



**ITALICA**<sup>®</sup>

**PIL ITALICA LIFESTYLE LIMITED**

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576



+91-96 499 71111



0294-2432272



info@italica.com

25 July, 2023

<b>The Manager-Listing Department</b> National Stock Exchange of India Limited, 'Exchange Plaza', C-1, Block –G Bandra Kurla Complex, Bandra –East Mumbai–400051	<b>Listing Department</b> BSE Limited Phiroze Jeejeebhoy Towers 25 <sup>th</sup> Floor, Dalal Street Mumbai- 400001
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**Sub : Business Update Report –June 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 June 30, 2023.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

**For PIL ITALICA LIFESTYLE LIMITED**

**NARENDRA  
BHANAWAT**

Digitally signed by  
NARENDRA  
BHANAWAT  
Date: 2023.07.25  
14:42:14 +05'30'

Narendra Bhanawat  
(Whole Time Director)  
DIN : 00146824



# PIL ITALICA LIFESTYLE LIMITED

# BUSINESS UPDATES

Q1 APRIL-JUNE 2023



- Mumbai • New Delhi • Udaipur • Silvassa • Bangalore • Kanpur
- Bhiwandi • Ghaziabad • Hyderabad • Jabalpur • Zirakpur

- COMPANY OVERVIEW
- HOW WE ARE DIFFERENT?
- GEOGRAPHICAL PRESENCE
- NEW LAUNCH
- OUR IN-HOUSE STUDIO
- BRAND VISIBILITY
- KEY STATS
- AWARDS AND RECOGNITION
- SUSTAINABLE PRACTICES







**ITALICA**<sup>®</sup>

## COMPANY OVERVIEW



Since its incorporation in 1993, 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.

