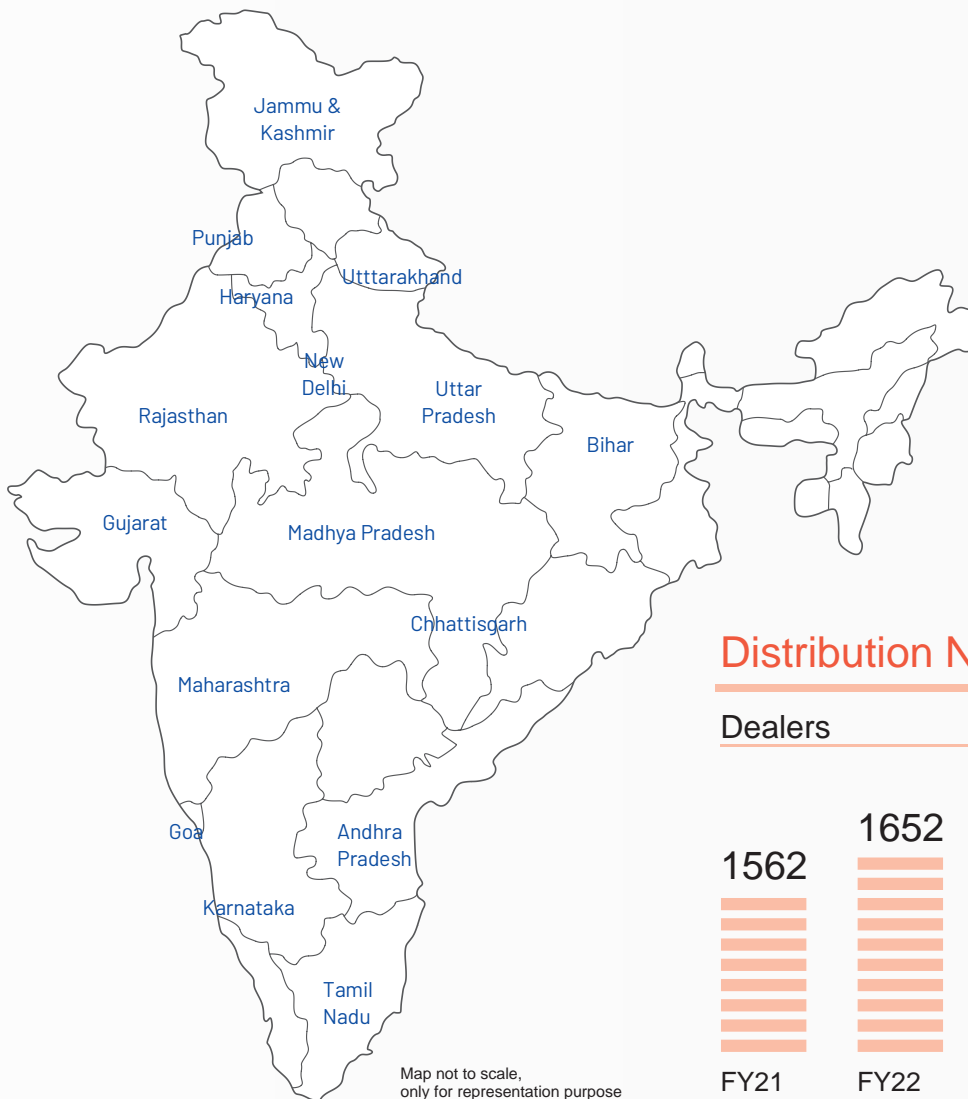
States present in

2

Fulfilment centres added in FY23: Hyderabad & Kanpur

9

Fulfilment centres



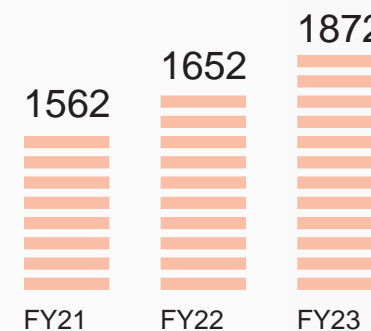
Traction for the period July-September 2023

26 New Dealers appointed across India

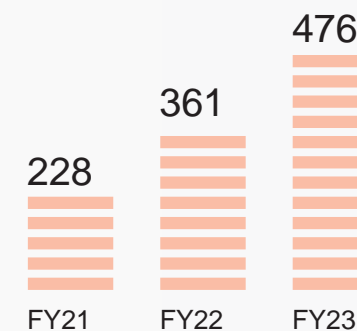
12 New Distributors appointed across India

Distribution Network (#)

Dealers



Distributors





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BRAND VISIBILITY INITIATIVES

Tent Decor Catering India 2023, Bangalore
on July 2023



Clean India Show, Mumbai
on September 2023



Delhi Tent Expo





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BRAND VISIBILITY INITIATIVES

