

Date: 14.08.2024

Ref no. SLL/SE/16-2024

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,

SUB: EARNINGS PRESENTATION ON THE FINANCIAL RESULTS FOR THE QUARTER ENDED JUNE 2024

In continuation with the Intimation of schedule of Earnings call to be held on Friday, August 16, 2024, at 2:00 p.m. (IST) and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Earnings Presentation on the Unaudited Financial Results of the Company for the quarter ended June 30, 2024.

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

M. 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

STANLEY | 
Makers Of Beautiful

(BSE: 544202; NSE: STANLEY)

Earnings Presentation

Q1 FY2025

14th August 2024



- 1 ABOUT STANLEY
- 2 KEY STRENGTHS
- 3 COMPANY STRATEGIES
- 4 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 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

25/61

Cities / Stores across brands³

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 ^{1,2,4}

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’

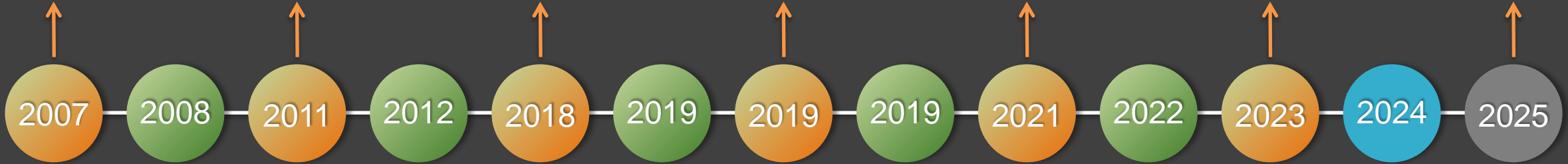
Opened first store in Chennai, Tamil Nadu.
Opened first COCO store in Bengaluru, Karnataka

