

Date: 13.11.2024

Ref no. SLL/SE/42-2024

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, November 14, 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

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 | **Website:** www.stanleylifestyles.com

STANLEY | 
Makers Of Beautiful

(BSE: 544202; NSE: STANLEY)

Earnings Presentation

Q2 FY2025

13th November 2024



Q2 FY25 FINANCIAL RESULTS DISCUSSION



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 operations²
- Present across **various price points** through our various brands²
- **Largest** in terms of number of stores and the **fastest** in terms of revenue growth²



Footprint

- **Largest network of retail outlets** – Retail presence in India was thrice the size of nearest competitor in the luxury/ super-premium furniture industry².
- **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 company²
- 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**²
- **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

25/65

Cities / Stores across brands³

6/16/14/14/3

New stores added across brands in FY21 / FY22 / FY23 / FY24/ H1FY25

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 ^{1,2,4}

Notes:
 1. FY23
 2. Redseer Report
 3. As of September 30, 2024 and includes Company Owned and Company Operated Stores, Franchisee Owned Franchisee Operated Stores and One Stanley Personnel Store
 4. Among major Indian furniture companies

MANAGING DIRECTOR'S MESSAGE

“During the first half of FY2025, Stanley Lifestyles reported Revenue from Operations of INR 2,037 million, despite our B to C business growing by 3.0% year on year, our overall sales declined by 1.1% compared to H1 of the previous year.

This was due to a combination of factors including reduced store footfall due to unusually heavy rainfalls in our major retail markets. Change in one of our business verticals from credit to cash and carry and reduced pull from our B to B customers. Although, the Indian luxury residential property sales continue to grow exponentially, the ongoing delays in property handovers by builders continue to postpone the timing of actual furniture purchases.

With more than 17 stores being below 18 months and under the gestation period of 30 months and due to the ratio of new stores under gestation period, we continue to incur higher operation costs which has put pressure on our current profitability, however this will even out as the stores start to mature as we move forward.

We have managed to reduce our marketing spends compared to the same period last year. Our cost of imported raw materials were impacted by adverse foreign exchange movement and increased shipping costs. From a profitability perspective we delivered EBITDA for H1 FY25 of INR 386 million with a margin of 18.9% and Profit After Tax was INR 95 million.

On the B to C retail front, we expanded our footprint by opening three new stores in H1 FY25 across each of our brands: Stanley Level Next (Ahmedabad), Stanley Boutique (Chennai) and Sofas and More (Chennai). This brings our net total store count to 64 as at the end September 2024, comprising 39 Company Owned and Company Operated (COCO) stores and 25 Franchise Owned and Franchise Operated stores (FOFO). Our COCO stores contributed 58% of revenue in H1 FY25, reflecting Stanley Lifestyles' focus on direct consumer engagement and operational quality control.

We have stayed to our annual plan and all the stores budgeted have been successfully launched till date and we are confident of achieving all planned new store rollout for this financial year. With a better than previous year order book at the start of H2 FY2025, we remain positive to have better business in remaining quarters of this year.

In the medium term, India's luxury residential property market which is driven by an increasingly affluent demographic, is expected to follow an exciting and high growth trajectory. Sales of high-end residences, valued at INR 4 Crore or more, increased by 38% in the first nine months of 2024 compared to last year. This expanding market of upscale homeowners is creating a strong momentum for quality furnishings that align with their lifestyle aspirations. With our well-established brand positioning in premium and luxury furniture space, bespoke offering and innovative designs, Stanley Lifestyles is uniquely positioned to capitalise on these powerful consumer trends.

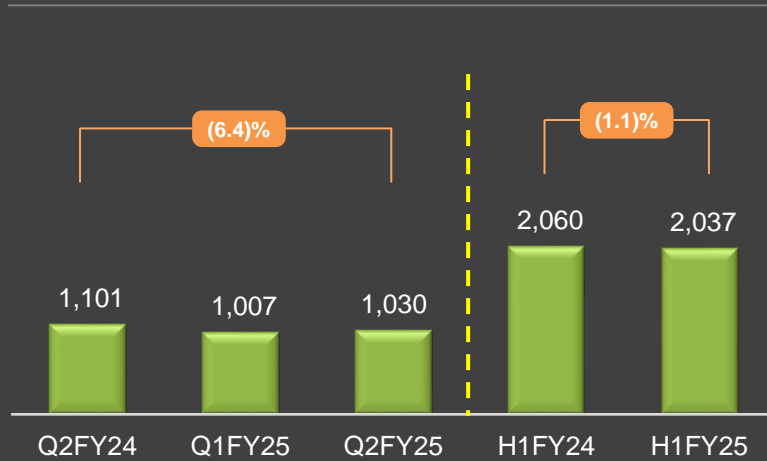
Management's top priorities include expanding our retail network strategically, localisation of raw materials and continuing to launch contemporary furniture collections for our target customer base. In summary, Stanley Lifestyles strategy is to deliver value to both our customers and stakeholders while reinforcing our position as India's leading brand in premium home interiors and high-end luxury furniture space.”