## HOW WE ARE DIFFERENT?

# 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!'**





## GEOGRAPHICAL PRESENCE

### 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 June 2023

**1912**

Dealers

**506**

Distributors

**15**

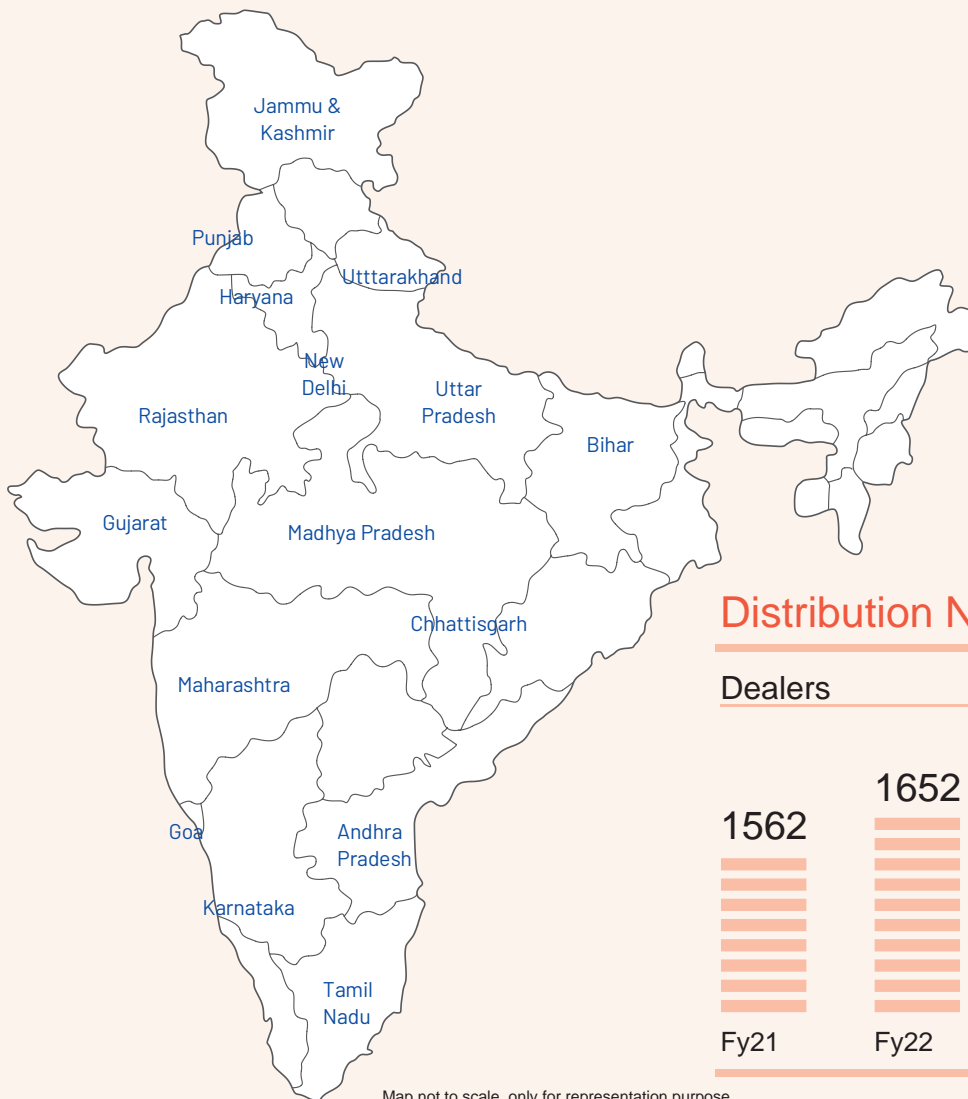
States present in

**2**

Fulfilment centres added in FY23: Hyderabad & Kanpur

**9**

Fulfilment centres



Map not to scale, only for representation purpose

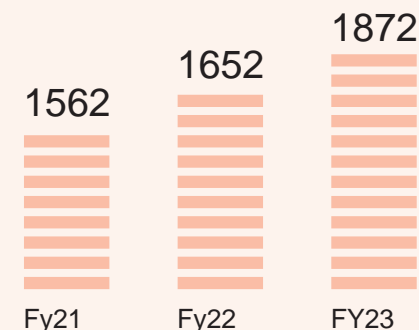
Traction for the period April-June 2023

**40** New Dealers appointed across India

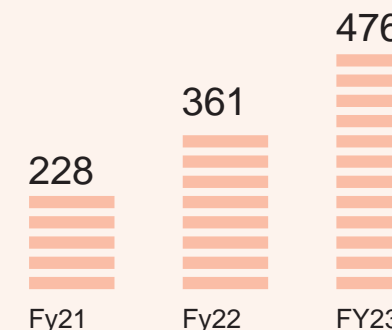
**30** New Distributors appointed across India

### Distribution Network (#)

Dealers



Distributors







# ITALICA®

## NEW PRODUCT/COLOUR LAUNCHED

**NEW ARRIVAL\***  
PLASTEEL SERIES

ITALICA®

Launching New Sand Colour in  
**1209**



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

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

**6 Chairs in a Bundle**

**Applications:**



**NEW ARRIVAL\***  
SPINE CARE SERIES

ITALICA®

Launching New Ivory Colour in  
**2277**



- 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)

**Packing: 12 Chairs in a Bundle**

**Applications:**



**NEW ARRIVAL\***  
PREMIUM SERIES

ITALICA®

Launching New Ivory Colour in  
**9006**



- 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)

**Packing: 12 Chairs in a Bundle**

**Applications:**



**NEW ARRIVAL\***  
PREMIUM SERIES

ITALICA®

Launching New White Colour in  
**Fortuner**



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

**Dimensions:**  
Height: 835 mm  
Width: 805 mm  
Depth: 435 mm

**Packing: 8 Chairs in a Bundle**

**Applications:**



**NEW ARRIVAL\***  
DINNING TABLES

ITALICA®

Launching New Dual Colours in  
**9508**



Red & Black  
Olive Green & Black

**Dimensions:**  
715 mm (H) x 1000 mm (D)

**Applications:**



**NEW ARRIVAL\***  
STOOLS

ITALICA®

Launching New White & Black Colour 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\***  
KIDS WORLD

ITALICA®

Launching New Colour in  
**5226**



Green-Gold



Blue-Red  
Orange-Gold

**Dimensions:**  
Height: 505 mm  
Width: 367 mm  
Depth: 365 mm



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## OUR IN-HOUSE STUDIO

### In-House Photoshoot Setup:

Italica has set up an in-house photoshoot to capture beautiful and professional-looking images that reflect its creativity and style.



