

9 May, 2024

<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
--	---

**Sub : Business Update Report -March 31, 2024**

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 Fourth Quarter and Year ended on March 31, 2024.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

**For PIL ITALICA LIFESTYLE LIMITED**

**Narendra Bhanawat**  
**(Whole Time Director)**  
**DIN : 00146824**

Encl: a/a

PIL ITALICA LIFESTYLE LIMITED

# BUSINESS UPDATES

Q4 & FY24 | JANUARY - FEBRUARY - MARCH 2024



# ITALICA<sup>®</sup>

KUCH TOH NAYA HAI!

**COMPANY OVERVIEW**

**WHAT SETS US APART?**

**NEW ARRIVALS**

**DOMESTIC FOOTPRINT**

**BRAND VISIBILITY**

**SOCIAL MEDIA SNAPSHOTS**

**KEY STATS**





**ITALICA**<sup>®</sup>

# STRATEGIC EXPANSION

## Acquisition of Furniture Unit

The company has recently acquired the Umerkui (Silvassa) furniture unit from Kisan Mouldings Limited, marking a significant milestone in our expansion strategy. This acquisition includes the procurement of land and building and all other assets situated at Umerkui unit.

By strategically acquiring this unit, we are positioning ourselves to strengthen our presence in the southern and western regions of India. Leveraging the enhanced logistics and delivery advantages afforded by the strategic location of Silvassa, we aim to streamline operations and capitalize on seamless transportation networks across the country.

In terms of capacity, we have expanded our production capabilities significantly. With an existing capacity of 6,050 MTPA at our Udaipur facility and an additional 2,400 MTPA capacity at the Umerkui plant in Silvassa, our total production capacity now stands at an impressive 8,450 MTPA. This expansion enhances our manufacturing capabilities while also reinforcing our commitment to meeting the evolving needs of our customers.

Looking ahead, our strategic roadmap involves further capacity expansion at the Umerkui unit through upgrade of existing machineries and purchase of new high-tech machineries and the introduction of new product lines. These initiatives are geared towards diversifying our offerings and further solidifying our market position across India.





# COMPANY OVERVIEW



Since its incorporation in 1992, 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 currently operates from two manufacturing facilities in Udaipur and Silvassa, boasting a total manufacturing capacity of 8,450 MTPA. The acquisition of the Silvassa factory from Kisan Mouldings Limited (KML) is a pivotal part of the strategic expansion. This acquisition fortifies the Company's market presence and aligns with the commitment to growth and innovation, expanding both manufacturing capacity and geographical reach.

The Company has a wide distribution network and currently focuses on ecommerce, website, digital marketing with a consumer-oriented approach.



**ITALICA**<sup>®</sup>

## WHAT SETS US APART?

# KUCH TOH NAYA HAI!

It's not just a tagline; it's our promise to you, a commitment to always bring a fresh perspective to everything we do.

As a brand, our commitment is to consistently introduce something new, something that sparks curiosity, and something that redefines your experience.





# ITALICA®

## NEW ARRIVALS

**CHANGE IN WARRANTY**

**Now 2 Years**  
Instead of One Year

**ITALICA®**

**PREMIUM SERIES 9006**

**SPINE CARE SERIES 9007**

W.E.F. 01 January 2024

**NEW ARRIVAL\***  
ARMLESS SERIES

**ITALICA®**

Launching New **9321**

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

Colours Available:

Dimensions: 860 mm (H) x 390 mm (W) x 390 mm (D)  
12 Chairs in a Bundle

Applications:

**NEW ARRIVAL\***  
PREMIUM SERIES

**ITALICA®**

Launching New **9030**

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

Colours Available:

Dimensions: 835 mm (H) x 655 mm (W) x 430 mm (D)  
12 Chairs in a Bundle

Applications:

**NEW ARRIVAL\***  
SPINE CARE SERIES

**ITALICA®**

Launching New Grey 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\***  
PLASTIC TABLES

**ITALICA®**

Launching New Dual Colours in **9511**

Dimensions: 480 mm (H) x 625 mm (W) x 920 mm (D)

