

Date: 25.09.2024

Ref no. SLL/SE/32-2024

To, National Stock Exchange of India Limited ("NSE") Listing Department Exchange Plaza, C-1 Block G, Bandra Kurla Complex Bandra [E], Mumbai – 400051	To, BSE Limited ("BSE") Listing Department Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001
NSE Scrip Symbol: STANLEY	BSE Scrip Code: 544202
ISIN: INE01A001028	ISIN: INE01A001028

Dear Sir/Ma'am,

**Subject: Intimation of Investor Presentation**

In continuation with the intimation of schedule of Investor/Analyst Meet to be held on Thursday, September 26, 2024 and Friday, September 27, 2024 and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Investors Presentation for the same.

Also, this presentation will be uploaded on the website of the Company at [www.stanleylifestyles.com](http://www.stanleylifestyles.com)

We request you to kindly take this on your record.

Thanking You,

**For Stanley Lifestyles Limited**

**Akash Shetty**  
**Company Secretary and Compliance Officer**  
**FCS. No. 11314**

Enclosed: As above

**Stanley Lifestyles Limited**

**Registered Office:** SY No. 16/2 and 16/3 Part, Hosur Road, Veerasandra village, Attibele Hobli, Anekal Taluk, Bangalore, Karnataka-560100

**CIN:** U19116KA2007PLC044090 | **Phone:** 080 6895 7200 | **E-mail:** [compliance@stanleylifestyles.com](mailto:compliance@stanleylifestyles.com) | **Website:** [www.stanleylifestyles.com](http://www.stanleylifestyles.com)

**STANLEY** |   
Makers Of Beautiful

(BSE: 544202; NSE: STANLEY)

# Corporate Presentation

September 2024



- 1 ABOUT STANLEY
- 2 INDUSTRY OVERVIEW
- 3 KEY STRENGTHS
- 4 COMPANY STRATEGIES
- 5 FINANCIAL SUMMARY

# 1 ABOUT STANLEY

# LARGEST PREMIUM AND LUXURY FURNITURE BRAND



## Scale

- **Among the few home-grown** super-premium and luxury consumer brands in India **operating at scale** in terms of manufacturing as well as retail operations<sup>2</sup>
- Present across **various price points** through our various brands<sup>2</sup>
- **Largest** in terms of number of stores and the **fastest** in terms of revenue growth<sup>2</sup>



## Footprint

- **Largest network of retail outlets** – Retail presence in India was thrice the size of nearest competitor in the luxury/ super-premium furniture industry<sup>2</sup>.
- **Various store formats** which allows us to target various markets ensuring enhanced brand visibility



## Vertically Integrated Model

- **Among the top 4** completely Integrated Indian super-premium & luxury furniture manufacturing company<sup>2</sup>
- Integrated model provides us with the ability to have **complete control** over our processes
- **Operating two manufacturing facilities** with combined total area of **3 lakh+ square feet**



## High level of profitability

- Only company in the segment operating at a **significant scale** while maintaining such a **high level of profitability**<sup>2</sup>
- **Consistently profitable over the last 10 years**

## 25 Years

A leading home-grown luxury brand

## Multiple

Store formats catering to a different segment of the market

## 25/61

Cities / Stores across brands<sup>3</sup>

## 6/16/14/14

New stores added across brands in FY21 / FY22 / FY23 / FY24

## 30.2%

FY21-24 Revenue CAGR

## 41.8%

FY21-24 EBITDA CAGR

## 147.3%

FY21-24 PAT CAGR

## #1

One of the highest PAT margins <sup>1,2,4</sup>

Notes:

1. FY23
2. Redseer Report
3. As of June 30, 2024 and includes Company Owned and Company Operated Stores as well as Franchisee Owned Franchisee Operated Stores
4. Among major Indian furniture companies

# STANLEY GROWTH JOURNEY

## STANLEY BOUTIQUE

Opened first retail store under the “Stanley Boutique” format in Bengaluru, Karnataka.  
Opened first FOFO store in Kochi, Kerala

Incorporation of a subsidiary ‘SDPL’ through a joint venture agreement. Opened first COCO store in Hyderabad

## SOFAS & MORE

Opened its first store under ‘Sofas & More by Stanley’ format

Store count increased to 25 stores

Store count of the Company increased to more than 50 stores

Company is planning to open more than 11 stores

Incorporated as a partnership firm in the name of ‘Stanley Seating’

‘Stanley Seating’ was converted from a partnership firm to a private limited company in the name of ‘Stanley Lifestyles Limited’

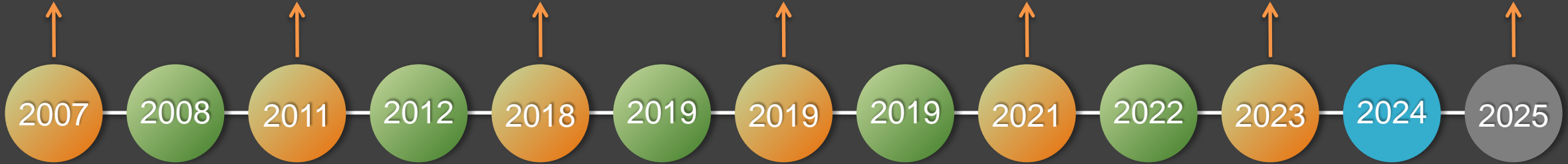
Opened first store in Chennai, Tamil Nadu.  
Opened first COCO store in Bengaluru, Karnataka

Raised funding from Oman India Joint Investment Fund II

STANLEY  
LEVEL NEXT  
Opened the first store under ‘Stanley Level Next’ format to offer luxury products

Opened first COCO store in Delhi

Listed on BSE and NSE



**61 stores<sup>1</sup>**

Significantly expanded our network of stores Stanley Level Next | Stanley Boutique | Sofas & More