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 stores¹

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

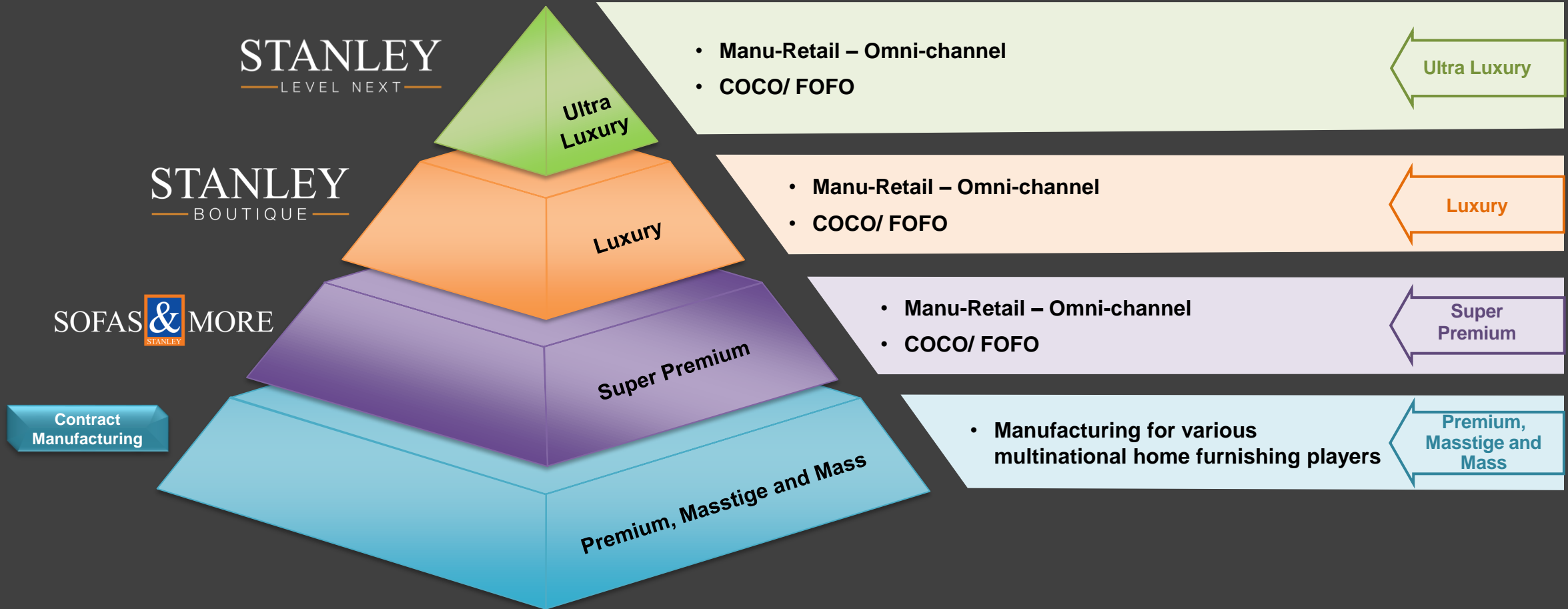


2 Manufacturing Facilities Developed a vertically integrated model that gives us control over our processes | 3 lakh+ sq. ft. of manufacturing area

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

1. As of June 30, 2024




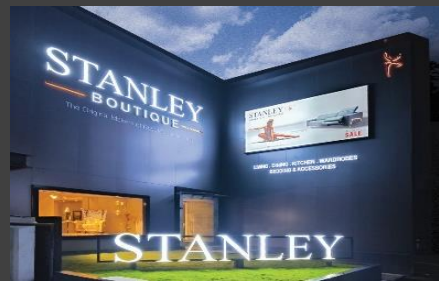


STANLEY BUSINESS SEGMENTS



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 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 	8	10,199
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 	14	5,863
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 	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
- 📍 Bengaluru (15)
- 📍 Bhiwandi
- 📍 Calicut
- 📍 Cochin
- 📍 Coimbatore
- 📍 Guntur
- 📍 Hyderabad (3)
- 📍 Lucknow
- 📍 Madurai
- 📍 Pune
- 📍 Mysore
- 📍 Nellore
- 📍 New Delhi
- 📍 Raipur
- 📍 Salem
- 📍 Chennai
- 📍 Tirunelveli
- 📍 Tirupati
- 📍 Trivandrum
- 📍 Vellore
- 📍 Vijayawada
- 📍 Vizag

Products

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



SOFAS & MORE
STANLEY

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 Capacity¹

1,63,200

1,44,000

Brands

- Level Next
- Boutique
- Sofas & More

- Sofa & More
- Contract Manufacturing

Employees

775

240

¹) Installed Capacity in numbers / set of components



2 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

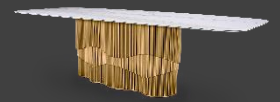


Prayer Units

Case Goods



Coffee Tables



Dining Tables



Consoles



End Tables

Mattresses and Beds



Beds



Mattresses



Pillows and Accessories





3 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



4 FINANCIAL SUMMARY

MANAGING DIRECTOR'S MESSAGE

“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.

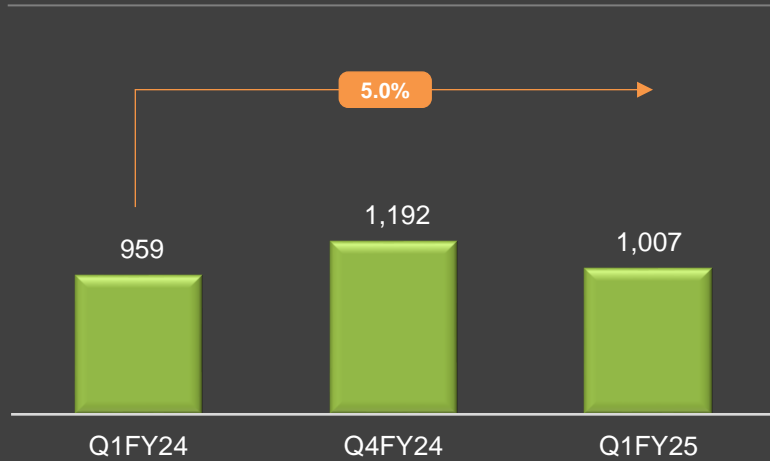
Stanley Lifestyles is optimistic about its long-term growth strategy and in particular capitalizing on the growing high-end residential market in India. In the near term, management is focused on launching new product ranges and tactically expanding the store network, and ultimately delivering value 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 India.”