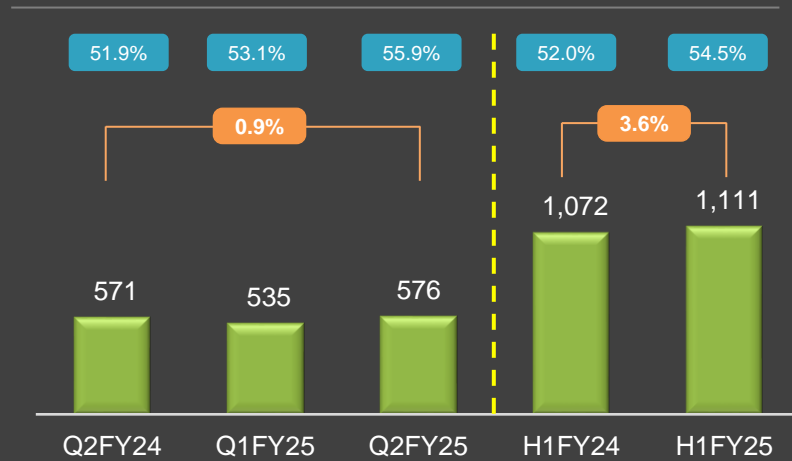
Mr. Sunil Suresh

Q2 and H1 FY25 FINANCIAL PERFORMANCE

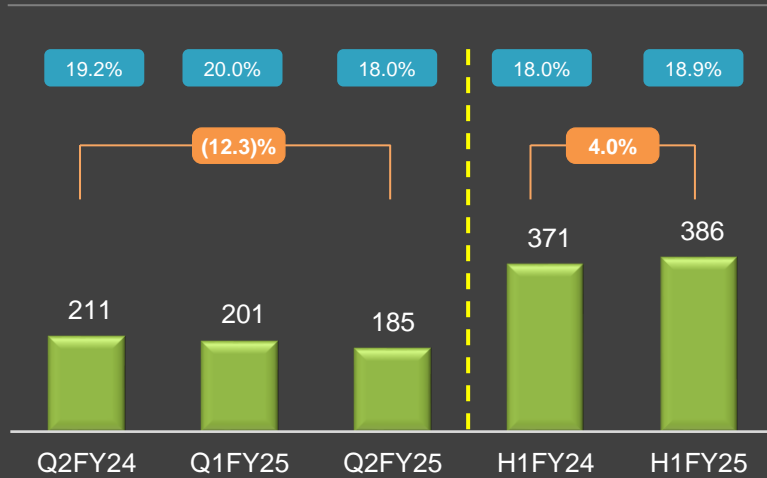
Revenue (Rs. Mn)



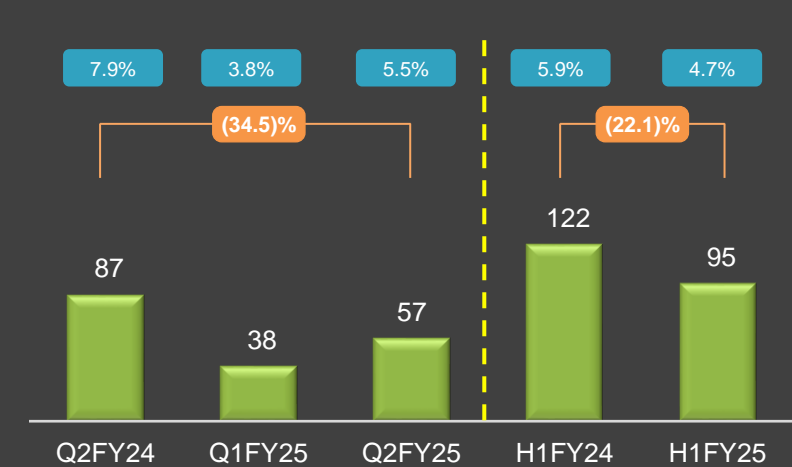
Gross Profit (Rs. Mn) / Margin (%)



EBITDA (Rs. Mn) / Margin (%)

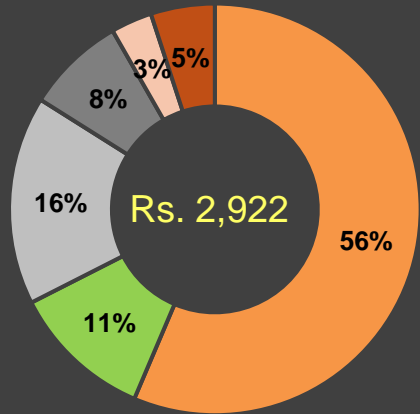


PAT (Rs. Mn) / Margin (%)

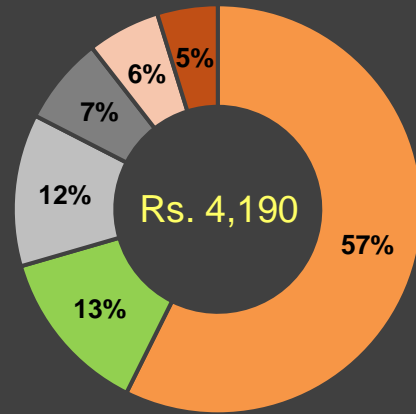


REVENUE CONTRIBUTION BY PRODUCT CATEGORIES

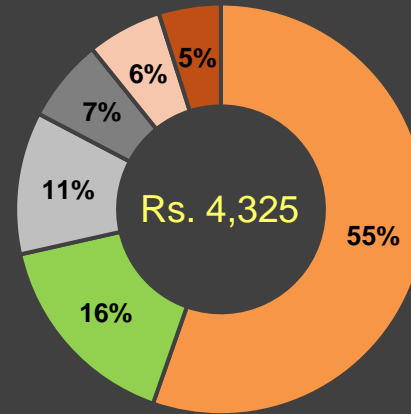
(In Million)