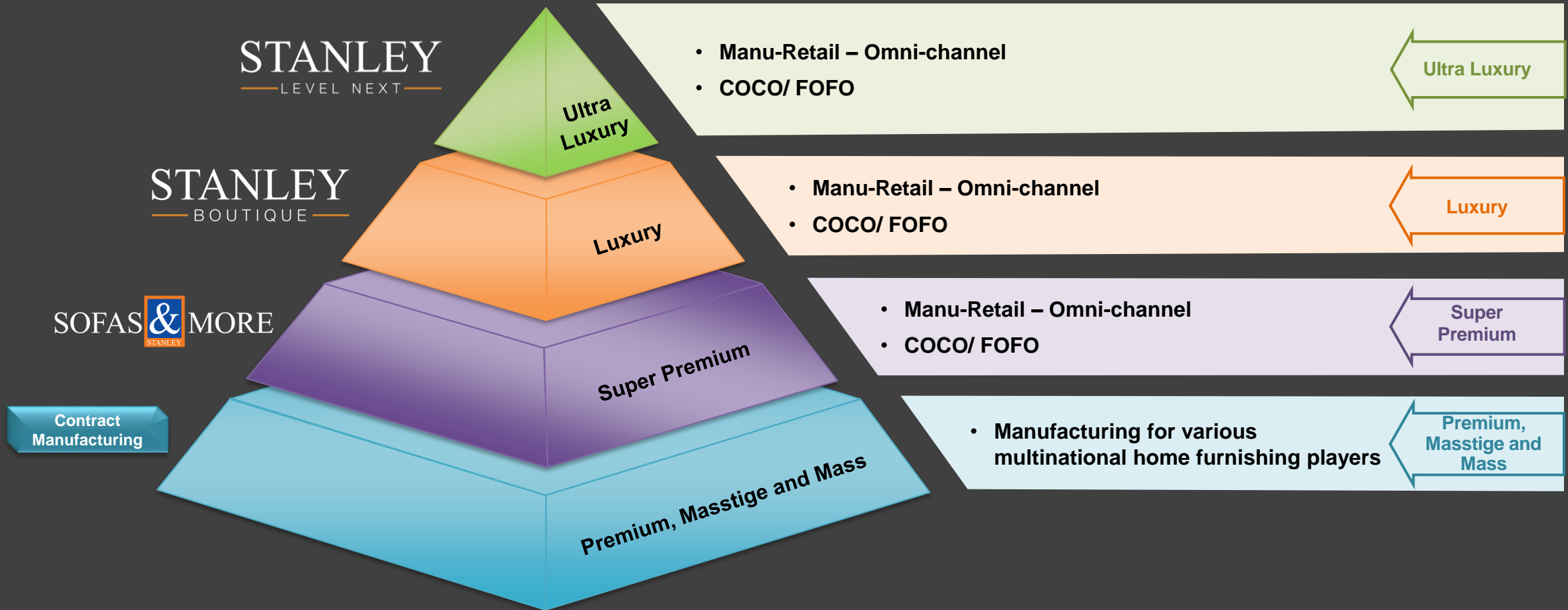


**2 Manufacturing Facilities** Developed a vertically integrated model that gives us control over our processes | 3 lakh+ sq. ft. of manufacturing area

Note: FOFO - Franchisee Owned and Franchisee Operated Stores, COCO - Company Owned and Company Operated Stores

1. As of June 30, 2024




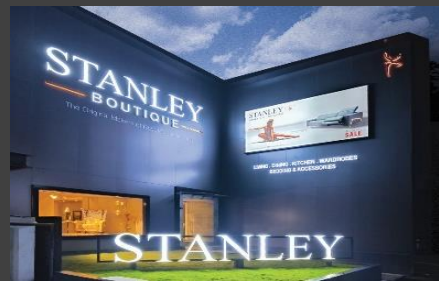


# STANLEY BUSINESS SEGMENTS



Source: Redseer Report

Note: Manu-Retail – Manufacturing-Retail Model. Ultra-luxury: > Rs. 5 lakhs, Luxury: Rs. 3 – 5 lakhs, Super-Premium: Rs. 1.5 – 3 lakhs, Premium: Rs. 0.7 – 1.5 lakhs, Masstige: Rs. 0.3 – 0.7 lakhs, Mass: < Rs. 0.3 lakhs

# COMPREHENSIVE PROVIDER OF HOME SOLUTIONS

Industry Price Point <sup>2</sup>	Presence	Stores	Products	Number of Stores <sup>1</sup>	Average Store Size (Sq. Ft.) <sup>3</sup>
<b>Ultra-Luxury (Home Solutions)</b> (Rs. 0.50 Mn and above)			<ul style="list-style-type: none"> <li>• Kitchen</li> <li>• Wardrobe</li> <li>• Sofa</li> <li>• Recliner</li> <li>• Dining Set</li> <li>• Centre Table</li> <li>• Side Table</li> <li>• Console</li> <li>• Bed and Mattress</li> </ul>	8	10,199
<b>Luxury</b> (Rs. 0.30 Mn – Rs. 0.50 Mn)			<ul style="list-style-type: none"> <li>• Sofa</li> <li>• Recliner</li> <li>• Dining Set</li> <li>• Centre Table</li> <li>• Side Table</li> <li>• Console</li> <li>• Bed and Mattress</li> </ul>	14	5,863
<b>Super Premium</b> (Rs. 0.15 Mn – Rs. 0.30 Mn)			<ul style="list-style-type: none"> <li>• Sofa</li> <li>• Recliner</li> <li>• Dining Set</li> <li>• Centre Table</li> <li>• Side Table</li> <li>• Console</li> <li>• Bed and Mattress</li> </ul>	39	6,581

Source: Redseer Report  
 1. Data as of June 30, 2024  
 2. Industry price point and brand presence is segmented basis price of Sofa (3+2) and number of SKUs in each price range  
 3. The average store size is an average size of the total number of stores as at June 30, 2024 corresponding to each store format. Average store size excludes the area of the hybrid store located at Hosur Road, Bengaluru, Karnataka which houses Stanley Level Next spread across 63,165 square feet and Sofas & More by Stanley spread across 11,000 square feet and one Stanley Living Store in Airport Road, Bengaluru which houses Stanley Level Next spread across 27,000 square feet and Sofas & More by Stanley spread across 9,000 square feet



# STANLEY LEVEL NEXT

## Stanley Level Next targets customers in the ultra luxury home solution price points



**STANLEY**  
— LEVEL NEXT —

**No. of Stores**  
8

**Positioning**  
Ultra Luxury

**Ticket Size**  
Rs. 0.5 Mn and above

**Avg. Sq. ft**  
10,199

### Locations

 Bengaluru (4)

 Cochin

 Hyderabad

 Mumbai

 New Delhi

### Products

Kitchen

Wardrobe

Sofa

Recliners

Dining Set

Centre Table

Side Table

Console

Beds &

Mattress



# STANLEY LEVEL NEXT



# STANLEY BOUTIQUE

## Stanley Boutique targets customers in the luxury category price points



STANLEY  
BOUTIQUE

No. of Stores  
14

Positioning  
Luxury

Ticket Size  
Rs. 0.30 – 0.50 Mn

Avg. Sq. ft  
5,863

### Locations

- Bengaluru (3)
- Chennai (2)
- Coimbatore
- Hyderabad (2)
- Kolkata (2)
- Mumbai (2)
- New Delhi
- Pune

### Products

- Sofa
- Recliner
- Dining Set
- Centre Table
- Side Table
- Console
- Beds &
- Mattress



# STANLEY BOUTIQUE



Sofas & More by Stanley targets customers in the super premium price points



Locations

- 📍 Ahmedabad
- 📍 Coimbatore
- 📍 Bengaluru (15)
- 📍 Guntur
- 📍 Bhiwandi
- 📍 Hyderabad (3)
- 📍 Calicut
- 📍 Lucknow
- 📍 Cochin
- 📍 Madurai
- 📍 Pune
- 📍 Mysore
- 📍 Tirunelveli
- 📍 Nellore
- 📍 Tirupati
- 📍 New Delhi
- 📍 Trivandrum
- 📍 Raipur
- 📍 Vellore
- 📍 Salem
- 📍 Vijayawada
- 📍 Chennai
- 📍 Vizag

Products

- Sofa
- Recliner
- Dining Set
- Centre Table
- Side Table
- Console
- Beds &
- Mattress



