



PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001:2015 Certified Company)

CIN : L25207RJ1992PLC006576

November 08, 2019

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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Name of Company : PIL ITALICA LIFESTYLE LIMITED
Sub : Quarterly Business Update Report for the quarter ended 30.09.2019
Ref : Scrip Code No.: PILITA/ 500327

Dear Sir,

Pursuant to the Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Quarterly Business Update Report of the company which will also be sent to the shareholders of the company, for the Second Quarter and half year ended September 30, 2019.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED


Aditi Parmar
(Company Secretary)
M. No.: A37301



Encl: As above



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PIL ITALICA LIFESTYLE LIMITED

Updates for quarter and half year ended as on 30th September 2019



Udaipur, 08th November 2019: PIL ITALICA LIFESTYLE LIMITED (PILL), a 27-year old global brand has successfully spearheaded manufacturing of plastic moulded furniture, crates and bins in India. The company has announced its Unaudited Financial Results on **08th November 2019** for Q2 FY 2019-20 and half year ended on 30th September 2019.

(A) Summarized Financial Highlights for second quarter ended on 30th September 2019

(Rs. in Lakh)

PARTICULARS	Second Quarter ended 30.09.2019	Second Quarter ended 30.09.2018	GROWTH PERCENT
Revenue	1,133.73	830.79	36%
Net Profit	56.92	10.77	428%

(B) Summarized Financial Highlights for half yearly ended on 30th September 2019

(Rs. in Lakh)

PARTICULARS	Half Year ended 30.09.2019	Half Year ended 30.09.2018	GROWTH PERCENT
Revenue	2,500.91	2,750.45	-9%
Net Profit	159.16	78.35	103%

(C) Key Company Developments in the Second Quarter

Launch of New Logo

During the Second Quarter of FY 2019-2020, ITALICA proudly unveiled a new identity with the launch of their new logo. The main objective behind redesigning the logo is to create new visual personality that reflects the lineage, vision and values of the company. The new brand logo also resonates with the company's future endeavors and to give a fresh aesthetic appeal. The main concept behind our new ITALICA logo is a CUBE.



Plasteel Series

Italica also introduced their newest collection of premium chairs – a combination of plastic mould body with stainless steel legs for the festive season. The latest range of **Plasteel Series- 1215 and 1206** offers without arm and with arm options to the customers. In addition, we have a varied range of chairs, tables, stools under our Luxury, Premium and Comfort and Baby Series. We also offer comfortable Sun Loungers and Trolley to fulfill all utilities!



2274



9007



9711



1215



1206

Italica products are now available on Flipkart and already supplying across the globe through online platforms like - industry buying, Amazon and Pepperfry.

**Warm Regards,
Daud Ali
Managing Director
PIL ITALICA LIFESTYLE LIMITED
Place: Udaipur**