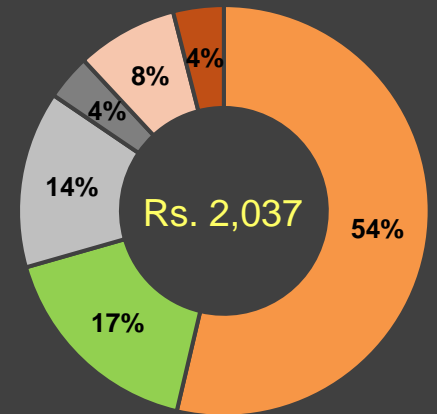
FY22



FY23



FY24



H1FY25

Seating

Case Goods

Leather Automotive Interiors

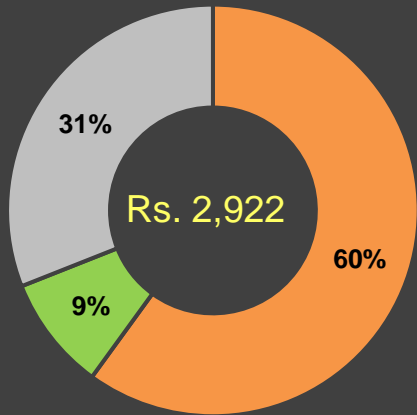
Automotive & others

Kitchen & Cabinetry

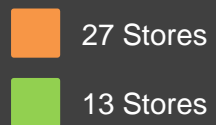
Beds & Mattress

REVENUE CONTRIBUTION BY STORE CATEGORY

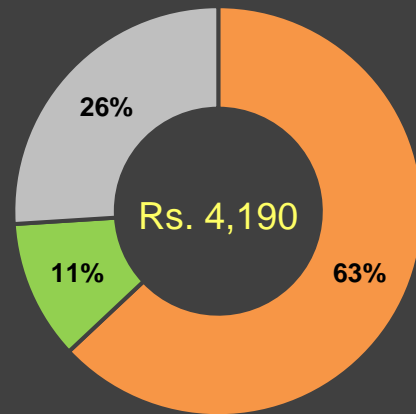
(In Million)



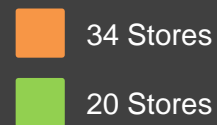
FY22



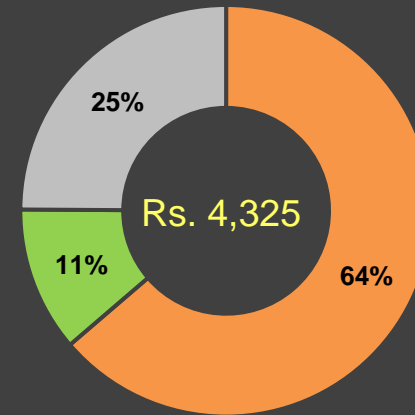
40 Stores



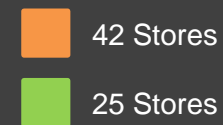
FY23



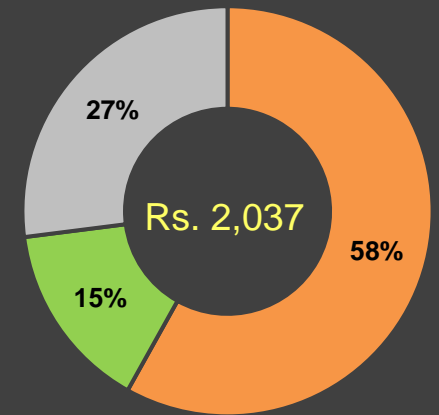
54 Stores



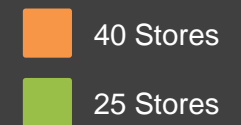
FY24



67 Stores



H1FY25



65 Stores³

COCO² FOFO Others¹

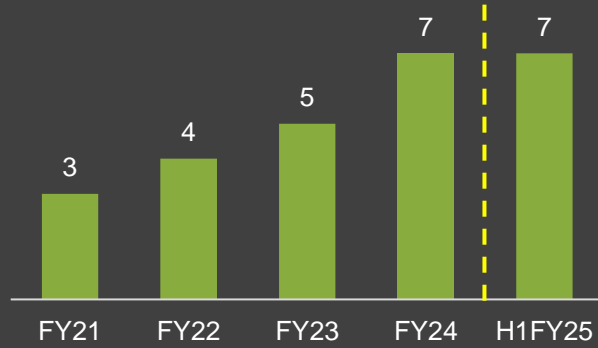
Note:

- Others includes contract manufacturing and B2B
- COCO includes two D8 stores and one Stanley Personal store in FY22, FY23, FY24 and H1 FY25
- Two D8 stores were closed by end of Q1 FY25