Applications:





**ITALICA**<sup>®</sup>

# NEW ARRIVALS

## Industrial Crates - CC403010

Type: **Complete Closed - Heavy Weight**  
Model Number: **CC403010**



## Industrial Crates - CC6545315

Type: **Complete Closed - Heavy Weight**  
Model Number: **CC6545315**



## Industrial Crates - FC503215

Type: **Fully Closed - Heavy Weight**  
Model Number: **FC503215**



## Industrial Crates - FC6545315

Type: **Fully Closed - Heavy Weight**  
Model Number: **FC6545315**



## Industrial Crates - FP403015BC

Type: **Fully Perforated - Bottom Closed**  
Model Number: **FP403015BC**



## Industrial Crates - FP503210

Type: **Fully Perforated - Heavy Weight**  
Model Number: **FP503210**



## Industrial Crates - FP503220BC

Type: **Fully Perforated - Bottom Closed**  
Model Number: **FP503220BC**



## Industrial Crates - FP6545315

Type: **Fully Perforated - Heavy Weight**  
Model Number: **FP6545315**





# ITALICA®

## DOMESTIC FOOTPRINT

### 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 March 2024

# 1989

Dealers

# 527

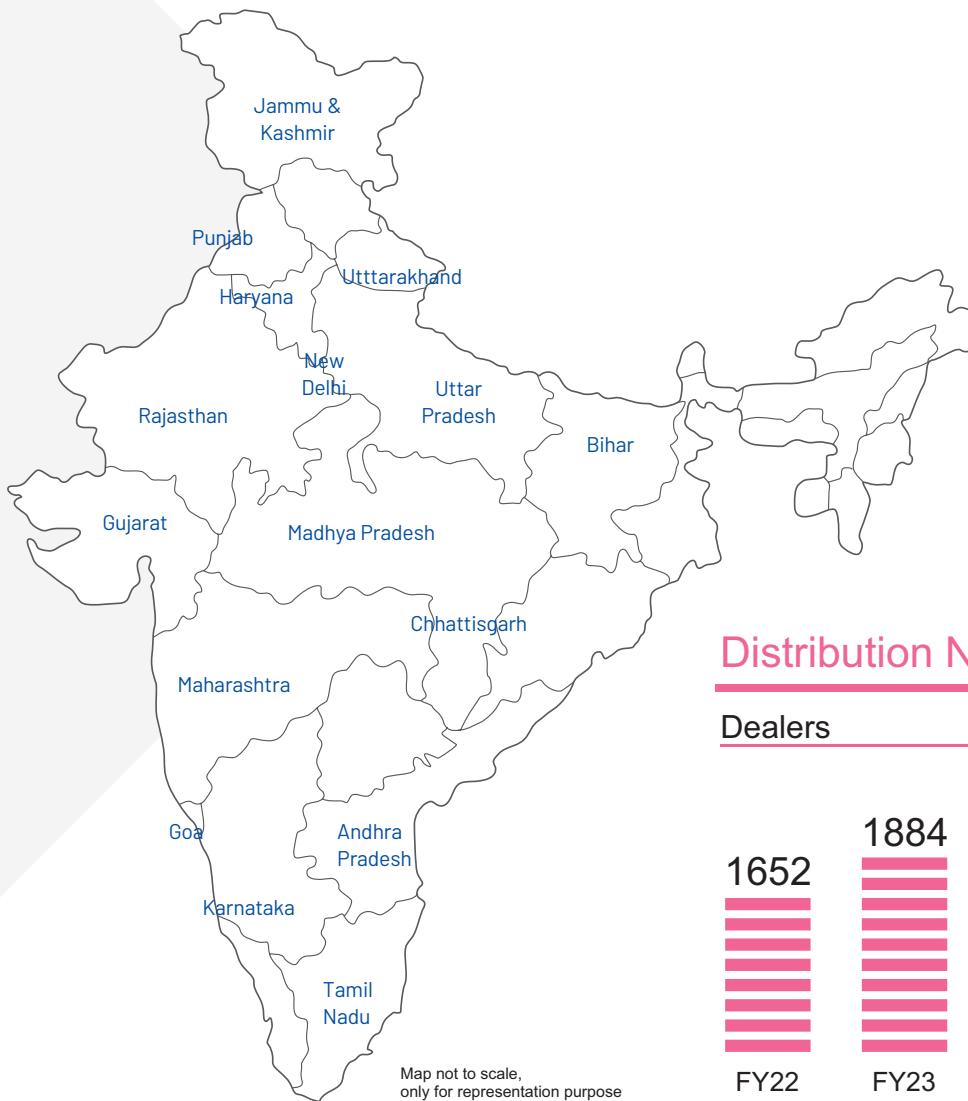
Distributors

# 17

States present in

# 9

Fulfilment centres



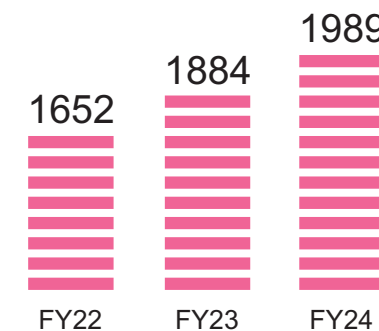
Traction for the period January – March 2024

**27** New Dealers appointed across India

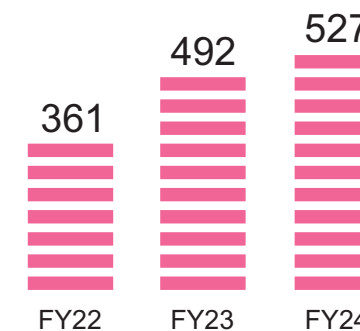
**05** New Distributors appointed across India

### Distribution Network (#)

Dealers



Distributors







