

ITALICA

PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576



+91-96 499 71111



0294-2432272



info@italica.com

January 21, 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 – December 31, 2021
Scrip Code No. : PILITA/ 500327

Dear Sir,

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 Third Quarter and Nine Months ended on December 31, 2021.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED

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



Encl: As above



PIL ITALICA LIFESTYLE LIMITED

UDAIPUR • SILVASSA • DELHI • MUMBAI

BENGALURU • BHIWANDI • GHAZIABAD • JABALPUR • ZIRAKPUR

**Business Updates for the Quarter and Nine
Months ended 31st December 2021**

Who we are?

- **PIL Italica Lifestyle Limited (PILL)** is India's leading manufacturer for plastic moulded furniture, material handling products and waste handling products. We are a 30 years young brand.
- Our brand - ITALICA, is one of the leading brands in the plastic moulded industry in India. We have our manufacturing facilities at Udaipur (Rajasthan) and Umerkui (Silvassa). We have our sales office in Delhi and Mumbai and have warehouses at Bengaluru, Bhiwandi, Ghaziabad, Jabalpur and Zirakpur.
- We have a distribution network of more than 2,000 distributors and dealers spread across North, West, Central and South India. We are planning to expand our distribution network to East India in the upcoming months.

Business Outlook

- Our vision is to transform ourselves from a product-oriented company to a consumer-oriented company. Our expansion plan involves an asset light and tech driven model built by a mix of young, talented, and dynamic team. Our asset light model would involve either tying up with contract manufacturers or take an existing manufacturing facility on lease.
- We plan to collaborate and leverage the opportunities available in the market which have come about due to the pandemic and the adverse economic situation.
- We will use our funds for rapid expansion of our distribution network in new geographies, for new product development and a more effective supply chain network.
- We are currently a Net Debt Free Company, and we plan to remain Net Debt Free in the future. We have a strong balance sheet which will help us grow without taking additional debt.
- As an organization we continue to abide by our values and remain firm in our focus to provide the best quality products to our customers. We aim to have a pan India manufacturing and distribution network and become India's most popular brand.

New Lines of Business

- We are entering into the business of import, design and manufacturing of Plastic and Rubber Moulds & Dies.
- We are also entering into technical services and full contract businesses to conceptualize, plan, design, develop and setup industries & business in the Plastic and Rubber Industries.
- We aim to provide end to end full contract.
- We are creating ecosystem around the Plastic Industries by utilizing our rich experience of the past 30 years.



New Product Launches

OXY SERIES



ITALICA[®]



5214

813H x 545W x 440D
(in mm)

Colours Available :



OXY SERIES

Colours Available :

■ Black







ITALICA®



5202 Luxury
780H x 555W x 425D
(in mm)

OXY SERIES

Colours Available :

- | | |
|---|--|
|  D. Blue |  Transparent Yellow |
|  Pink |  Red |







5223

590H x 397W x 330D
(in mm)



Colours Available :

- | |
|---|
|  Yellow with Green |
|  Green with Yellow |
|  Yellow with Red |
|  Red with Yellow |



5226

590H x 397W x 330D
(in mm)

STOOL & PATLA SERIES



9704

460H x 300W x 410L
(in mm)



9712

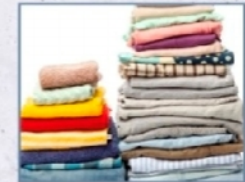
600H x 540W x 555L
(in mm)

Colours Available :

- | | | |
|---|--|--|
|  Red |  Brown |  D.Blue |
|  Green |  Orange | |



ITALICA[®]



MODEL NO : 6106

**IDEAL CHOICE FOR
ALL YOUR STORAGE NEEDS**

www.italica.com

Storage SERIES

Launching a new range of modern high quality plastic moulded storage cupboards. Italica storage cupboards are easy to clean & long lasting. They are ideal for all your storage needs at home or office.