**No. of Stores**  
39

**Positioning**  
Super Premium

**Ticket Size**  
Rs. 0.15 – 0.30 Mn

**Avg. Sq. ft**  
6,581

# SOFAS & MORE



# PAN INDIA RETAIL PRESENCE

STANLEY  
— LEVEL NEXT —

STANLEY  
— BOUTIQUE —

SOFAS & MORE  
STANLEY

Total

COCO

Franchise

Karnataka	4	3	16	23	22	1
Maharashtra	1	3	2	6	3	3
Telangana	1	2	3	6	6	-
Andhra Pradesh	-	-	5	5	-	5
New Delhi	1	1	1	3	3	-
Other Cities	1	5	12	18	3	15
Total	8	14	39	61	37	24

# MANUFACTURING PLANTS



**Area (sq. ft.)**

**Electronic City**

1,97,643

**Jigani**

1,03,243

**Products**

- Seating and Beds
- Kitchen & Cabinetry
- Cased Goods
- Mattress & Pillow
- Automotive (OEM)

- Seating

**Installed Capacity<sup>1</sup>**

1,63,200

1,44,000

**Brands**

- Level Next
- Boutique
- Sofas & More

- Sofa & More
- Contract Manufacturing

**Employees**

775

240

<sup>1</sup>) Installed Capacity in numbers / set of components



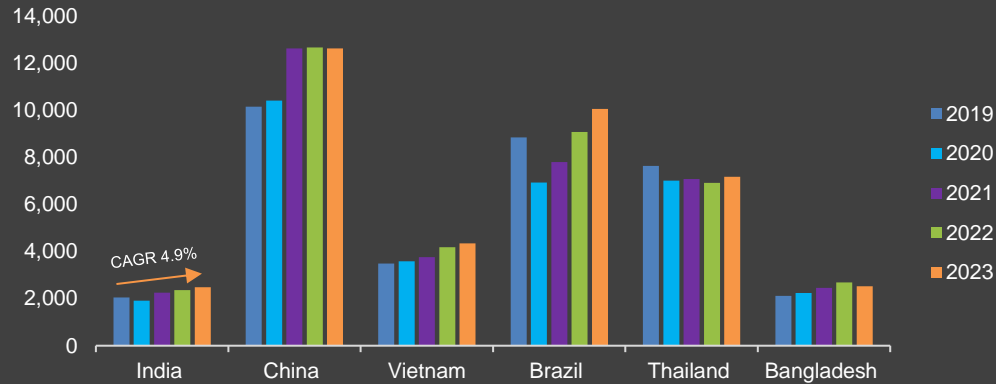


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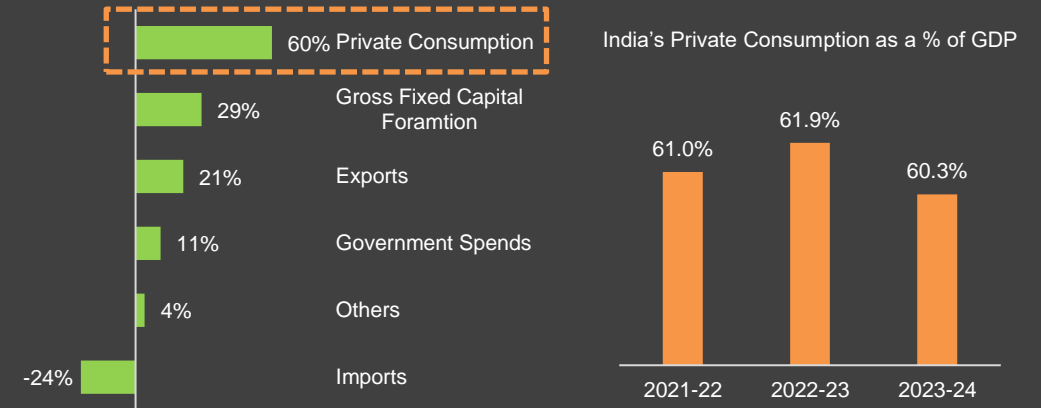
# INDUSTRY OVERVIEW