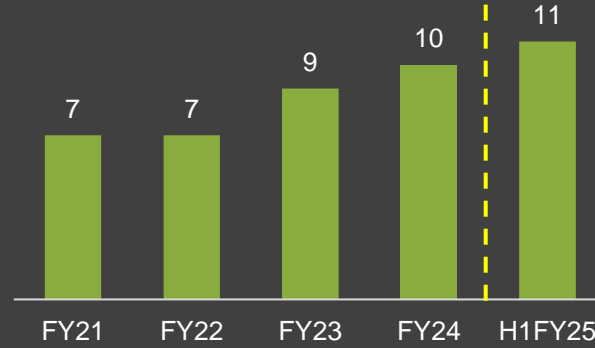
STORE CATEGORY BREAKUP

Company Owned

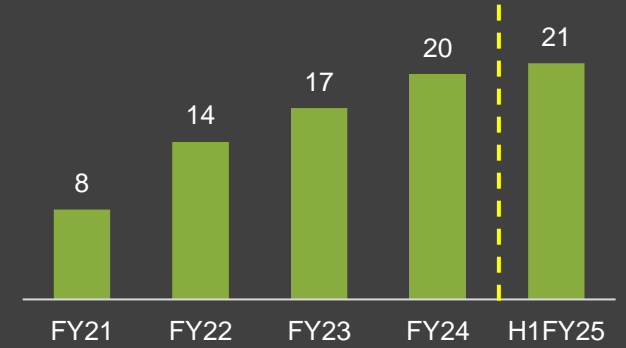
STANLEY
LEVEL NEXT



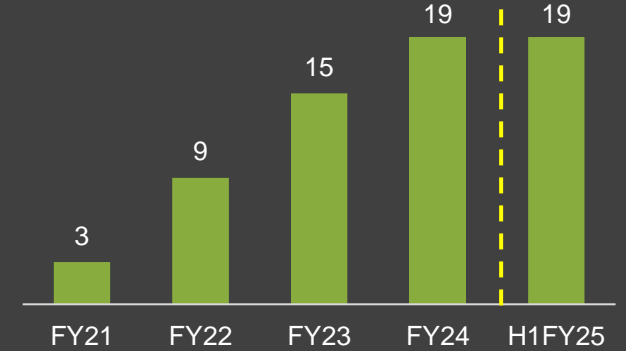
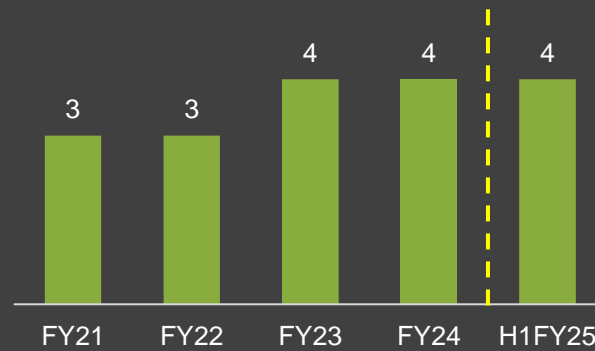
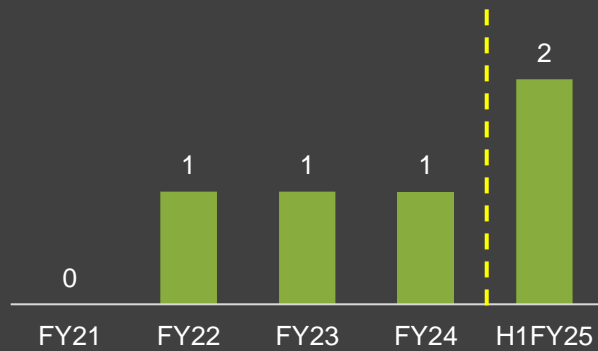
STANLEY
BOUTIQUE