Dealer Meet, Bhopal



Dealer Meet, Indore





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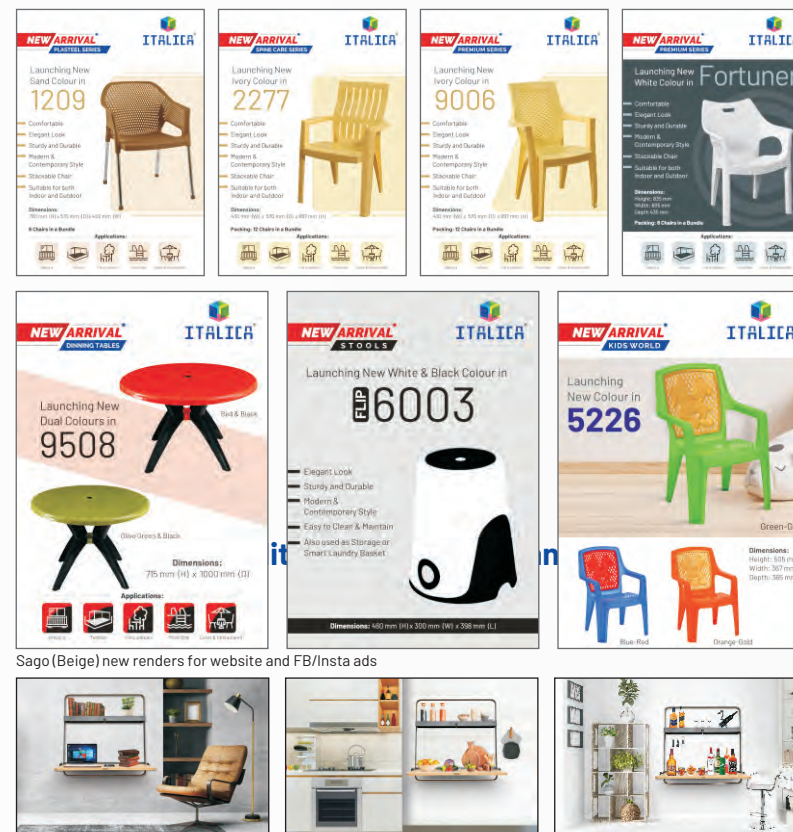
BRAND VISIBILITY INITIATIVES

In a world where homes are more than just living spaces, they are sanctuaries of comfort and style. At Italica, we're passionate about our commitment to providing exceptional furniture solutions, and our strategies for promoting our furniture brand reflect this passion.

Increasing Brand Visibility & presence in markets

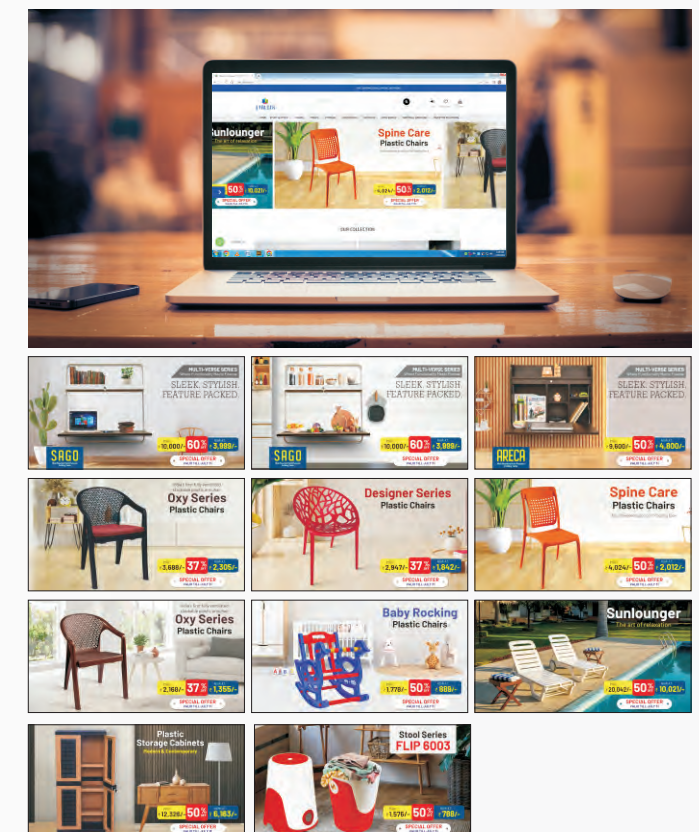


New Product/Colour Launch Communication



Sago (Beige) new renders for website and FB/Insta ads

Home Page Web Banners for Website



With the objectives of boosting sales and creating brand visibility, we are happy to announce a **'Display-n-Win Contest'** for all our esteemed dealers. Under the contest, the dealers are expected to display Italica products in a very interesting attractive way at a prominent place in their store/outlet.



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BRAND VISIBILITY INITIATIVES

SOCIAL MEDIA SNAPSHOTS: Our customers are at the heart of our brand. We love showcasing their stories. Their experiences are a testament to the value we provide. We invite you to follow us on social media and embark on this journey with us with exclusive promotions and discounts.



