

Date: 14.08.2024

Ref: SLL/SE/22-2024

BSE Limited Corporate Relations Department P J Towers Dalal Street Mumbai - 400 001 Scrip Code: 544202 ISIN: INE01A001028	National Stock Exchange of India Limited Exchange Plaza Bandra Kurla Complex Bandra (E) Mumbai - 400 051 NSE Symbol: STANLEY ISIN: INE01A001028
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Dear Sir/Madam,

Sub: - Earnings Press Release for the Q1 FY 2024-25

Ref: Disclosure under Regulation 30 of SEBI (LODR) Regulations 2015

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 as amended from time to time, we wish to inform you that, Stanley Lifestyles Limited (“the Company”) has announced its consolidated and standalone financial results for the Quarter ended 30th June 2024. Consequent to that the earning calls shall be held on 16th August, 2024. Press release with respect to the said call is provided along with this disclosure.

Kindly treat this as an intimation under the applicable regulation of SEBI (Listing Obligation and Disclosure Requirements), Regulations, 2015. Kindly take the information on your record.

Thanking you,

Yours faithfully,

For Stanley Lifestyles Limited

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

Stanley Lifestyles Limited

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

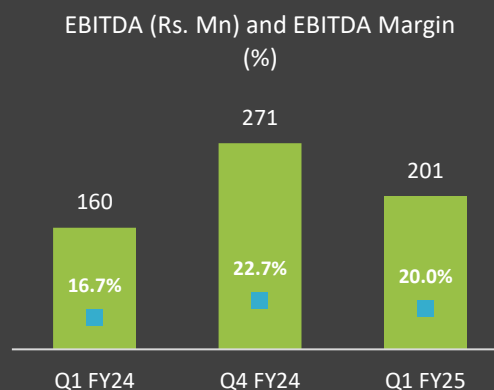
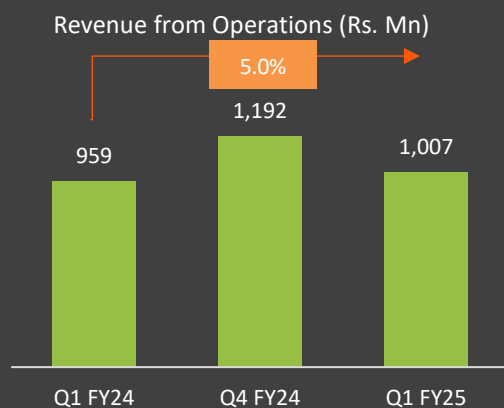
CIN: U19116KA2007PLC044090 | **Phone:** 080 6895 7200 | **E-mail:** compliance@stanleylifestyles.com | **Website:** www.stanleylifestyles.com

Q1 FY2025 Revenue from Operations Rs. 1,007 Mn
Q1 FY2025 EBITDA Rs. 201 Mn with margins of 20.0%
Q1 FY2025 PAT Rs. 38 Mn with margins of 3.8%

Bengaluru, 14th August 2024: Stanley Lifestyles Limited (“Stanley” or the “Company”) (BSE: 544202; NSE: STANLEY), one of India’s largest integrated super premium and luxury furniture manufacturer and retailer, has announced its consolidated financial results for the Quarter ended 30th June 2024.

Q1 FY2025 Financial Performance:

Rs. in Mn	Q1 FY25	Q1 FY24	Y-o-Y (%)	Q4 FY24	Q-o-Q (%)	FY2024	FY2023	Y-o-Y (%)
Revenue from Operations	1,007	959	5.0%	1,192	(15.5)%	4,325	4,190	3.2%
EBITDA	201	160	25.6%	271	(25.8)%	849	827	2.6%
Margin%	20.0%	16.7%		22.7%		19.6%	19.7%	
PBT	58	47	23.4%	142	(59.2)%	390	464	(15.9)%
Margin%	5.8%	4.9%		11.9%		9.0%	11.1%	
PAT (Ind AS)	38	35	8.6%	103	(63.1)%	291	350	(16.8)%
Margin%	3.8%	3.7%		8.6%		6.7%	8.3%	
PAT (IGAAP)	52	48	8.3%	132	(60.6)%	345	392	(12.0)%
Margin%	5.1%	5.0%		11.0%		8.0%	9.4%	

Q1 FY2025 Financial Highlights:


Commenting on the performance Mr. Sunil Suresh, Managing Director said:



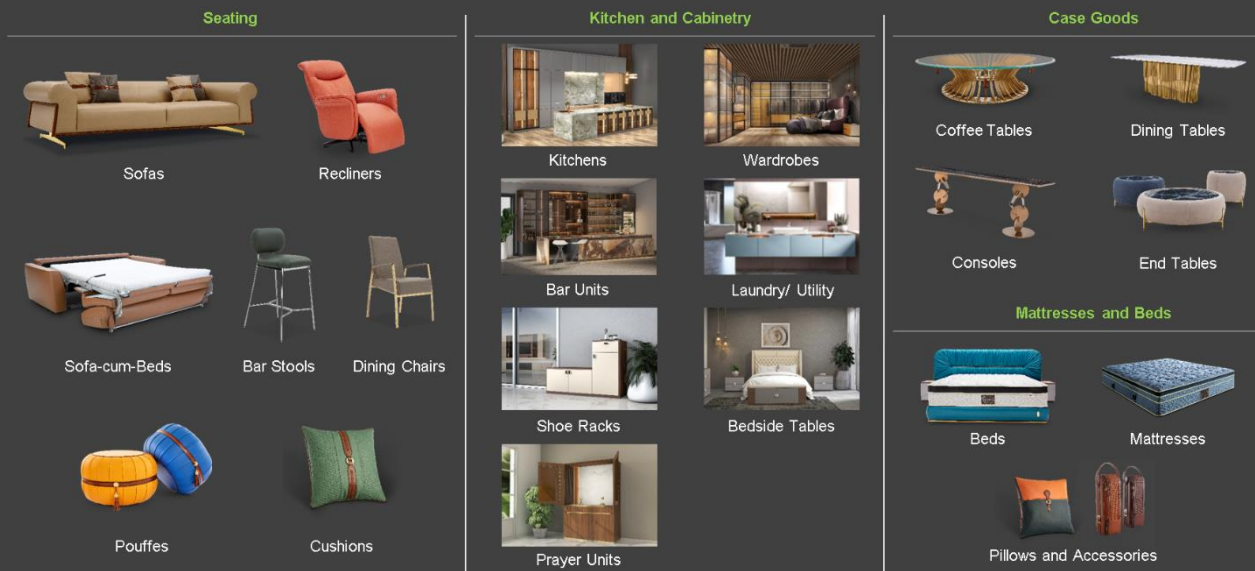
“During the quarter of Q1 FY25, Stanley Lifestyles delivered Revenue from Operations of Rs. 1,007 million, a 5.0% growth compared to the same period last year. The Company had an EBITDA of Rs. 201 million, a growth of 25.6% and with a margin of 20.0%. PAT during the quarter registered a growth of 8.6% at Rs. 38 million compared to Q1 FY24. With a Net Cash balance of Rs. 1,995 million, Stanley Lifestyles is well positioned to focus on its growth plans for expanding the number of its stores, which will be strategically aligned with areas of upcoming residential developments of Rs. 4.0 crores plus.

Reflecting on the first half of 2024, a high priority for the senior management team was engaging in the listing process, which resulted in a successful IPO on 28th June 2024. The general elections in India temporarily distracted consumer focus leading to a relatively quiet 3 month period for high-value home purchases. The Q1 FY25 topline was further softened with an unusually severe summer with heatwaves in April and May impacting store footfalls.




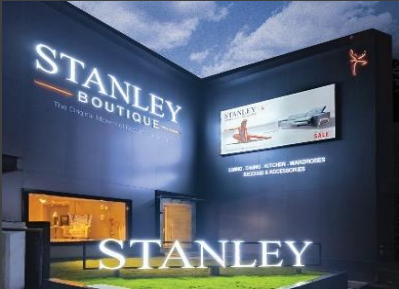


On the supply chain front, the ongoing geopolitical conflict in the Middle East resulted in substantial timing delays in shipments through the Red Sea. These imported raw materials were also impacted by adverse foreign exchange rates. At both manufacturing and store level, a significant increase in power tariffs in Karnataka, where several of our key stores and all our manufacturing facilities are located, further contributed to downward pressure on profitability. Despite the strong demand for premium and luxury housing, there has been a delay of 18 to 24 months in the handover of projects sold in the past 3 to 4 years. The majority of our customer base comprises new homeowners and we are observing a postponement in home furniture purchases due to these delays. However, demand in the premium and luxury furniture segments remains robust, reaffirming our market positioning and growth strategy.

The Company currently has a total store count of 61 of which 37 are Company Owned and Company Operated (COCO) stores and 24 Franchised stores across 25 cities in India. Management continues to evaluate the pipeline of new store openings and is on course to open 11 stores in FY25. The COCO stores contributed 61.5% to our overall Q1 FY25 revenues.

Stanley Lifestyles is optimistic about its long-term growth strategy and in particular capitalizing on the growing high-end residential market in India. In the near term, management is focused on launching new product ranges and tactically expanding the store network, and ultimately delivering value to its customers and shareholders. In summary, Stanley Lifestyles is uniquely positioned as the largest and fastest growing super premium and luxury furniture brand in in India.”



Largest Premium and Luxury Furniture Brand in India

Market Positioning and Branding	Store Format	No. ¹	Average sq. ft ²
<p>Ultra-Luxury</p> <p>(Rs. 0.50 Mn and above)</p> 		8	10,199
<p>Luxury</p> <p>(Rs. 0.30 Mn - Rs. 0.50 Mn)</p> 		14	5,863
<p>Super Premium</p> <p>(Rs. 0.15 Mn - Rs. 0.30 Mn)</p> 		39	6,581

1. The store count is as of 30th June 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

Two manufacturing facilities at Bengaluru, Karnataka with combined total area of 3 lakh+ sq. ft



Electronic City, Bengaluru



Jigani, Bengaluru

About Stanley Lifestyles Limited:

Stanley Lifestyles (STANLEY) (BSE: 544202 | NSE: STANLEY), is one of India's largest integrated super premium and luxury furniture manufacturer and retailer, headquartered in Bengaluru. The Company has two manufacturing facilities at Bengaluru, Karnataka with combined total area of 3 lakh+ sq. ft. Stanley Lifestyles has established 37 Company Owned and Company Operated (COCO) stores and 24 Franchised stores across 25 cities in India.

For further information, please contact:



Pradeep Mishra

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Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward- looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.