SOFAS & MORE
STANLEY



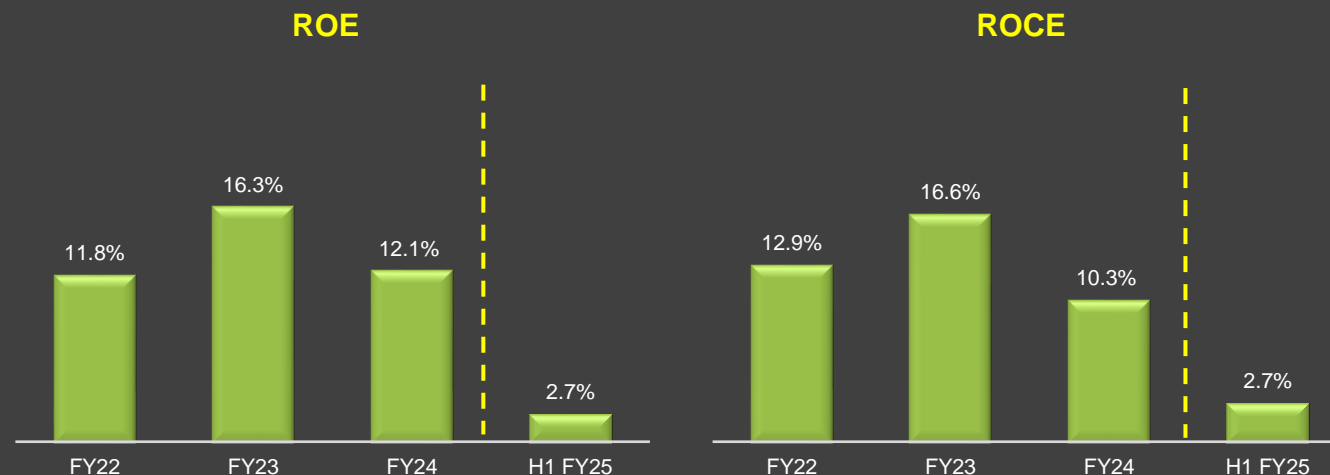
Franchise



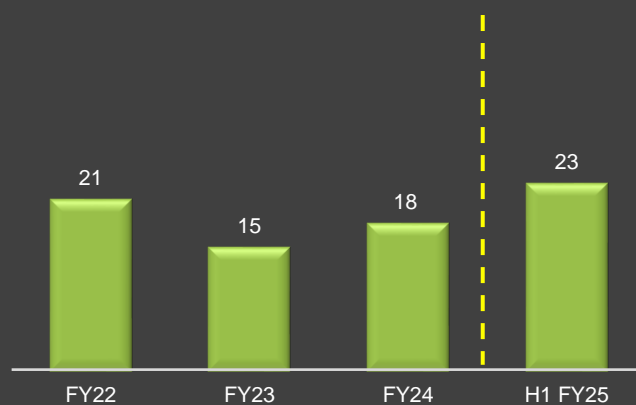
Note: As of September 30, 2024, excludes Stanley Personnel Store

Capital Structure

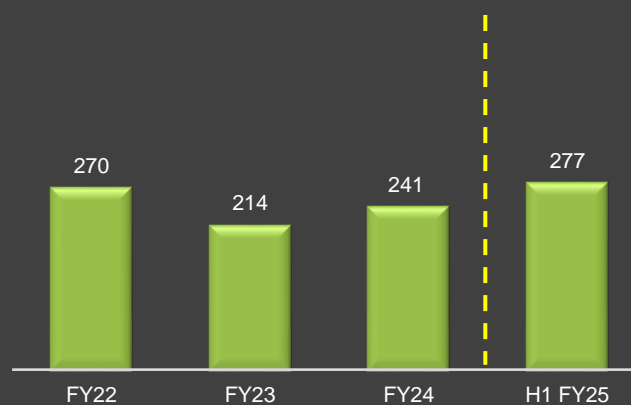
Rs. Million	FY22	FY23	FY24	H1FY25
Short Term Debt	55	91	262	3
Long term Debt	6	2	9	8
Total Debt	61	94	271	11
(-) Cash & Cash Equivalent	746	734	526	2,123
Net Debt	(685)	(640)	(255)	(2,112)
Total Equity	2,056	2,238	2,581	4,538
Net Debt/Equity (x)	(0.3)	(0.3)	(0.1)	(0.5)



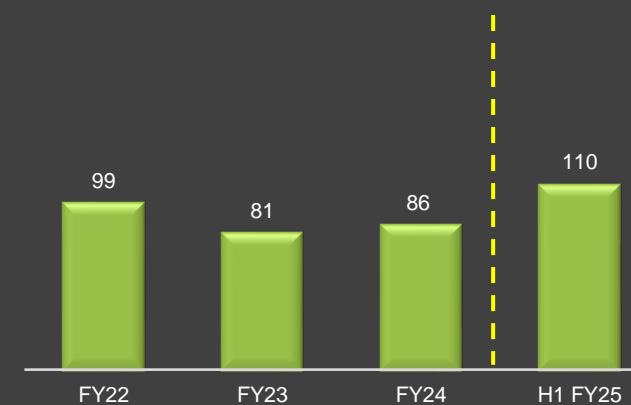
Trade Receivables Days



Inventory Days



Trade Payables Days



Q2 and H1 FY25 INCOME STATEMENT

Rs. Million	Q2FY25	Q2FY24	Y-o-Y (%)	Q1FY25	Q-o-Q (%)	H1FY25	H1FY24	Y-o-Y (%)
Revenue	1,030	1,101	(6.4)%	1,007	2.3%	2,037	2,060	(1.1)%
Cost of Materials Consumed	395	495		347		742	930	
Purchase of stock in trade	84	107		52		136	201	
Changes in Inventories	(25)	(72)		73		48	(143)	
Employee Cost	156	142		141		297	278	
Other Expenses	235	218		193		428	423	
EBITDA	185	211	(12.3)%	201	(8.0)%	386	371	4.0%
Margin	18.0%	19.2%		20.0%		18.9%	18.0%	
Other Income	56	44		17		73	64	
Depreciation	107	90		107		214	179	
Finance Cost	46	50		53		99	94	
PBT	88	115	(23.5)%	58	51.7%	146	162	(9.9)%
Margin	8.5%	10.4%		5.8%		7.2%	7.9%	
Tax	31	28		20		51	40	
PAT (Ind AS)	57	87	(34.5)%	38	50.0%	95	122	(22.1)%
Margin	5.5%	7.9%		3.8%		4.7%	5.9%	
PAT (IGAAP)	76	88	(13.7)%	52	46.5%	128	136	(5.8)%
Margin	7.4%	8.0%		5.1%		6.3%	6.6%	
Basic EPS	1.08	1.75		0.73		1.83	2.49	