# INDIA'S ECONOMIC RISE AND GROWING PER CAPITA INCOME SHIFTS CONSUMER PREFERENCE TOWARDS PREMIUM BRANDS

## India's Per Capita Income of \$2,485 in 2023 Shows Significant Growth Potential Compared to China's \$12,614

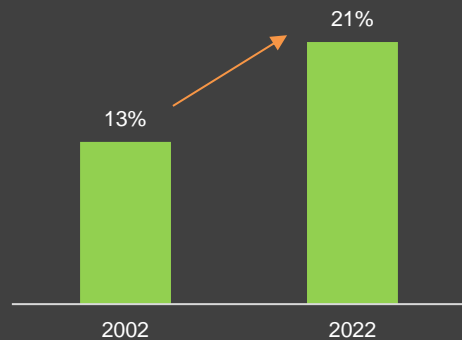


## India's economy has long been characterized by high Private Consumption

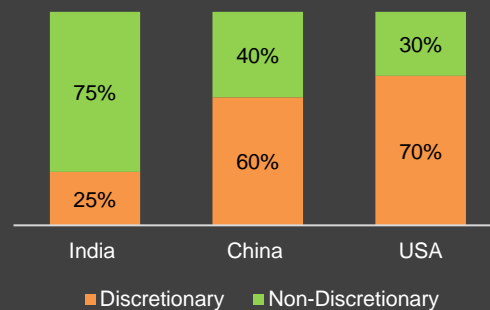


## Shifting Consumption Patterns driving India's Rising Discretionary Spending

India's Discretionary spend as a % of Consumption

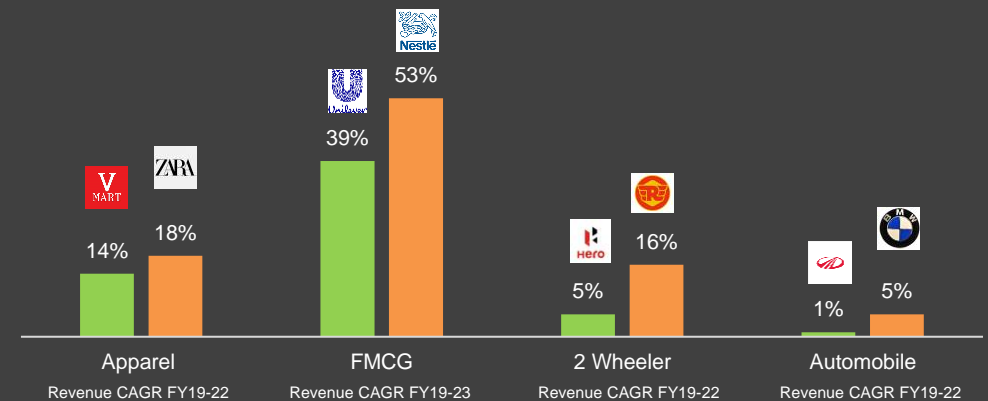


Retail market Spits by category, 2022



## Growing consumption class has appetite for premium products

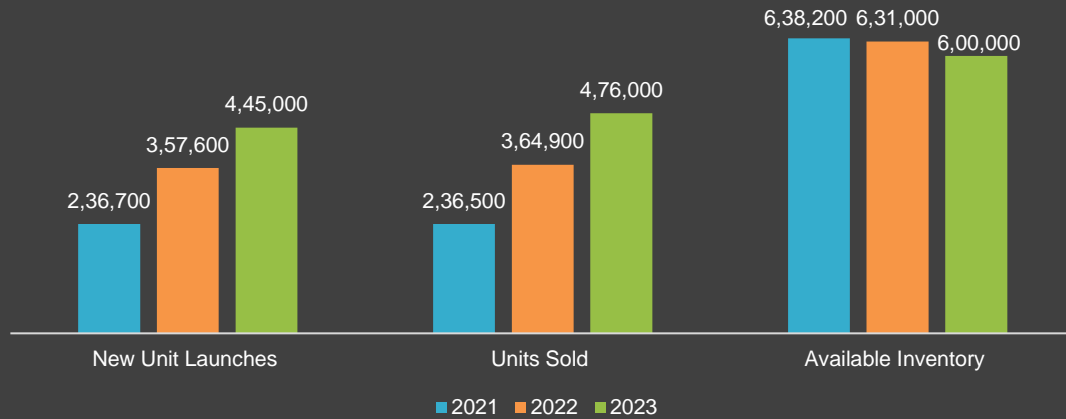
Sales growth of premium brands have been outperforming mass brands across categories



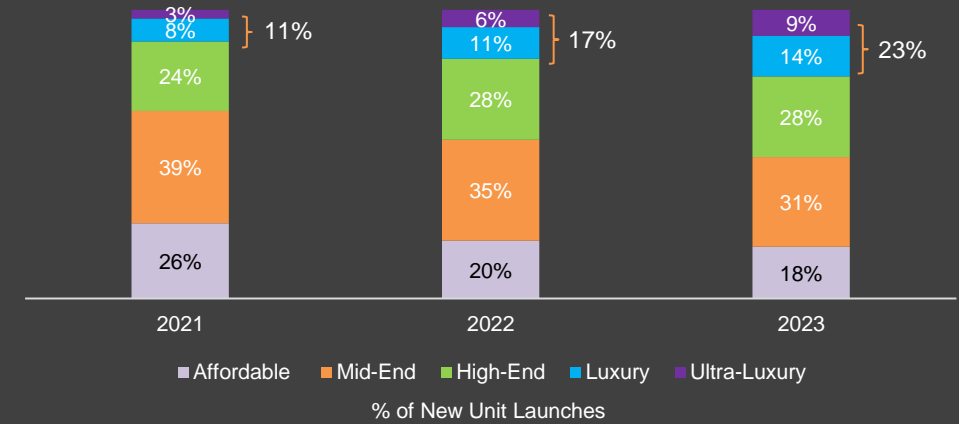
Source:  
1. World Bank  
2. Ministry of Statistics and Programme Implementation  
3. Blume Ventures: Indus Valley Report 2024

# RISING REAL ESTATE SECTOR SET THE STAGE FOR FUTURE GROWTH OPPORTUNITIES

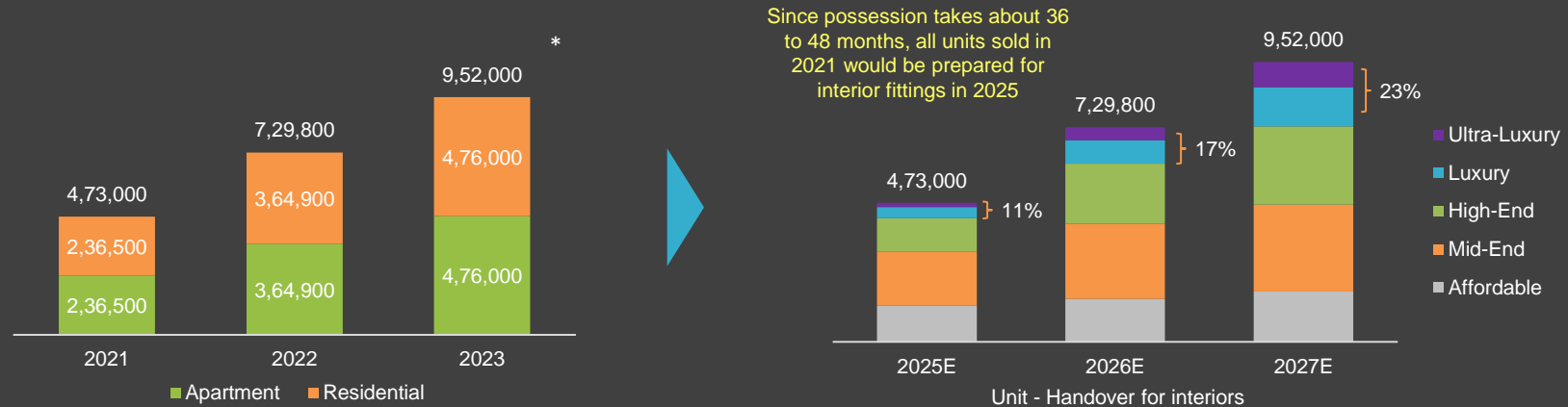
## Strong Recovery in Residential Real Estate Market with Growth in New Unit Launches, Sales and declining available Inventory



## Rise in Ultra-Luxury and Luxury Residential Property Paves the Way for Increased Demand for High-End Furniture



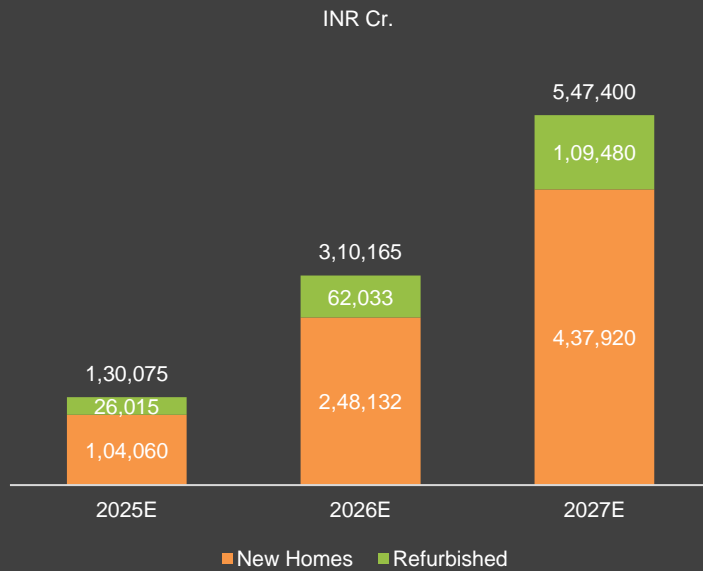
## New Home Possession lineup to Drive Demand for Luxury Interiors and Unlock Market Opportunities