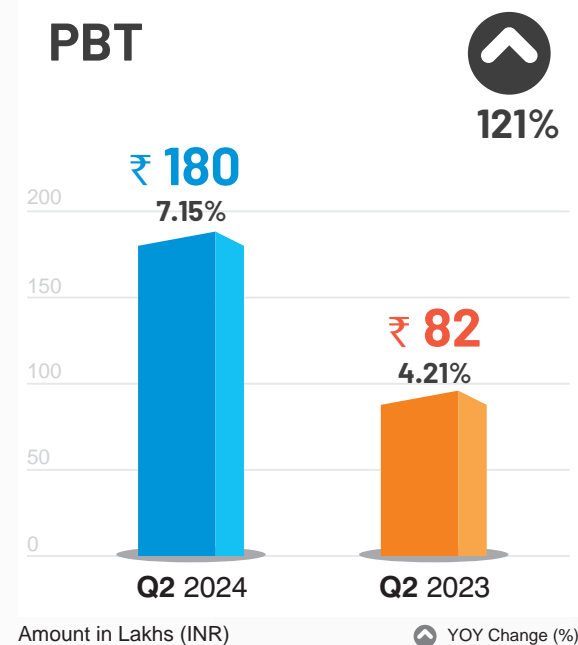
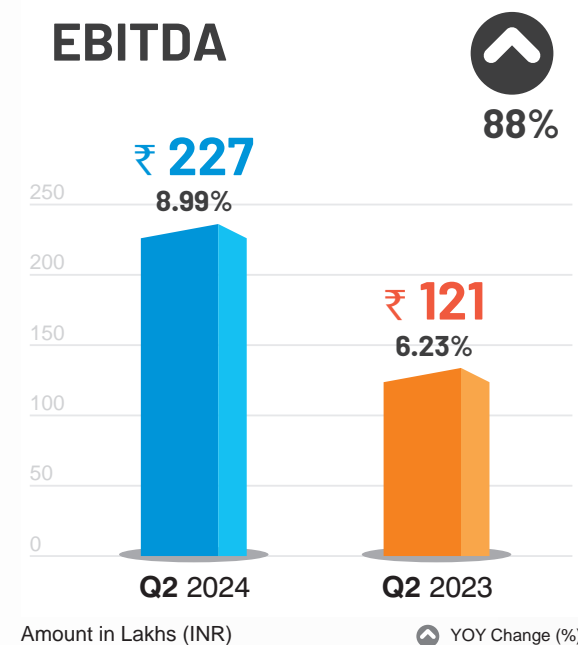
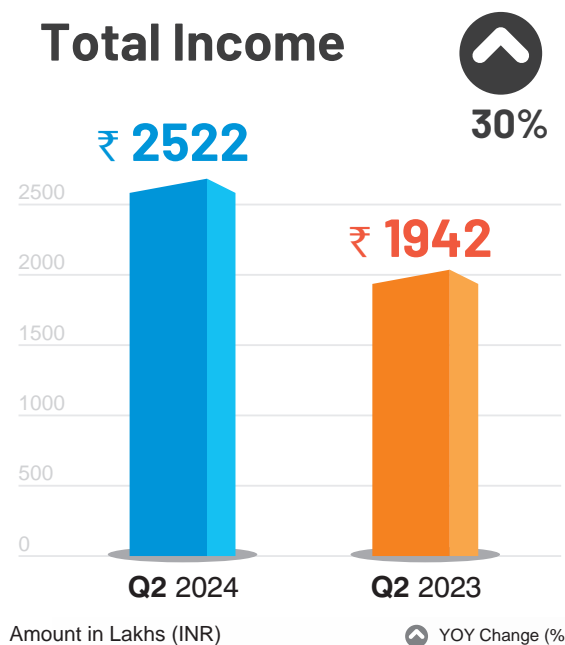


KEY STATS

Financial Highlights for the Quarter ended 30th September 2023

	Q2 FY 2024	Q2 FY 2023	Growth
Total Income	2522.37	1942.32	29.86%
EBIDTA	226.82	120.96	87.52%
PBT	180.26	81.71	120.61%
PAT	104.81	81.71	28.27%

Amount in Lakhs (INR)





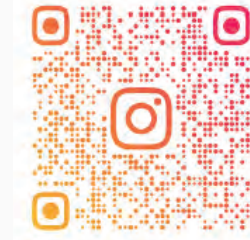
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SOCIAL INITIATIVES

Through our social initiative, we aim to make a tangible difference in the lives of those who require a helping hand.



Thank
you



PIL ITALICA LIFESTYLE LIMITED

Investor Grievance: corporate@italica.com

www.italica.com  Italica  Italica

Disclaimer: Some of the statements in this communication are forward looking statements. These statements are based on the present business environment and regulatory framework. Developments that could affect the Company's operations include significant changes in political and economic environment in India, tax laws, Import duties, litigation and labour relations. We assume no responsibility for any action taken based on the said information, or to update the same as circumstances change.