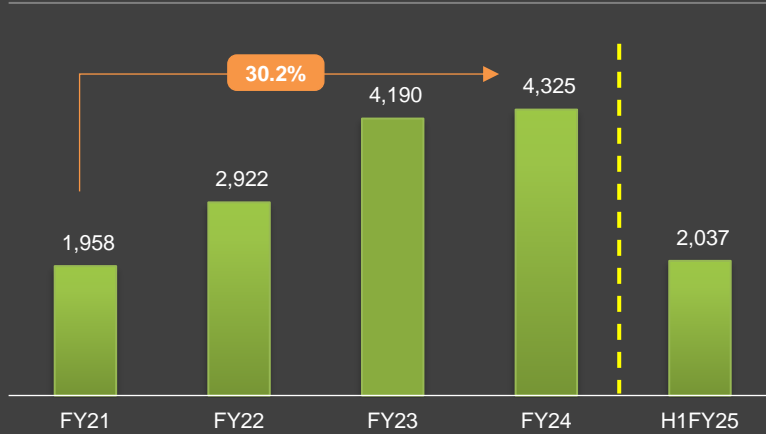
BALANCE SHEET AS OF 30TH SEPTEMBER 2024

Rs. Million	H1FY25	FY24
Equity and liabilities		
Equity		
Equity share capital	114	103
Other equity	4,317	2,367
Total equity attributable to equity holders	4,431	2,470
Non-controlling interests	107	111
Total equity	4,538	2,581
Liabilities		
Non-current liabilities		
Financial liabilities		
(i) Borrowings	8	9
(ii) Lease liabilities	1,595	1,554
(iii) Asset retirement obligations	50	49
Provisions	10	9
Total non-current liabilities	1,663	1,621
Current liabilities		
Financial liabilities		
(i) Borrowings	3	262
(ii) Lease liabilities	231	218
(iii) Trade payables		
a) Total outstanding dues to micro and small enterprises	65	34
b) Total outstanding of creditors other than micro and small enterprises	551	465
(iv) Other financial liabilities	3	172
Other current liabilities	302	248
Provisions	31	25
Current tax liabilities (net)	13	16
Total current liabilities	1,199	1,440
Total liabilities	2,862	3,061
Total equity and liabilities	7,400	5,642

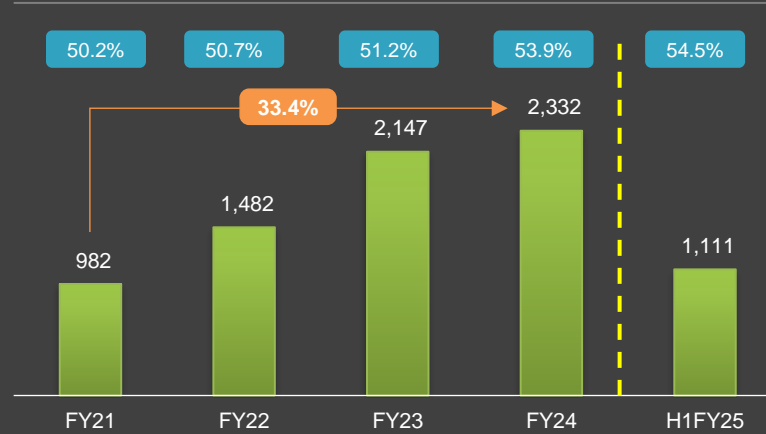
Rs. Million	H1FY25	H1FY24
Assets		
Non-current assets		
Property, plant and equipment	904	840
Capital work-in-progress	397	382
Goodwill on consolidation	26	26
Right of use assets	1,583	1,557
Intangible assets	42	43
Intangible assets under development	22	16
Financial assets		
(i) Other financial assets	137	143
Deferred tax assets (net)	139	128
Current tax assets (net)	29	33
Other non-current assets	12	24
Total non-current assets	3,291	3,192
Current assets		
Inventories	1,380	1,422
Financial assets		
(i) Trade receivables	264	257
(ii) Cash and cash equivalents	170	71
(iii) Bank balances other than (ii) above	1,953	455
(iv) Other financial assets	132	22
Other current assets	210	223
Total current assets	4,109	2,450
Total assets	7,400	5,642

EFFICIENT BUSINESS MODEL WITH TRACK RECORD OF DELIVERING FINANCIAL GROWTH

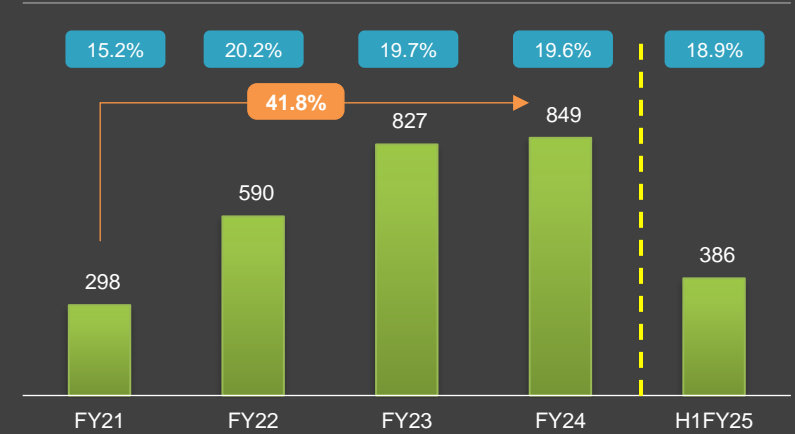
REVENUE (Rs. Mn)