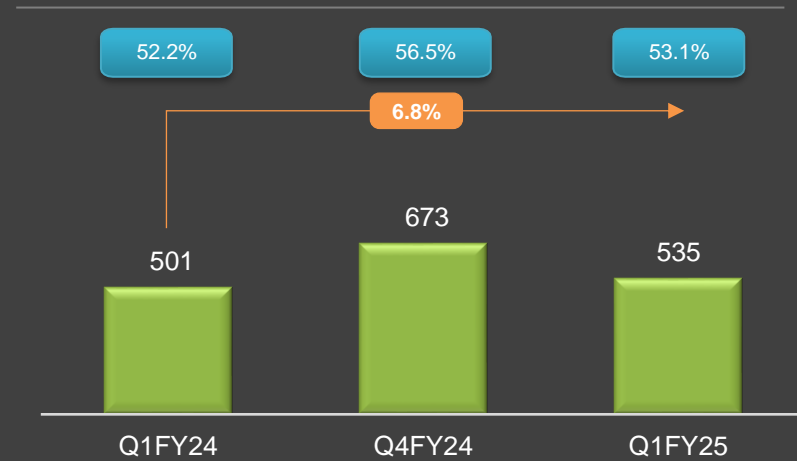
Mr. Sunil Suresh

Q1 FY25 FINANCIAL PERFORMANCE

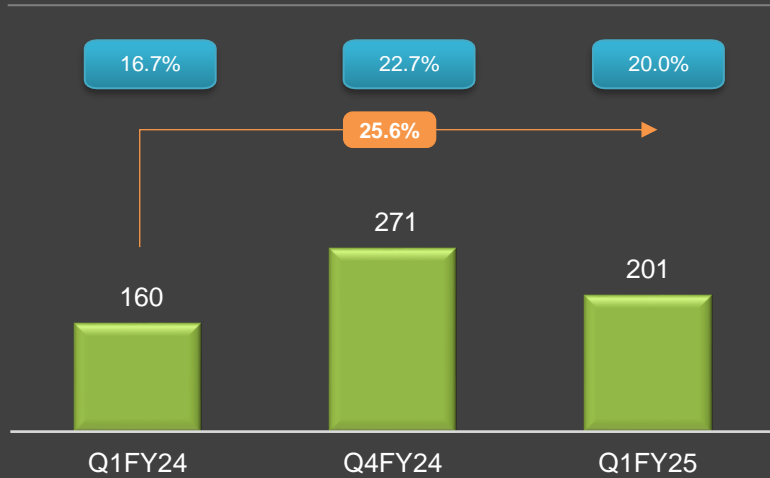
Revenue (Rs. Mn)



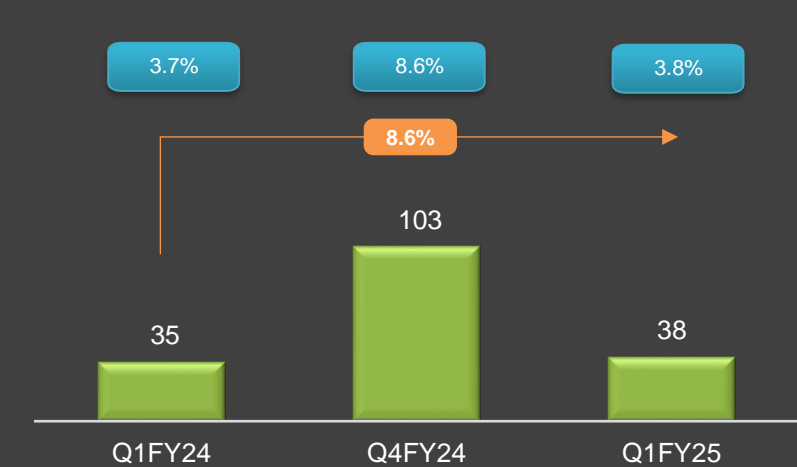
Gross Profit (Rs. Mn) / Margin (%)