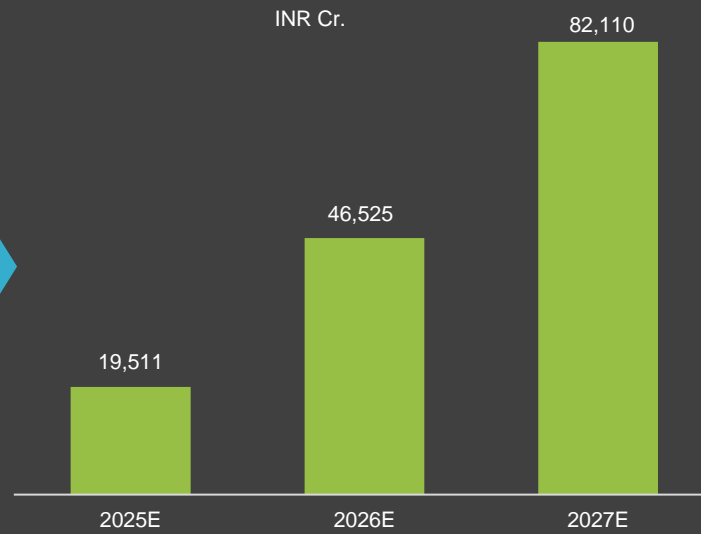
Source:  
 1. Anarock  
 2. Apartment sold/units Sold is of top 7 cities which includes NCR, MMR, Bengaluru, Pune, Hyderabad and Kolkata  
 3. \*Assuming individual residential unit constructions same as apartment sold  
 4. Residential units sold are as per management estimate as individual construction is not captured by RERA  
 5. Affordable: < INR 40 lakh, Mid-End: INR 40 lakh - INR 80 lakh, High-End: INR 80 lakh - INR 1.5 Cr., Luxury: INR 1.5 Cr. - INR 2.5 Cr., Ultra-Luxury: > INR 2.5 Cr.

# CAPTURING THE LUXURY FURNITURE MARKET THROUGH PREMIUM RESIDENTIAL SALES AND ORGANIZED SEGMENT EXPANSION

Total residential market size for premium properties with average house value of INR 2 Cr.\*



Total Addressable market with homeowners spending 15% of property value on interiors\*



20% of TAM Translates into Serviceable Addressable Market for Organized segment\*



Source:  
1. \* Management Estimates

3

# KEY STRENGTHS

# KEY COMPETITIVE STRENGTHS

1



Largest and the fastest growing brand in the luxury/super-premium furniture segment

2



Comprehensive home solutions provider with offerings across categories and price points

3



Pan-India presence with strategically located stores

4



Focus on design-led product innovation

5



Vertically integrated manufacturer with skilled craftsmanship capabilities

6



Efficient business model with track record of delivering financial growth

7



Promoter-led company with experienced professional and senior management team

# COMPREHENSIVE HOME SOLUTIONS PROVIDER WITH OFFERINGS ACROSS CATEGORIES AND PRICE POINTS

## Seating



Sofas



Recliners



Sofa-cum-Beds



Bar Stools



Dining Chairs



Pouffes



Cushions

## Kitchen and Cabinetry



Kitchens



Wardrobes



Bar Units



Laundry/ Utility



Shoe Racks



Bedside Tables

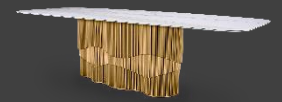


Prayer Units

## Case Goods



Coffee Tables



Dining Tables



Consoles



End Tables

## Mattresses and Beds



Beds



Mattresses



Pillows and Accessories







# 4 COMPANY STRATEGIES

# COMPANY STRATEGIES

-   Continue to expand our retail presence within India and abroad by leveraging the “Stanley” brand appeal
-   Continue to increase brand awareness
-   To evaluate and increase our presence in the B2B segment as well as enter into distribution arrangements
-   Further expand our product portfolio
-   To enter and expand into additional segments
-   Leverage technology to enhance customer experience and grow our operations

STANLEY  
MAKERS OF BEAUTIFUL

# BOARD OF DIRECTORS

Building and scaling luxury brands in India is a challenging task, but our Promoters have successfully achieved it over the last two decades



**Sunil Suresh**  
*Managing Director*

- Has been associated with our Company as a Promoter and a Director since October 11, 2007



**Shubha Sunil**  
*Whole Time Director*

- Has been associated with our Company as a Promoter and Director since October 11, 2007
- Cleared the Bachelor's of Science examination held by Bangalore University, Karnataka
- Holds a Certificate of completion of the INSEAD Leadership Programme for Senior Executives from INSEAD



**Girish Shrikrishna Nadkarni, Independent Director**

- Has over 16 years of experience
- Holds a Bachelor's degree in Commerce from the University of Mumbai and has cleared the examination held by the Institute of Cost Accountant of India
- Holds a Post Graduate Diploma in Management from the Indian Institute of Management, Ahmedabad
- Currently serving as a Director on the board of Clair Advisors Private Limited



**Ramanujam Venkat Raghavan, Independent Director**

- Has over 18 years of experience
- Cleared the Bachelor's of Commerce examination held by Bangalore University
- Currently working with Shahi Exports Private Limited as the Chief Executive Officer and Director



**Anusha Shetty, Independent Director**

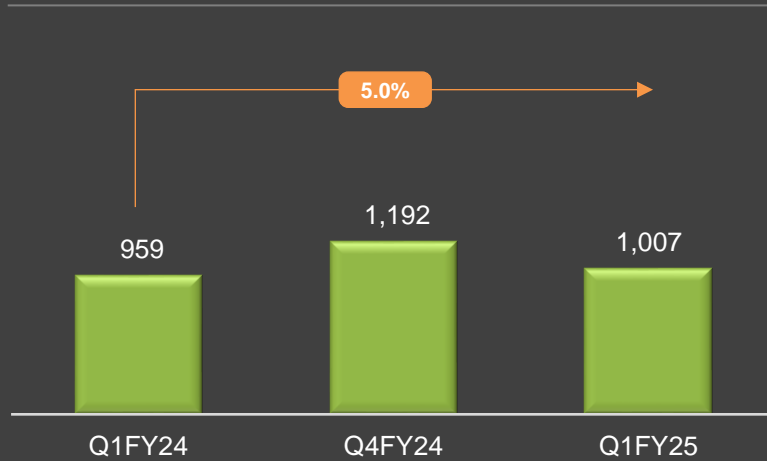
- Has over 17 years of experience
- Holds a Post Graduate Diploma in Management from T. A. Pai Management Institute, Manipal
- Currently working with Grey Group India as Chairperson and Group Chief Executive Officer