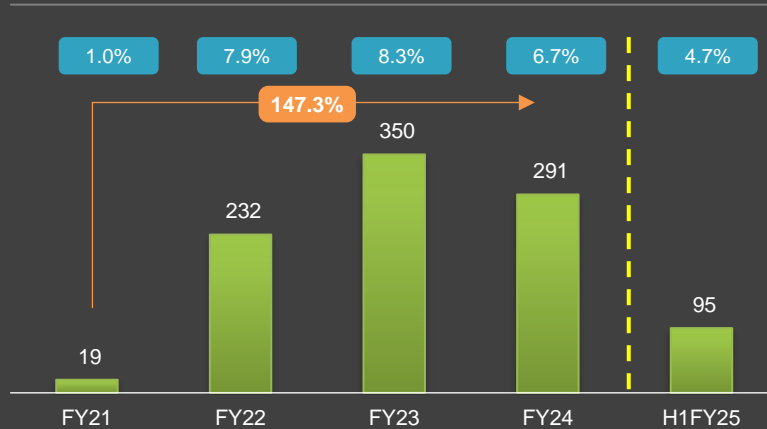
GROSS PROFIT (Rs. Mn) / Margin (%)



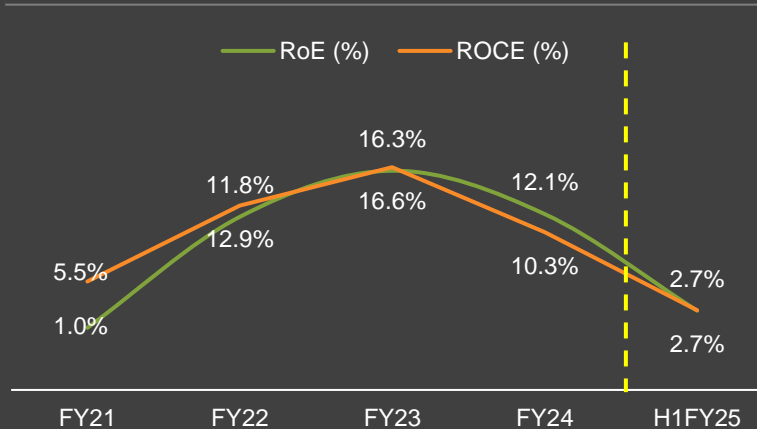
EBITDA (Rs. Mn) / Margin (%)



PAT (Rs. Mn) / Margin (%)



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.

ABOUT STANLEY LIFESTYLES



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

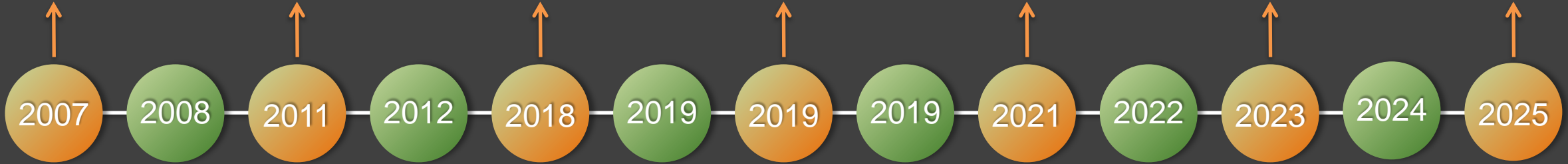
Opened its first store under ‘Sofas & More by Stanley’ format

