



ITALICA

PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576



+91-96 499 71111



0294-2432272



info@italica.com

July 16th, 2022

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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Sub : Business Update Report -June 30, 2022

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 Quarter ended on June 30, 2022.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED

Rajat Raja Kothari
(Company Secretary)
M. No.- A51610



Enclosed : as above

PIL ITALICA LIFESTYLE LIMITED



***Business Updates for the
Quarter ended 30th June 2022***

Udaipur | Silvassa | Delhi | Mumbai | Bengaluru
| Bhiwandi | Ghaziabad | Jabalpur | Zirakpur

Who We Are?

- PIL Italica Lifestyle Limited (PILL), a 30-year-old renowned brand with an all-inclusive and varied range of plastic moulded products. PILL is engaged in the manufacturing of Plastic Moulded Furniture, Material Handling Products and Waste Handling Products.
- Our brand - ITALICA, is one of the leading brands in the plastic moulded industry in India. The Company has a plant in Udaipur (Rajasthan) and in Silvassa (Dadra & Nagar Haveli). The Company has its sales office in Delhi and Mumbai and has warehouses at Bengaluru, Bhiwandi, Ghaziabad, Jabalpur and Zirakpur.
- The Company has a wide distribution network across North, West, Central and South India and plans to expand its distribution network to East and North-East India in the coming quarters.





Why Italica?



Pioneers of moulded plastic furniture in India

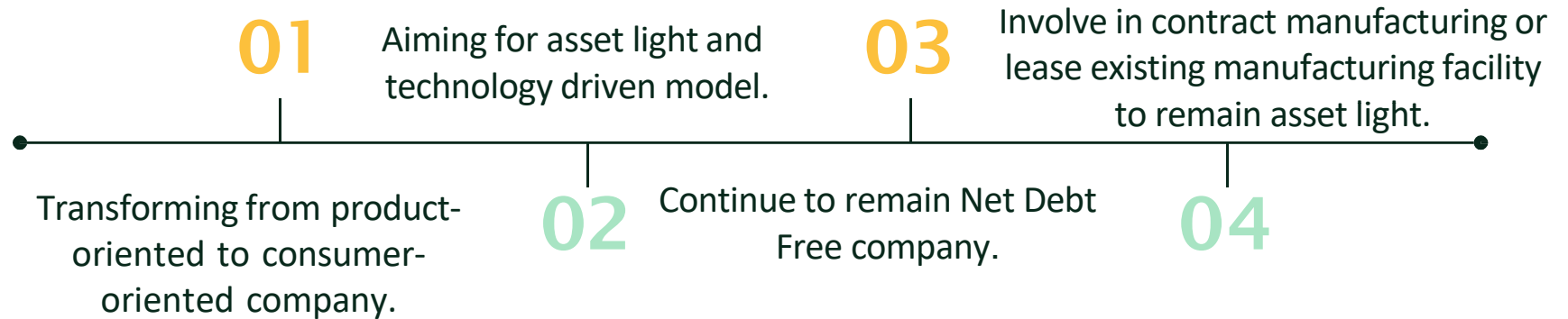


Leading manufacturer of high-quality moulded plastic products



A brand trusted by homes, offices and commercial sectors

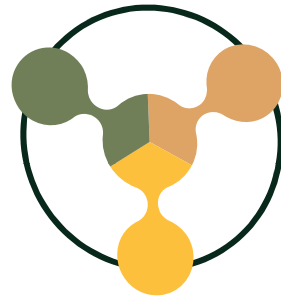
What is our Vision Plan?



Key Highlights for the Quarter

01

New Product
Launch



02

Team Expansion

03

Geographical Expansion



ITALICA®



Launching wooden furniture in collaboration with Atmosphere before the upcoming festive season

<https://atmosphere.work/>

SAGO



Wall Mounted Multipurpose Folding Table

- Compact, lightweight and foldable, this table is a space saving design, making it ideal for small rooms that need workspaces. The table can be easily installed on a wall and can be stowed and folded when not in use.
- Additionally, a top shelf space is provided which can be used for stationary, books or even to add aesthetic elements for a study.
- It comes with a metal frame finishing which makes it sturdy and durable.