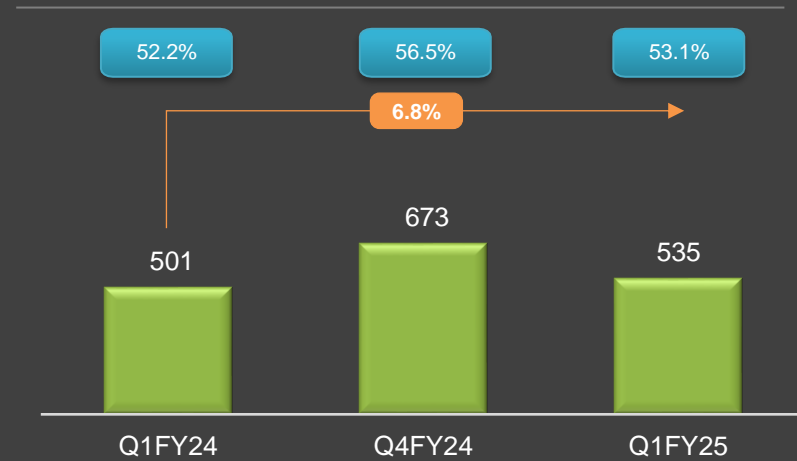
# 5 FINANCIAL SUMMARY

# Q1 FY25 FINANCIAL PERFORMANCE

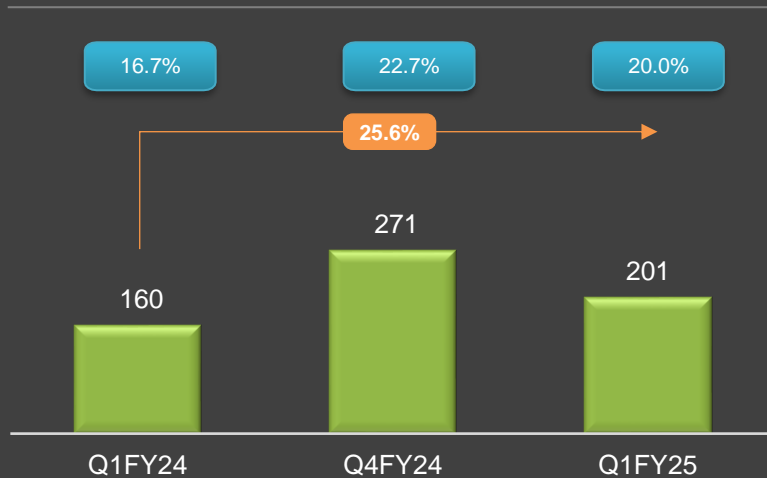
Revenue (Rs. Mn)



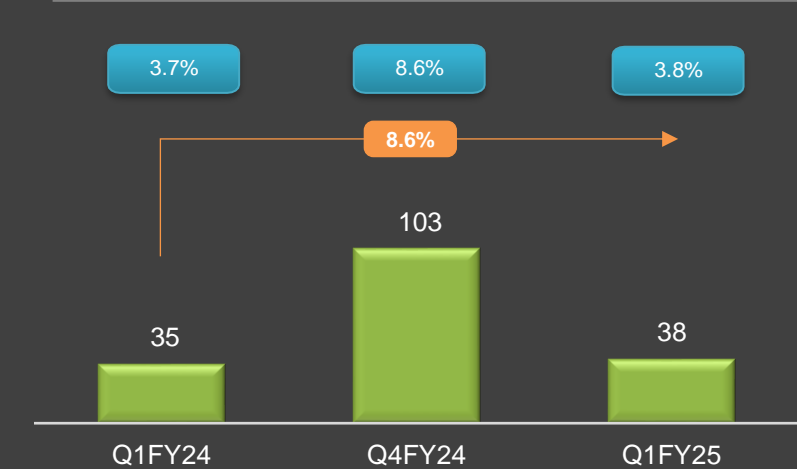
Gross Profit (Rs. Mn) / Margin (%)



EBITDA (Rs. Mn) / Margin (%)

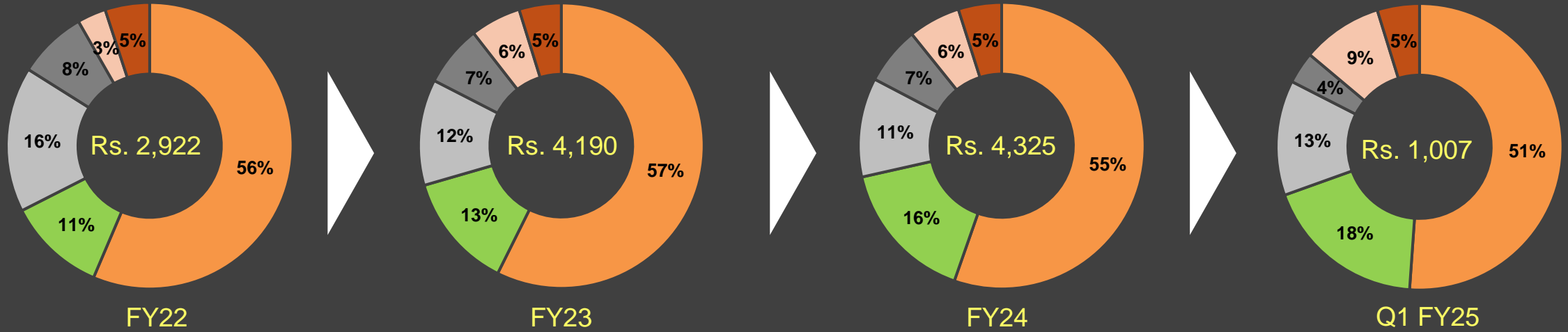


PAT (Rs. Mn) / Margin (%)



# REVENUE CONTRIBUTION BY PRODUCT CATEGORIES

(In Million)