EBITDA (Rs. Mn) / Margin (%)

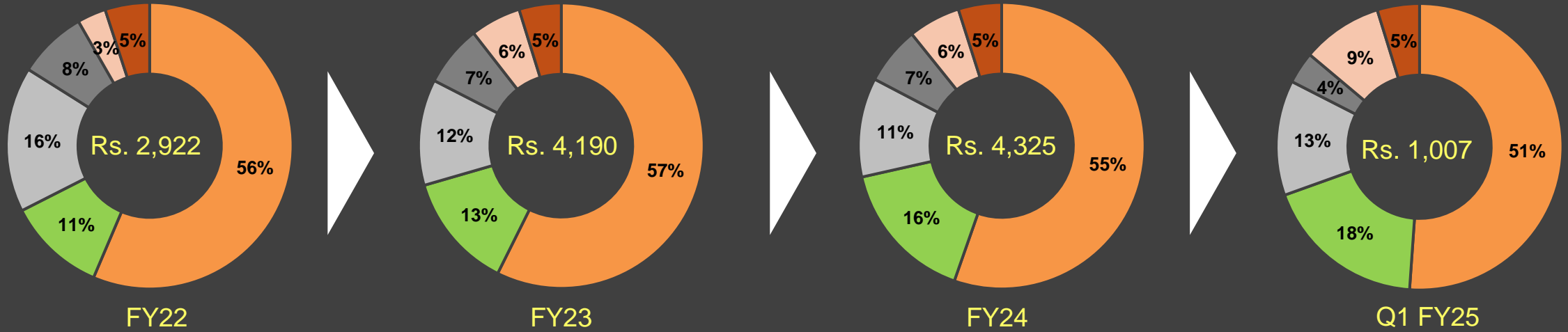


PAT (Rs. Mn) / Margin (%)