SAGO

Italica Multi – Verse Series



ARECA



Wall Mounted Multipurpose Folding Table

- ARECA is a compact, lightweight and foldable table with a space saving design. It can be easily installed on a wall and can be stowed and folded when not in use.
- However, its elegant look makes it ideal for drawing rooms in addition to its use for workspaces.
- It comes with a wooden frame giving it a graceful and aesthetic appearance.



ARECA

Italica Multi – Verse Series

Flip Series

Model No. 6003



Geographical Expansion



PIL has a strong presence across Northern, Western and Southern Zones of India. Currently, the Company is expanding it's presence in the State of **Telangana & Andhra Pradesh**. The Company is planning to setup a warehouse in these states.

The Company aims to grow pan-India in the coming years.



Team Expansion

The Company is charting out a plan for hiring talent in the field of Operations, Sales, Marketing & Technology.

Key Hiring during the Quarter :

Yogesh Jangid
(Associate Vice President – Marketing)

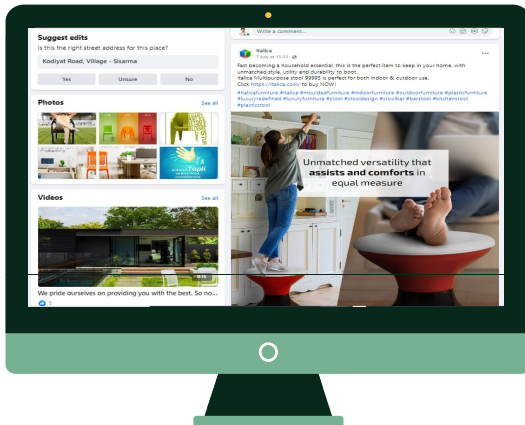
He has 14+ years of experience in the fields of Marketing, Advertising & Communications and Brand Building.

Work Experience: Dentsu Marcom, Rediffusion Y&R, Crompton Greaves, Legrand and Nilkamal.

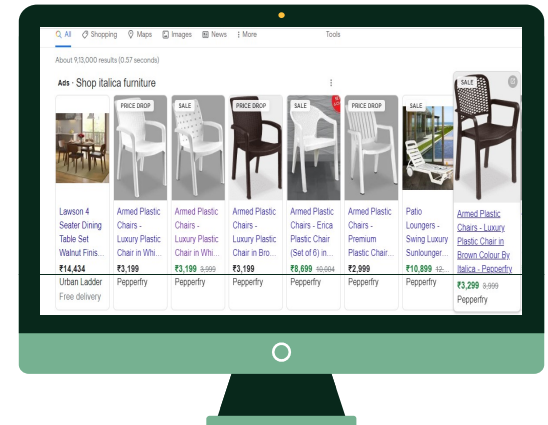
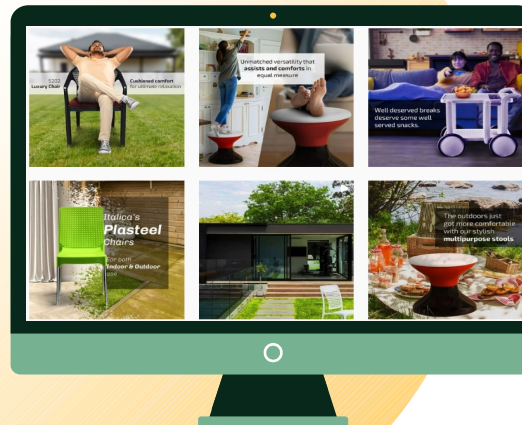
He is a fitness enthusiast, a certified fitness expert & marathon coach.



Digital Marketing



PILL is focusing on increasing its brand awareness through digital marketing channels such as Instagram, Facebook, Google, SEO and SEM Marketing.