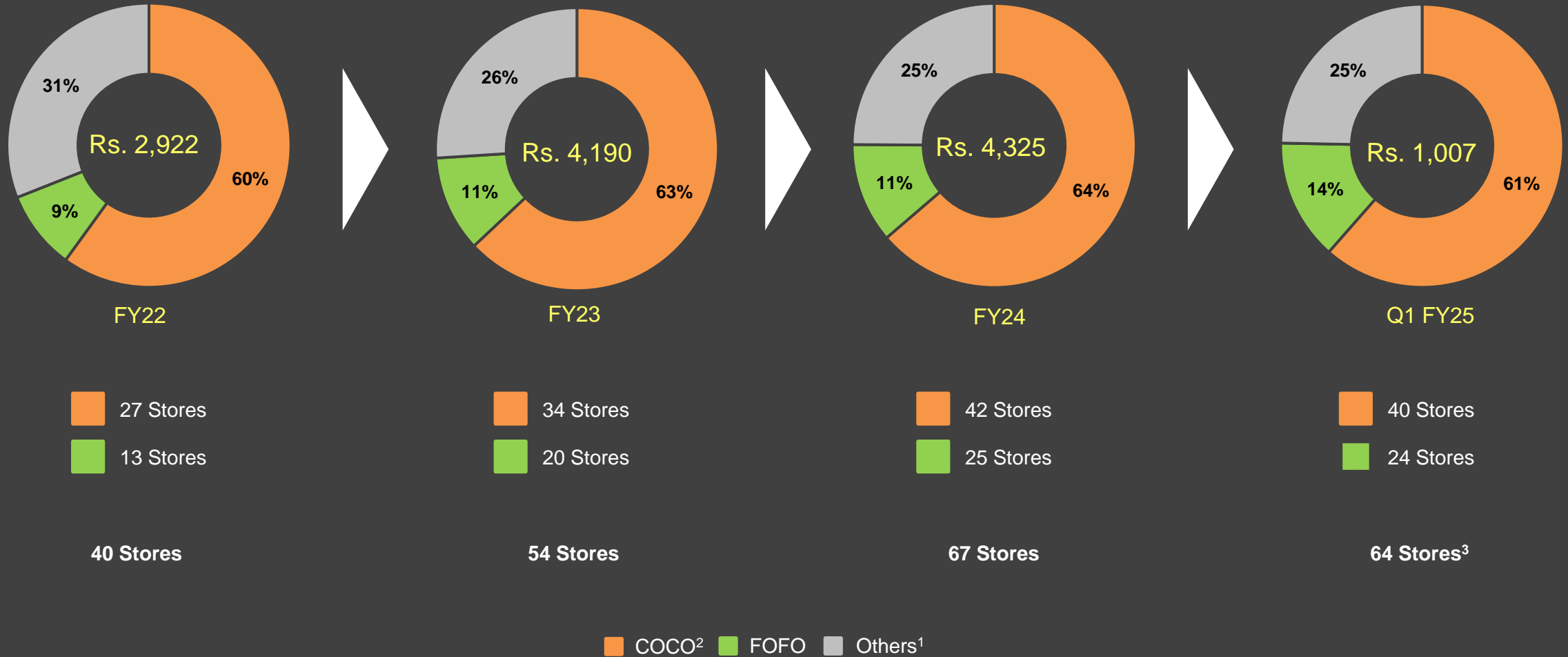


- Seating
- Case Goods
- Leather Automotive Interiors
- Automotive & others
- Kitchen & Cabinetry
- Beds & Mattress



# REVENUE CONTRIBUTION BY STORE CATEGORY

(In Million)



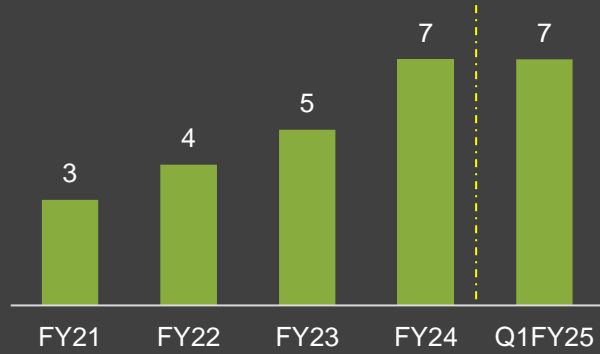
Note:

- Others includes contract manufacturing and B2B
- COCO includes two D8 stores and one Stanley Personal store in FY22, FY23, FY24 and Q1 FY25
- Two D8 stores were closed by end of Q1 FY25

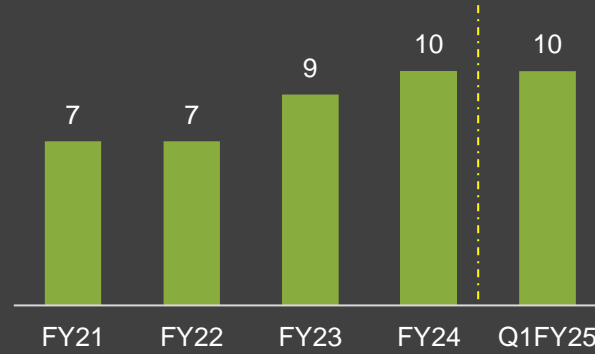
# STORE CATEGORY BREAKUP

Company Owned

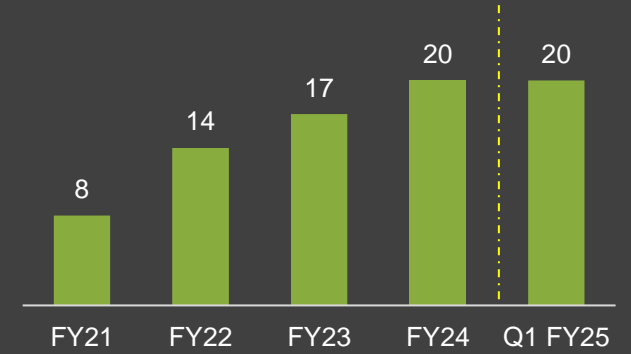
STANLEY  
LEVEL NEXT



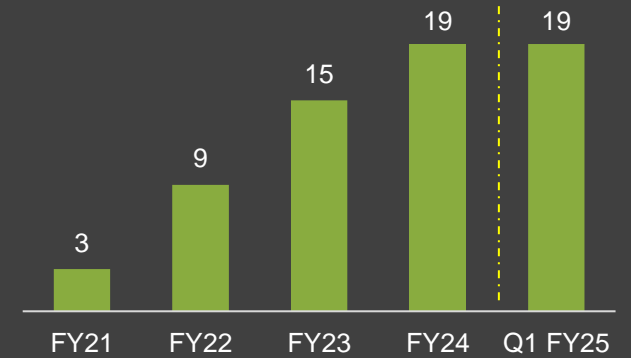
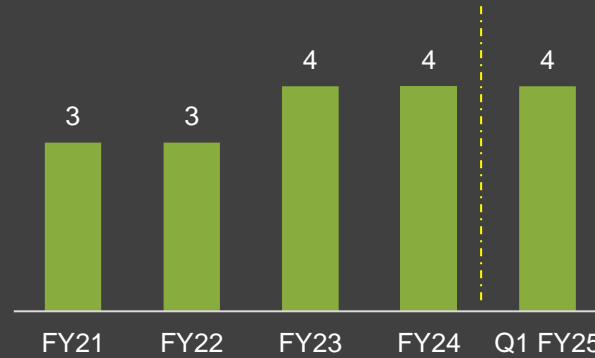
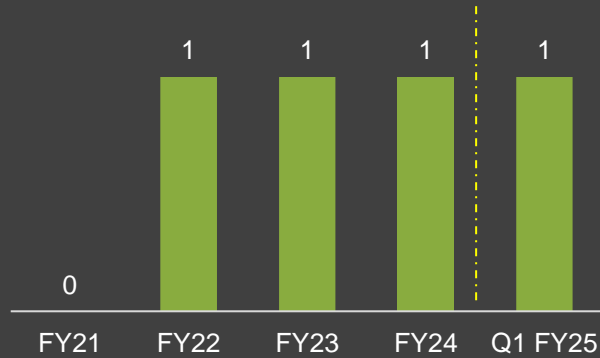
STANLEY  
BOUTIQUE