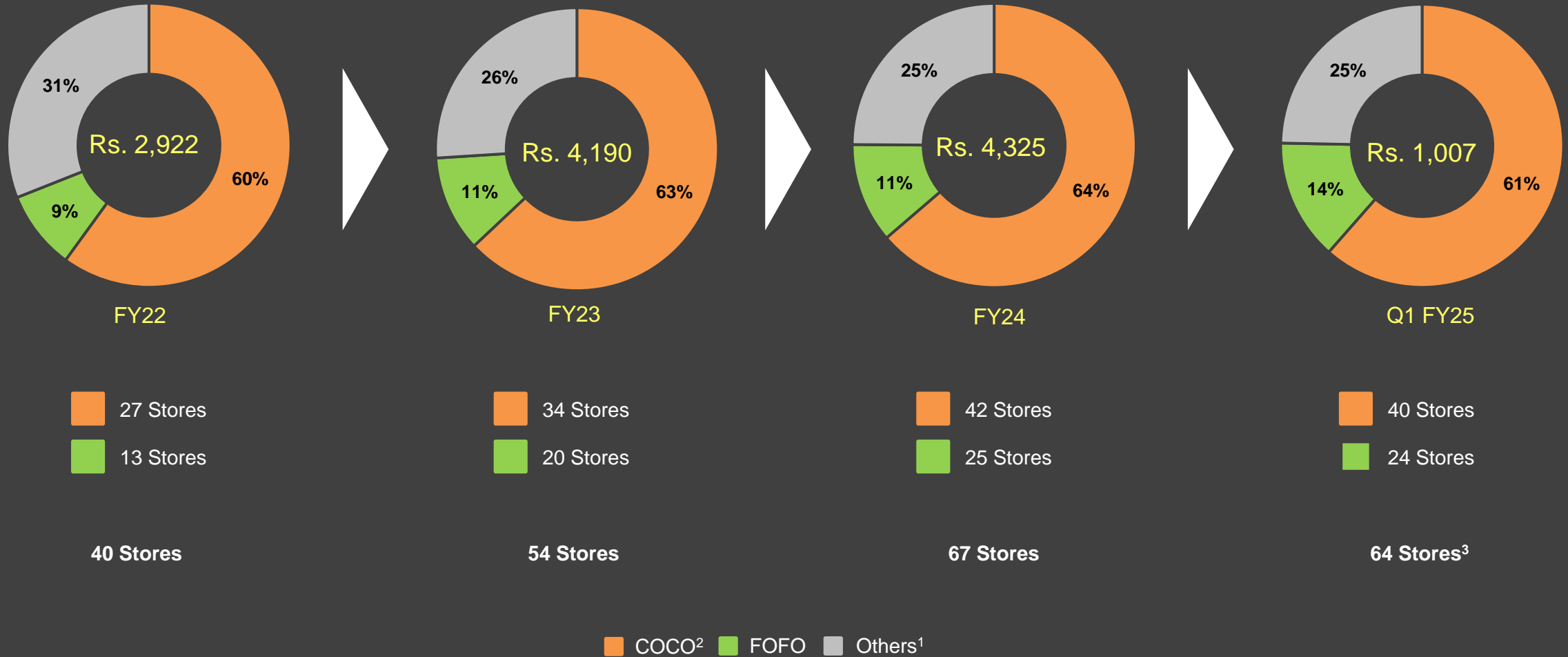
REVENUE CONTRIBUTION BY PRODUCT CATEGORIES

(In Million)



REVENUE CONTRIBUTION BY STORE CATEGORY

(In Million)



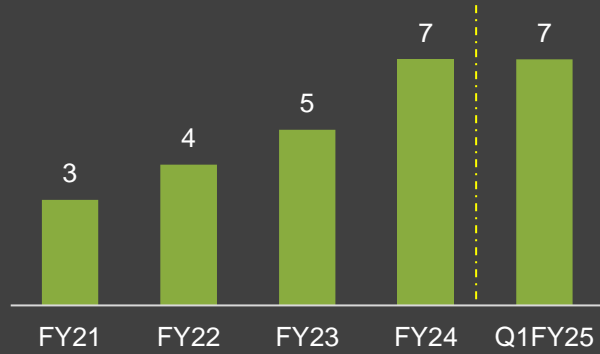
Note:

- 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

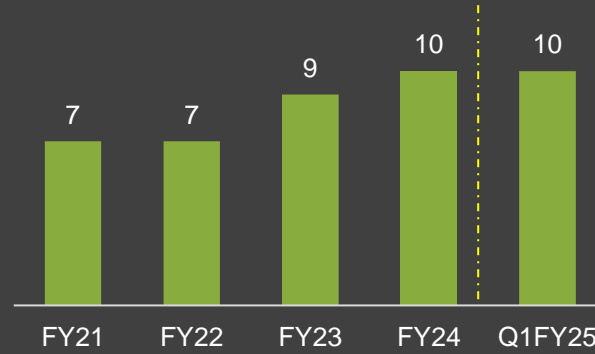
STORE CATEGORY BREAKUP

Company Owned

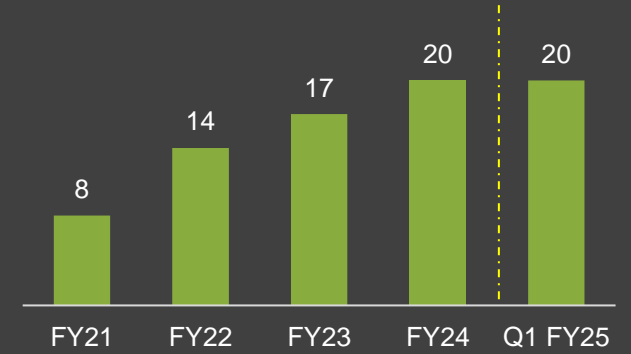
STANLEY
LEVEL NEXT



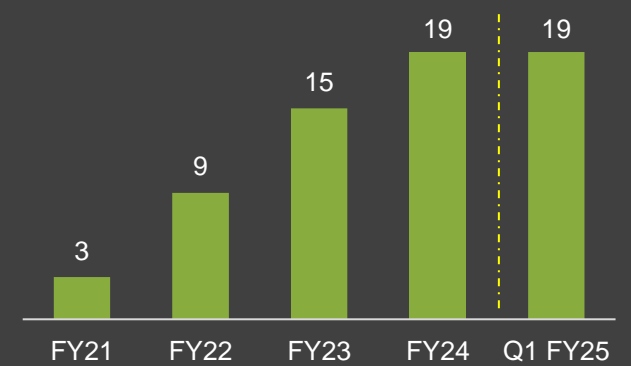
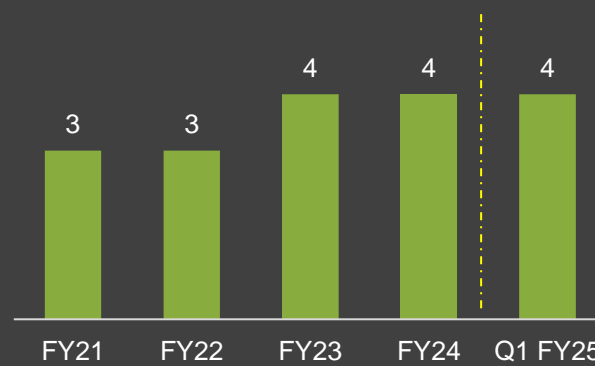
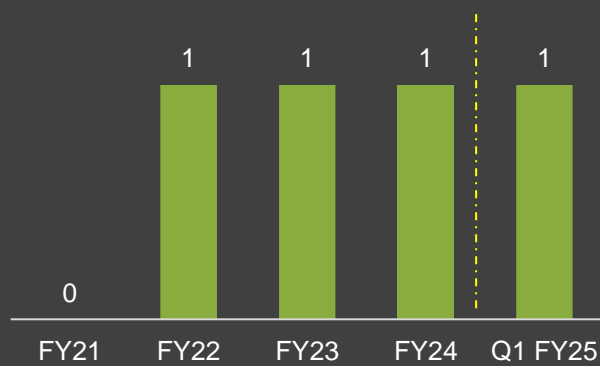
STANLEY
BOUTIQUE