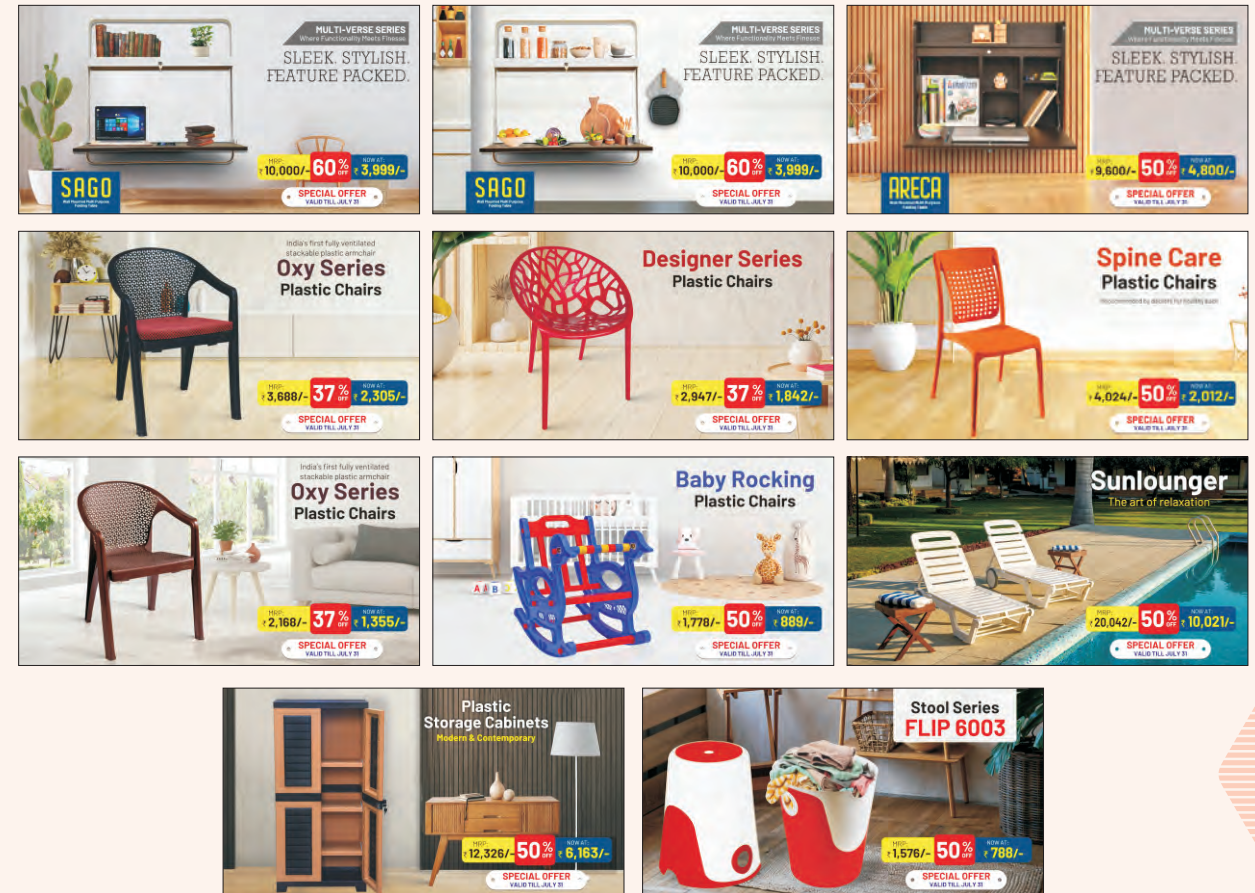


# BRAND VISIBILITY

**Increasing Brand Visibility**  
through in-store collaterals at touch points



**Home Page Web Banners**  
for Website







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# BRAND VISIBILITY

## National Sales Meet 2023 at Udaipur







# ITALICA®

## BRAND VISIBILITY

### Caravan 2023 Scheme

Announcement for Channel Partners

**ITALICA CARAVAN**  
CHANNEL PARTNERS REWARD SCHEME 2023

Period: 01 July to 30 November 2023

Dear Valued Partner,  
With immense pleasure we are offering you **ITALICA CARAVAN SCHEME 2023\*** on purchase of Italica/Kisan furniture products during the period from **01 July, 2023 to 30 November, 2023** as per the reward slabs mentioned below:

<p><b>SLAB 1</b></p> <p>On purchase of ₹ 72,00,000/- worth material of Italica / Kisan Furniture</p> <p>2 Persons shall qualify for 3N/4D Trip to Bali (Indonesia)</p>	<p><b>SLAB 2</b></p> <p>On purchase of ₹ 42,00,000/- worth material of Italica / Kisan Furniture</p> <p>1 Person shall qualify for 3N/4D Trip to Bali (Indonesia)</p>
<p><b>SLAB 3</b></p> <p>On purchase of ₹ 30,00,000/- worth material of Italica / Kisan Furniture</p> <p>2 Persons shall qualify for 3N/4D Trip to Puri (Odisha)</p>	<p><b>SLAB 4</b></p> <p>On purchase of ₹ 16,00,000/- worth material of Italica / Kisan Furniture</p> <p>1 Person shall qualify for 3N/4D Trip to Puri (Odisha)</p>
<p><b>SLAB 5</b></p> <p>On purchase of ₹ 8,00,000/- worth material of Italica / Kisan Furniture</p> <p>Gift Hamper with 6 products from Crompton: Blender, Toaster, Sandwich Maker, Electric Kettle, Dishes, Electric Mixer</p>	<p><b>SLAB 6</b></p> <p>On purchase of ₹ 4,00,000/- worth material of Italica / Kisan Furniture</p> <p>Gift Hamper with 3 products from Crompton: Blender, Toaster, Sandwich Maker, Electric Kettle, Dishes, Electric Mixer</p>

Take Maximum Benefit of the Scheme and Win Exciting Rewards!