# ITALICA®

## BRAND VISIBILITY INITIATIVES

### Event: Channel Partner's Meet at Noida (Uttar Pradesh)

**INVITATION**



**CHANNEL PARTNER'S MEET**

Dear valued partner,  
It gives us immense pleasure to cordially invite you for the Channel Partner's Meet

**25<sup>TH</sup> JANUARY 2024, THURSDAY**  
**Timing: 7:30 pm onwards**

Venue:  
Victoria Ballroom  
**RADISSON BLU HOTEL**  
C-8, Site-IV, 2<sup>nd</sup> Cross Avenue Road, Kasna, Greater Noida,  
Dist: Gautam Budha Nagar, Uttar Pradesh - 201 306.

The meet will be followed by cocktail, gala dinner and some fun DJ & music. Mark your calendars.

**BY INVITATION ONLY!**



**ITALICA®**  
KUCH TOH NAYA HAI!

**WELCOMES YOU TO**

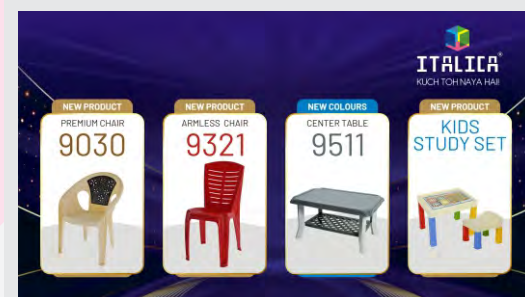
**CHANNEL PARTNER'S MEET**



**ITALICA®**  
KUCH TOH NAYA HAI!

**WELCOMES YOU TO**

**CHANNEL PARTNER'S MEET**

**NEW PRODUCT**  
PREMIUM CHAIR  
**9030**

**NEW PRODUCT**  
ARMLESS CHAIR  
**9321**

**NEW COLOURS**  
CENTER TABLE  
**9511**

**NEW PRODUCT**  
KIDS STUDY SET



**NEW PRODUCT**  
ARMLESS CHAIR  
**9321**

**NEW COLOURS**  
CENTER TABLE  
**9511**

**NEW PRODUCT**  
PREMIUM CHAIR  
**9030**

**NEW PRODUCT**  
KIDS STUDY SET



**ITALICA®**

**QUIZ TIME**



**ITALICA®**

**SPOT SCHEME OF THE DAY**

**Order Value (Gross)**  
**Rs 2.00 lakhs to Rs 6.00 lakhs** **Discount 1.50%**  
on Basic Value through DSI if multiple bills are made and in invoice itself in case of a single invoice offtake.