SOFAS & MORE
STANLEY



Franchise



Note: As of June 30, 2024

Q1 FY25 INCOME STATEMENT

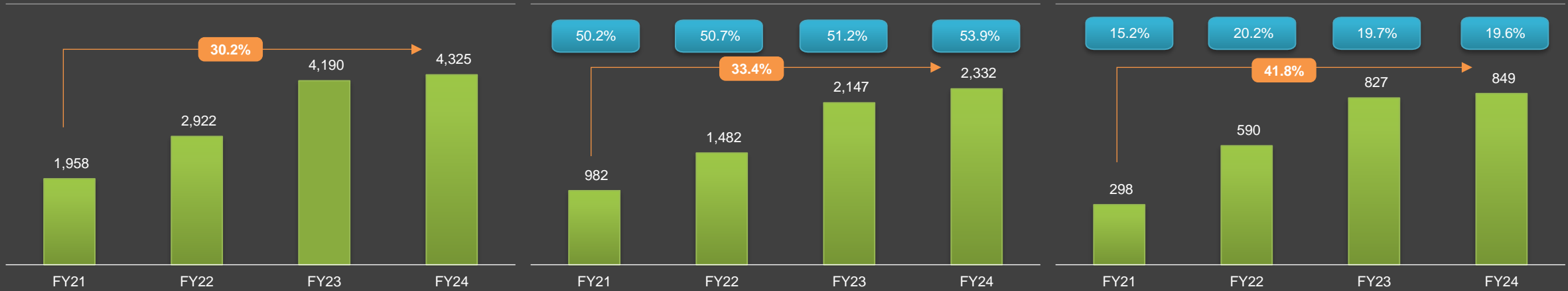
Rs. Million	Q1 FY25	Q1 FY24	Y-o-Y (%)	Q4 FY24	Q-o-Q (%)	FY24	FY23	Y-o-Y (%)
Revenue	1,007	959	5.0%	1,192	(15.5)%	4,325	4,190	3.2%
Cost of Materials Consumed	347	435		359		1,743	2,043	
Purchase of stock in trade	52	94		121		360	108	
Changes in Inventories	73	(71)		39		(110)	(108)	
Employee Cost	141	136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

EFFICIENT BUSINESS MODEL WITH TRACK RECORD OF DELIVERING FINANCIAL GROWTH

REVENUE (Rs. Mn)

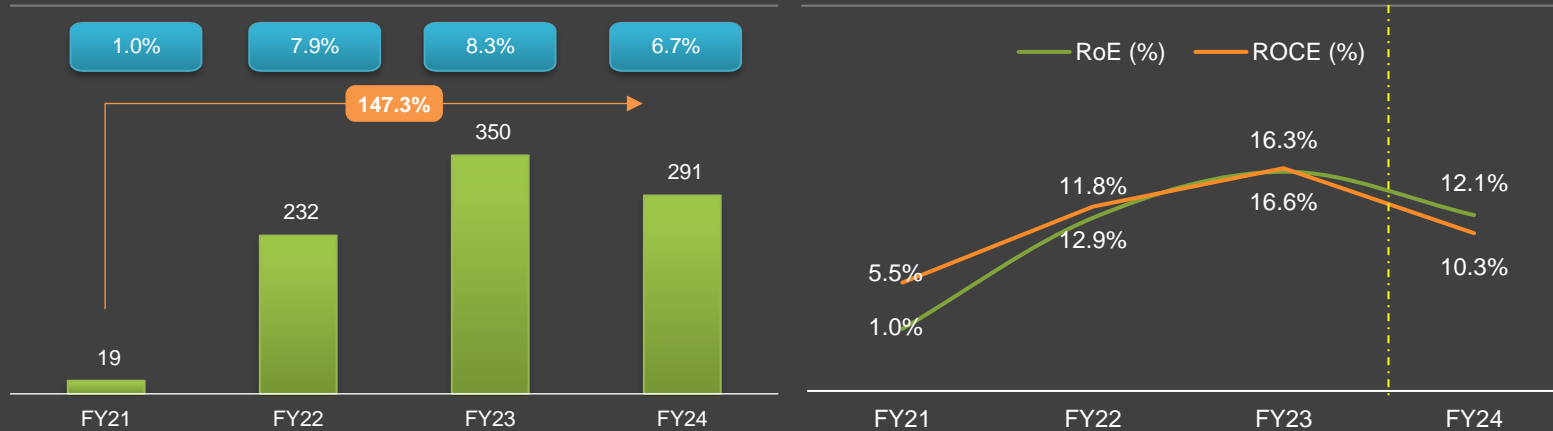
GROSS PROFIT (Rs. Mn)

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.

STANLEY | 
Makers Of Beautiful

Thank You

Registered Office

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

For further information, please contact:

STANLEY | 
Makers Of Beautiful

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Chief Financial Officer
Stanley Lifestyles Limited
pradeep.mishra@stanleylifestyles.com

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