\*Terms and Conditions Apply

### Caravan 2022 Scheme Winners

Dubai Trip



Goa Trip







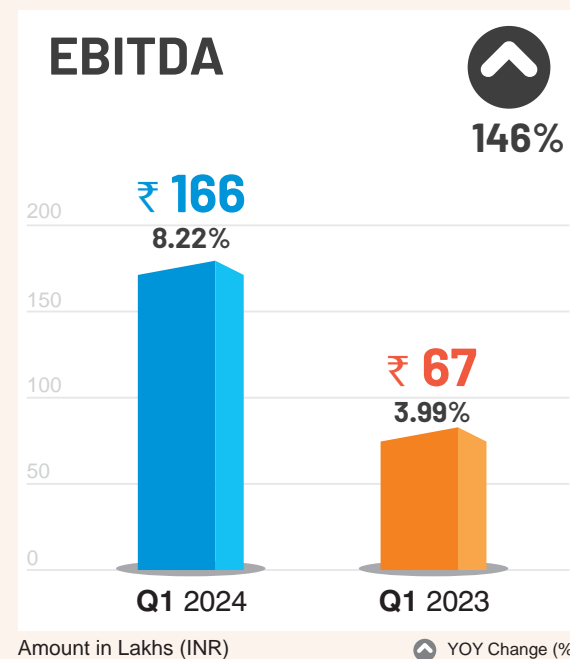
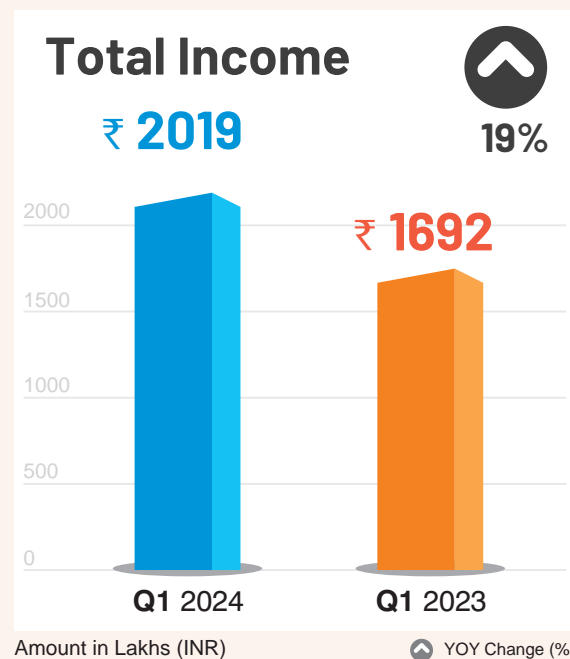


## KEY STATS

### Financial Highlights for the Quarter ended 30<sup>th</sup> June 2023

	Q1 FY 2024	Q1 FY 2023	Growth
Total Income	2018.52	1691.91	19.30%
EBITDA	165.90	67.49	145.81%
PBT	119.55	21.22	463.38%
PAT	119.55	21.22	463.38%

Amount in Lakhs (INR)







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## AWARDS AND RECOGNITION

Another day, another achievement! Spreading our digital footprints.





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# SUSTAINABLE PRACTICES

## Waste Management Products

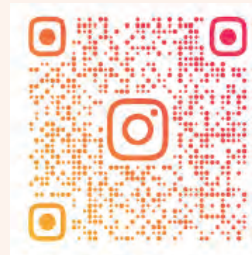
At PIL Italica, we are committed to promoting a cleaner environment, one that rests on the promise of the greener future. In alignment with the Government of India's Swachh Bharat Initiative, we also offer waste management products, such as dustbins and efficient garbage storage solutions. Our waste management products are supplied to various municipal corporations and government bodies.

Our waste management products are highly versatile and find extensive application in a range of public spaces, including but not limited to hospitals, railway stations, malls, parks, airports, commercial complexes and housing societies. We are dedicated to ensuring that these areas are equipped with state-of-the-art waste management systems that promote hygiene, and cleanliness.





*Thank  
you*



**PIL ITALICA LIFESTYLE LIMITED**

**Investor Grievance:** [corporate@italica.com](mailto:corporate@italica.com)

[www.italica.com](http://www.italica.com)  Italica  Italica