**Order Value (Gross)**  
**Above Rs 6.00 lakhs** **Discount 2.00%**  
on Basic Value through DSI if multiple bills are made and in invoice itself in case of a single invoice offtake.

These orders will have to be executed latest by **31st January 2024 only.**





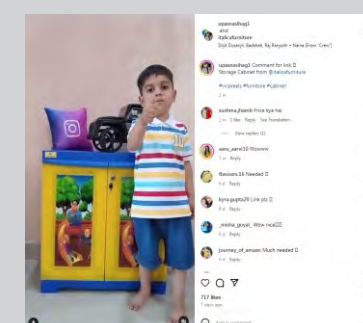
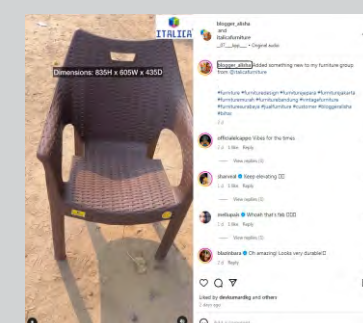
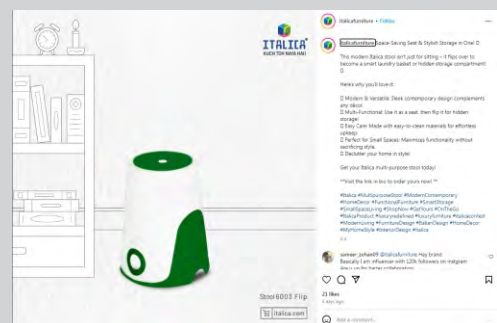
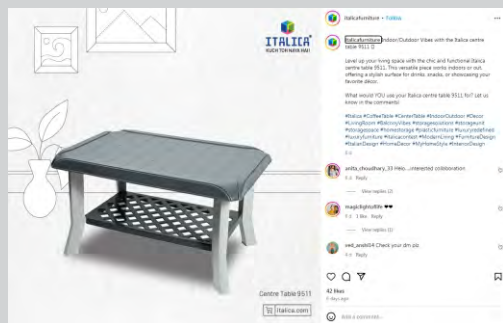
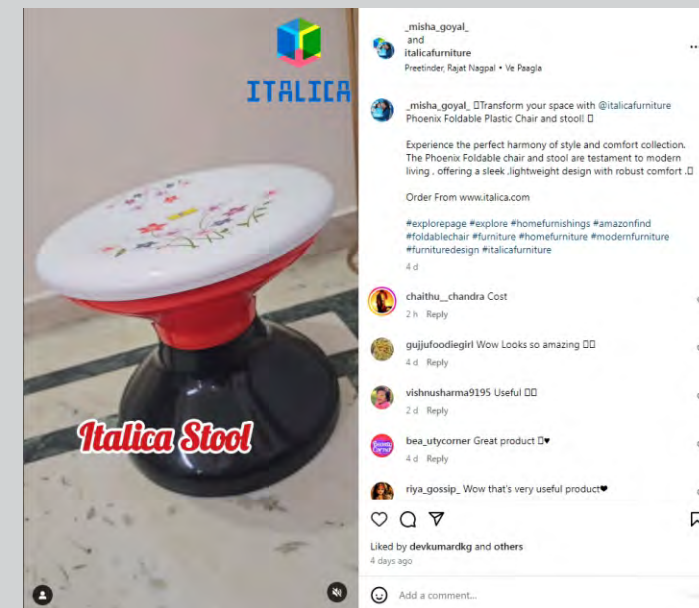
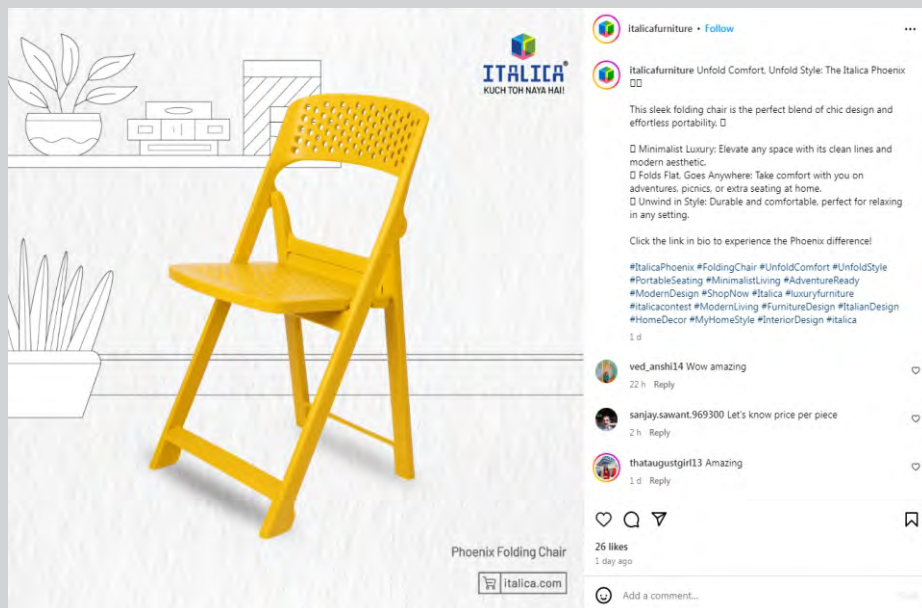