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



64 stores¹

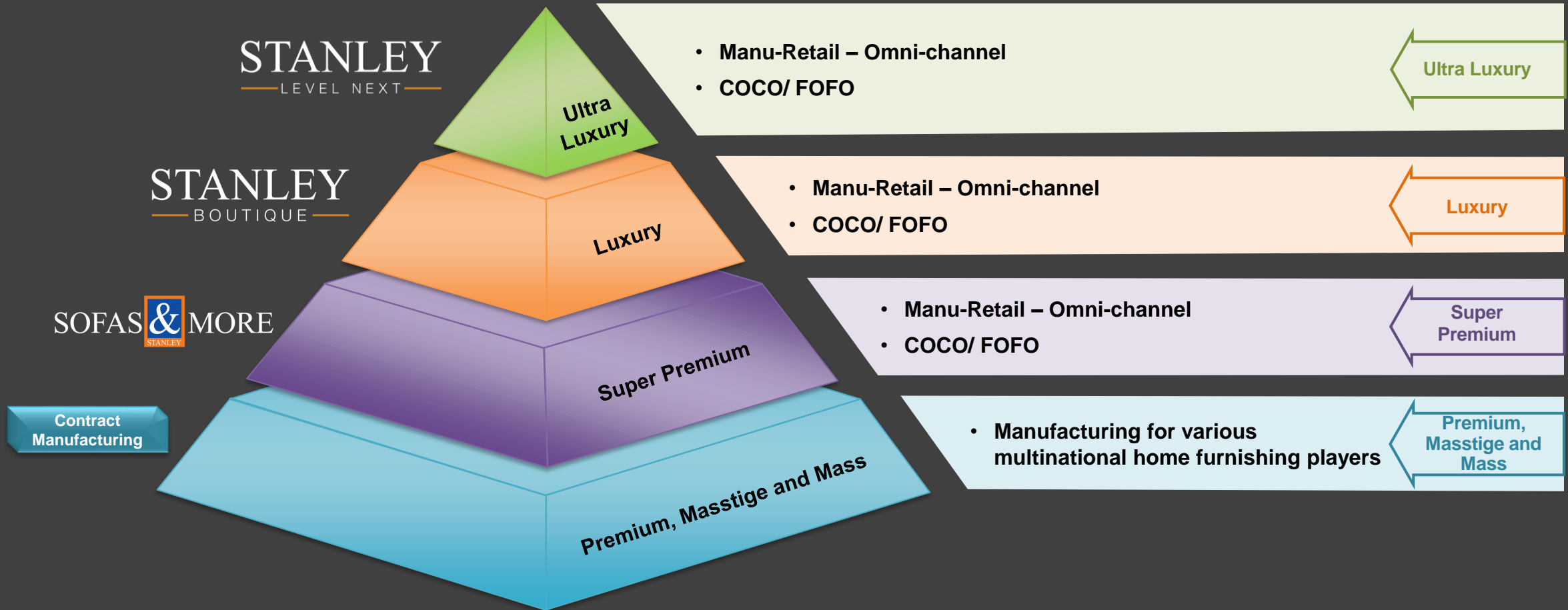
Significantly expanded our network of stores Stanley Level Next | Stanley Boutique | Sofas & More



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




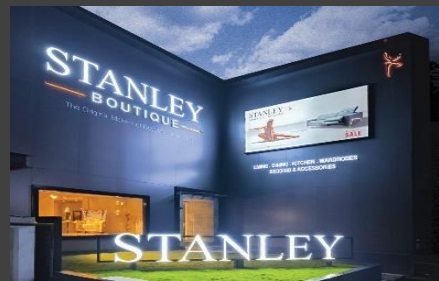


Note: FOFO - Franchisee Owned and Franchisee Operated Stores, COCO - Company Owned and Company Operated Stores
1. As of September 30, 2024

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 ²	Presence	Stores	Products	Number of Stores ¹	Average Store Size (Sq. Ft.) ³
Ultra-Luxury (Home Solutions) (Rs. 0.50 Mn and above)			<ul style="list-style-type: none"> • Kitchen • Wardrobe • Sofa • Recliner • Dining Set • Centre Table • Side Table • Console • Bed and Mattress 	9	10,027
Luxury (Rs. 0.30 Mn – Rs. 0.50 Mn)			<ul style="list-style-type: none"> • Sofa • Recliner • Dining Set • Centre Table • Side Table • Console • Bed and Mattress 	15	5,801
Super Premium (Rs. 0.15 Mn – Rs. 0.30 Mn)			<ul style="list-style-type: none"> • Sofa • Recliner • Dining Set • Centre Table • Side Table • Console • Bed and Mattress 	40	6,538

Source: Redseer Report
 1. Data as of September 30, 2024, excludes one Stanley Personnel Store
 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 September 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
9

Positioning
Ultra Luxury

Ticket Size
Rs. 0.5 Mn and above


Avg. Sq. ft
10,027

Locations

 Bengaluru (4)

 Ahmedabad

 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

No. of Stores
15

Positioning
Luxury

Ticket Size
Rs. 0.30 – 0.50 Mn

Avg. Sq. ft
5,801

Stanley Boutique targets customers in the luxury category price points

Locations

- Bengaluru (3)
- Chennai (3)
- 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 (2)
- 📍 Vizag

Products

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



No. of Stores
40

Positioning
Super Premium

Ticket Size
Rs. 0.15 – 0.30 Mn

Avg. Sq. ft
6,538

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	2	6	13	21	5	16
Total	9	15	40	64	39	25

1. Data as of September 30, 2024, excludes one Stanley Personnel Store

MANUFACTURING PLANTS



Area (sq. ft.)

Products

Installed Capacity¹

Brands

Employees

Electronic City

1,97,643

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

1,63,200

- Level Next
- Boutique
- Sofas & More

780

Jigani

1,03,243

- Seating

1,44,000

- Sofa & More
- Contract Manufacturing

320

¹) Installed Capacity in numbers / set of components

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

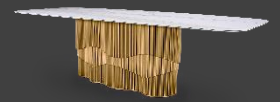


Prayer Units

Case Goods



Coffee Tables



Dining Tables



Consoles



End Tables

Mattresses and Beds



Beds



Mattresses



Pillows and Accessories



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

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.

STANLEY | 
Makers Of Beautiful

Thank You

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For further information, please contact:

STANLEY | 
Makers Of Beautiful

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