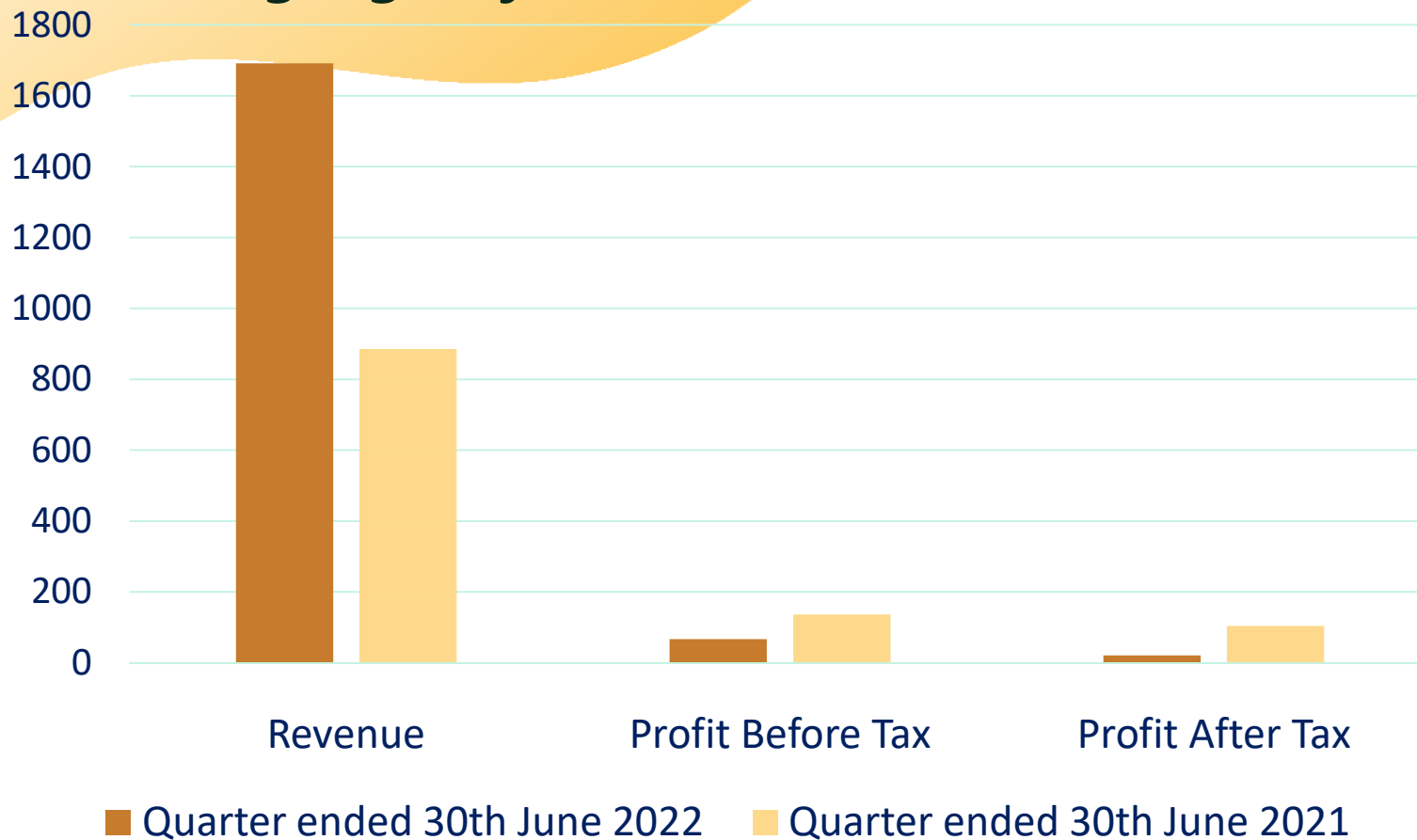


Summarized Highlights for the Quarter ended 30th June 2022

<i>Particulars</i>	<i>Quarter ended 30th June 2022 (INR lakhs)</i>	<i>Quarter ended 30th June 2021 (INR lakhs)</i>	<i>Growth Percent (%)</i>
Revenue	1691.21	885.43	91.00%
EBIDTA	67.49	137.11	-50.78%
Profit After Tax	21.22	104.83	-79.76%

Note : Decrease in profitability is primarily due to steep increase in price of raw material.

Summarized Highlights for the Quarter ended 30th June 2022





Thank You

PIL ITALICA LIFESTYLE LIMITED
Website : www.italica.com



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.