SOFAS & MORE  
STANLEY



Franchise



Note: As of June 30, 2024

# Q1 FY25 INCOME STATEMENT

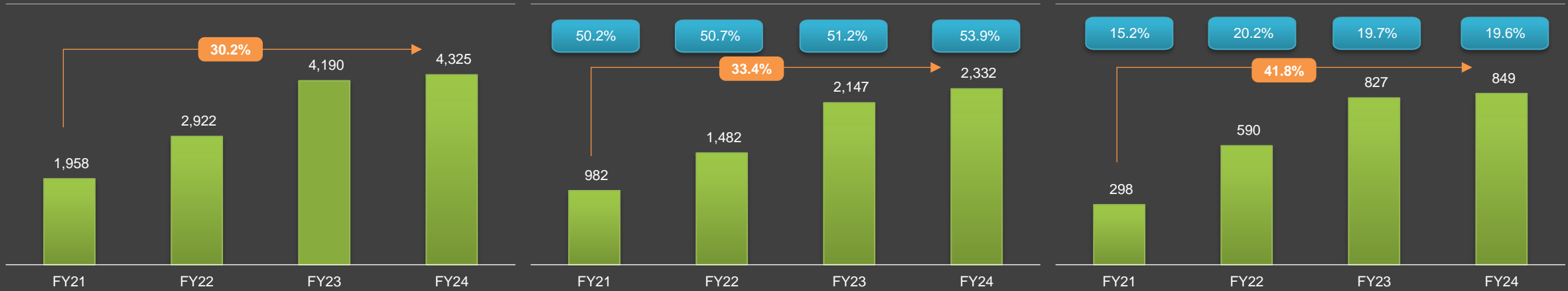
Rs. Million	Q1 FY25	Q1 FY24	Y-o-Y (%)	Q4 FY24	Q-o-Q (%)	FY24	FY23	Y-o-Y (%)
<b>Revenue</b>	<b>1,007</b>	<b>959</b>	<b>5.0%</b>	<b>1,192</b>	<b>(15.5)%</b>	<b>4,325</b>	<b>4,190</b>	<b>3.2%</b>
Cost of Materials Consumed	347	435		359		1,743	2,043	
Purchase of stock in trade	52	94		121		360	108	
Changes in Inventories	73	(71)		39		(110)	(108)	
Employee Cost	141	136		150		572	495	
Other Expenses	193	205		252		911	825	
<b>EBITDA</b>	<b>201</b>	<b>160</b>	<b>25.6%</b>	<b>271</b>	<b>(25.8)%</b>	<b>849</b>	<b>827</b>	<b>2.6%</b>
<b>Margin</b>	<b>20.0%</b>	<b>16.7%</b>		<b>22.7%</b>		<b>19.6%</b>	<b>19.7%</b>	
Other Income	17	20		23		113	66	
Depreciation	107	89		104		381	283	
Finance Cost	53	44		48		191	147	
<b>PBT</b>	<b>58</b>	<b>47</b>	<b>23.4%</b>	<b>142</b>	<b>(59.2)%</b>	<b>390</b>	<b>464</b>	<b>(15.9)%</b>
<b>Margin</b>	<b>5.8%</b>	<b>4.9%</b>		<b>11.9%</b>		<b>9.0%</b>	<b>11.1%</b>	
Tax	20	12		39		99	114	
<b>PAT (Ind AS)</b>	<b>38</b>	<b>35</b>	<b>8.6%</b>	<b>103</b>	<b>(63.1)%</b>	<b>291</b>	<b>350</b>	<b>(16.8)%</b>
<b>Margin</b>	<b>3.8%</b>	<b>3.7%</b>		<b>8.6%</b>		<b>6.7%</b>	<b>8.3%</b>	
<b>PAT (IGAAP)</b>	<b>52</b>	<b>48</b>	<b>8.3%</b>	<b>132</b>	<b>(60.6)%</b>	<b>345</b>	<b>392</b>	<b>(12.0)%</b>
<b>Margin</b>	<b>5.1%</b>	<b>5.0%</b>		<b>11.0%</b>		<b>8.0%</b>	<b>9.4%</b>	
<b>EPS</b>	<b>0.73</b>	<b>0.74</b>		<b>1.98</b>		<b>5.83</b>	<b>6.37</b>	

# EFFICIENT BUSINESS MODEL WITH TRACK RECORD OF DELIVERING FINANCIAL GROWTH

REVENUE (Rs. Mn)

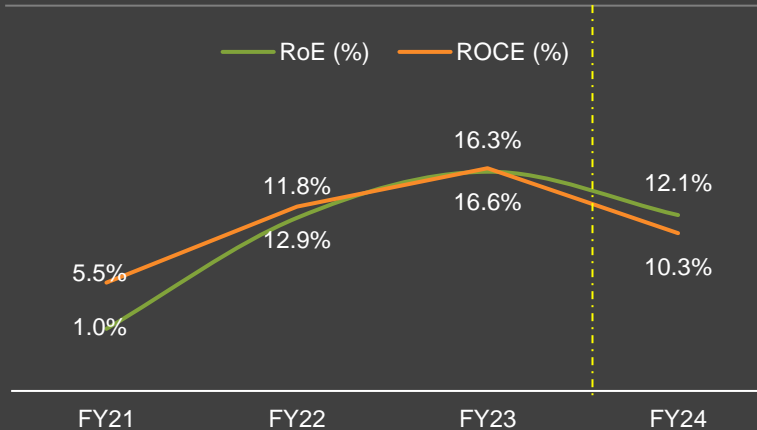
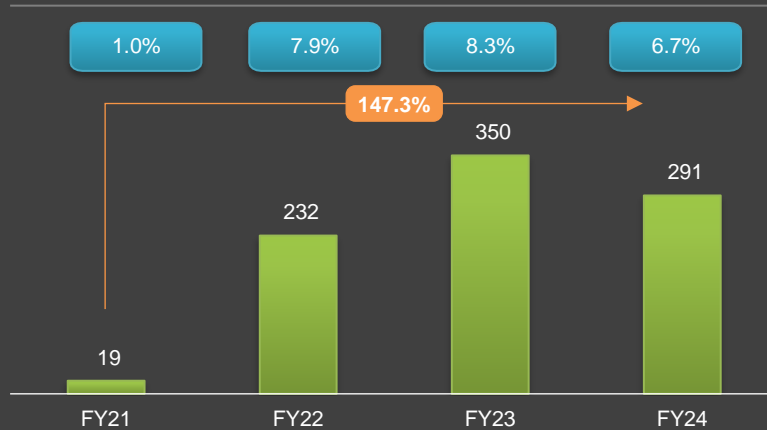
GROSS PROFIT (Rs. Mn)

EBITDA (Rs. Mn)



PAT (Rs. Mn)

RoE, RoCE (%)



Note: Gross Profit is calculated as revenues from operations less the cost of goods sold. Cost of goods sold is the sum of cost of materials consumed, purchases of stock-in-trade and increase/ decrease in inventories; Gross Margin is calculated as gross profit divided by revenues from operations. EBITDA is calculated as restated profit for the year, plus total tax expenses, finance costs and depreciation and amortization expense less other income; EBITDA Margin is calculated as EBITDA as a percentage of revenue from operations. Return on Capital Employed (%) is calculated as earnings before interest and tax ("EBIT") divided by Capital Employed. EBIT is calculated as restated profit for the year plus total tax expense plus finance costs and Capital Employed is calculated as the sum of total equity, current borrowings, non-current borrowings, current lease liabilities, non-current lease liabilities and as reduced by goodwill on consolidation, intangible assets and intangible assets under development. Return on Equity (%) is calculated as restated profit after tax divided by average shareholder's equity.



## DISCLAIMER

This presentation contains statements that are “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to “Stanley Lifestyles” future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

Stanley Lifestyles undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.

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**Thank You**

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