# ITALICA®

## SOCIAL MEDIA SNAPSHOTS

**SOCIAL MEDIA SNAPSHOTS:** Our customers take center stage in the heart of our brand. Their stories are the testament to our journey. Their experiences speak volumes about the quality and excellence we promise.



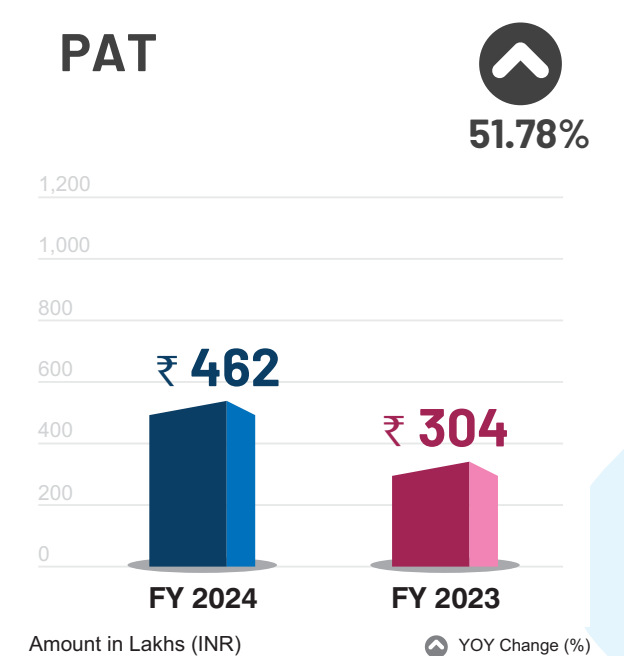
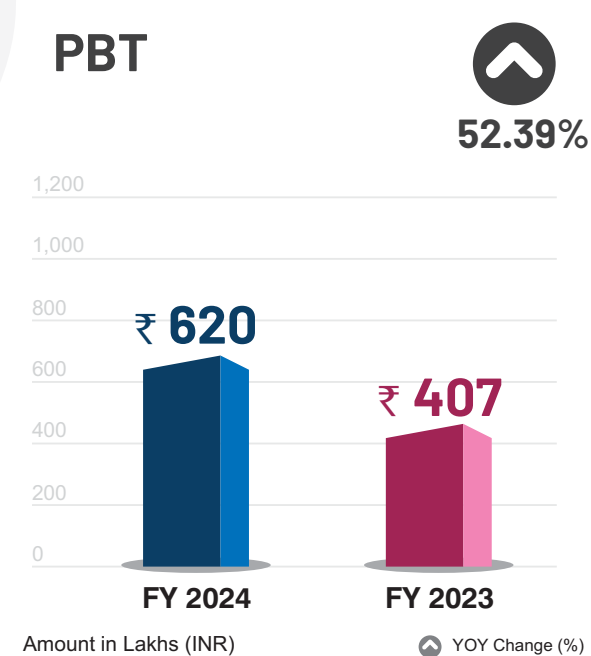
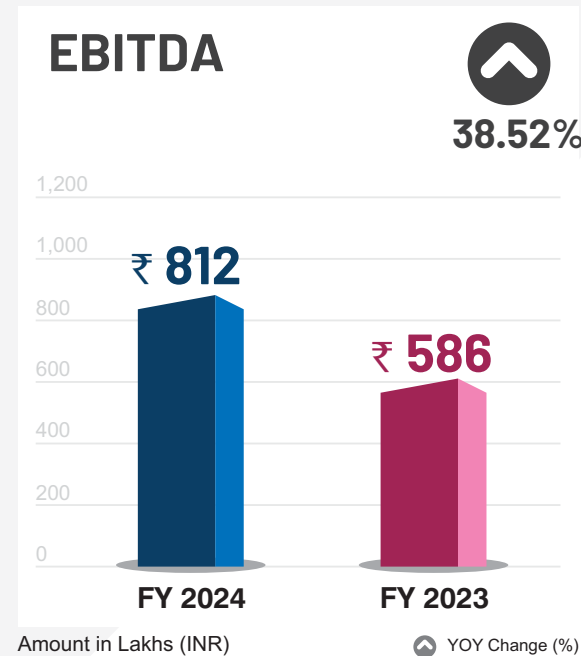
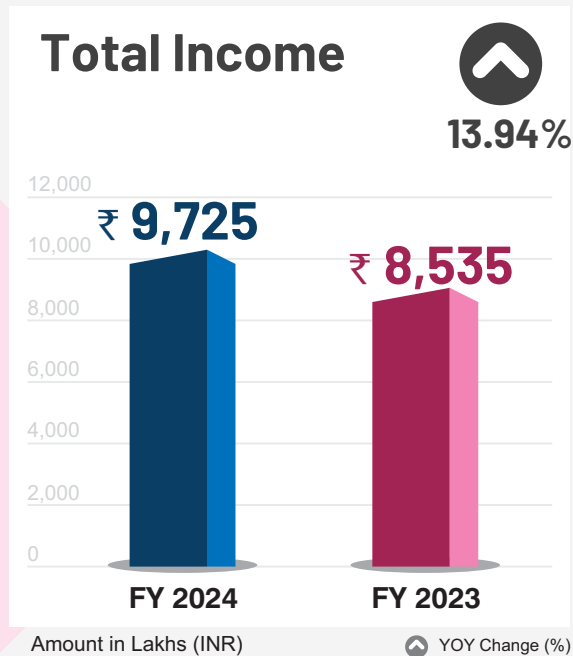


# KEY STATS

## Financial Highlights for the Quarter and year ended 31<sup>th</sup> March 2024

	FY 2024	FY 2023	Growth	Q4 FY 2024	Q4 FY 2023	Growth
Total Income	9,725.19	8,535.32	13.94%	2,494.63	2,308.74	8.05%
EBIDTA	812.40	586.49	38.52%	136.19	220.77	-38.31%
PBT	619.79	406.72	52.39%	76.22	166.85	-54.32%
PAT	461.95	304.36	51.78%	55.18	64.49	-14.44%

Amount in Lakhs (INR)



Thank  
you



**PIL ITALICA LIFESTYLE LIMITED**

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

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

**Disclaimer:** Some of the statements in this communication are forward looking statements. These statements are based on the present business environment and regulatory framework. Developments that could affect the Company's operations include significant changes in political and economic environment in India, tax laws, Import duties, litigation and labour relations. We assume no responsibility for any action taken based on the said information, or to update the same as circumstances change.