MODEL NO : 6106
DIM.: 1235H x 590L x 350W
Colours :

MODEL NO : 6104SR
DIM.: 650H x 590L x 350W
Colours :

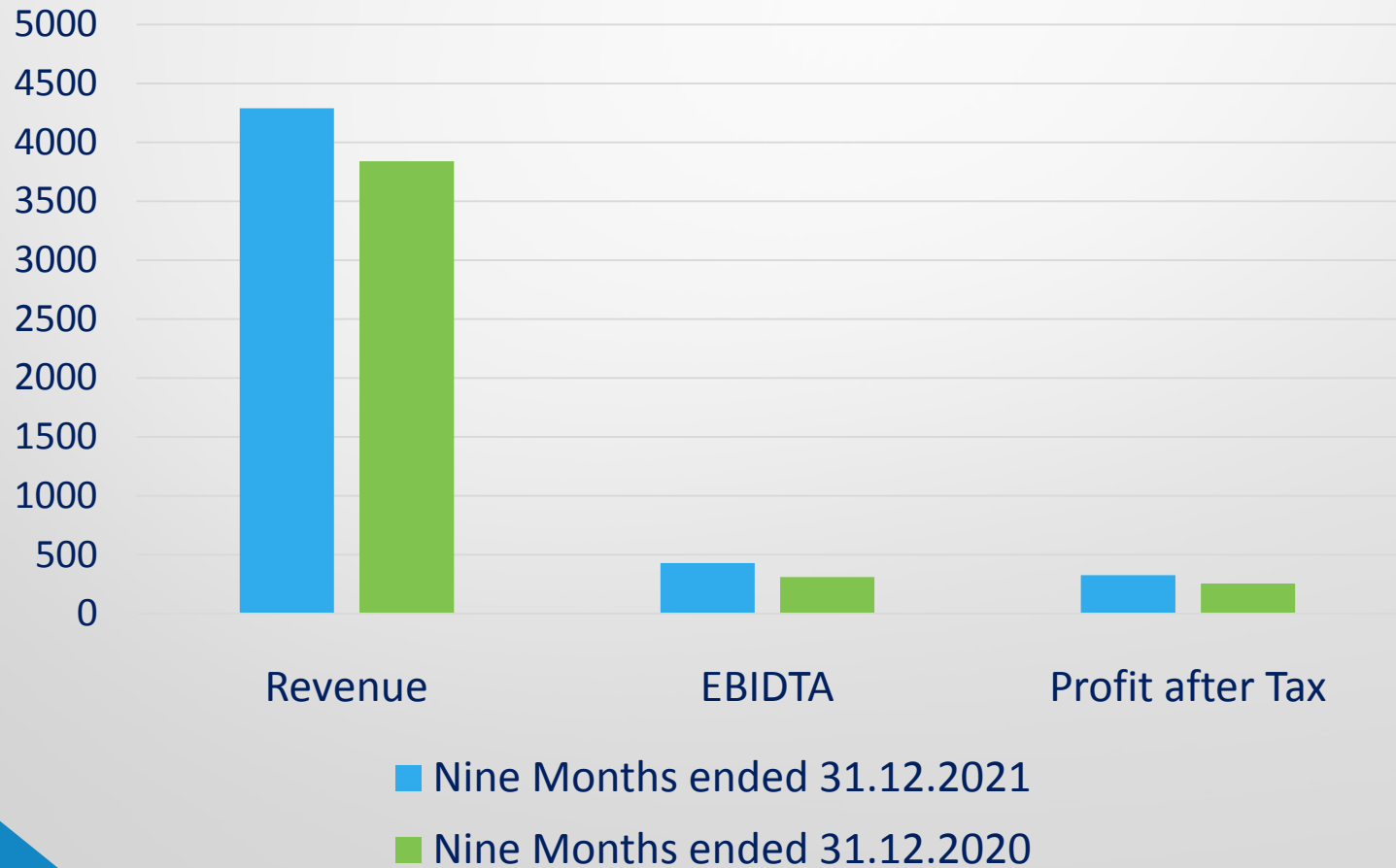
MODEL NO : 6105
DIM.: 650H x 590L x 350W
Colours :



***Summarized Highlights for the Nine Months ended 31st
December 2021***

<i>Particulars</i>	<i>Nine Months ended 31st December 2021 (Rs. in Lakhs)</i>	<i>Nine months ended 31st December 2020 (Rs. in Lakhs)</i>	<i>Growth (%)</i>
Revenue	4,289.35	3,840.18	11.70%
EBIDTA	429.60	311.44	37.94%
Net Profit after Tax	326.96	255.09	28.17%

Summarized Highlights for the Nine Months ended 31st December 2021





Thank You

PIL ITALICA LIFESTYLE LIMITED

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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.