



# ITALICA

**PIL ITALICA LIFESTYLE LIMITED**

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576

+91-96 499 71111

0294-2432272

info@italica.com

20 January, 2023

<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
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Sub : **Business Update Report -December 31, 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 and Nine Months ended on December 31, 2022.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

For **PIL ITALICA LIFESTYLE LIMITED**

**Rajat Raja  
Kothari**

Digitally signed by Rajat  
Raja Kothari  
Date: 2023.01.20  
11:10:28 +05'30'

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

Enclosed : as above

# PIL ITALICA LIFESTYLE LIMITED

Business Updates for the Quarter and Nine months ended 31<sup>st</sup> December 2022

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



**MULTI-VERSE SERIES**  
Where Functionality Meets Finesse

SLEEK. STYLISH.  
FEATURE PACKED.



# Who We Are?

- PIL Italica Lifestyle Limited (PILL), a 30-year-old renowned brand with an all-inclusive and varied range of plastic moulded & wooden products. PILL is engaged in the manufacturing of Plastic Moulded Furniture, Material Handling Products, Storage, Waste Handling Products and other lifestyle Products.
- Our brand - ITALICA, is one of the leading brands in the plastic moulded industry in India. The Company has plants in Udaipur and in Silvassa. 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 and currently focuses on e-commerce, website, digital marketing with a consumer-oriented approach.



# Why Italica?



Pioneers of moulded plastic furniture in India



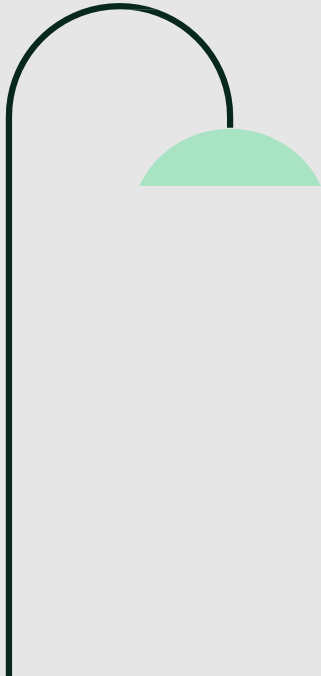
Leading manufacturer of high-quality moulded plastic products



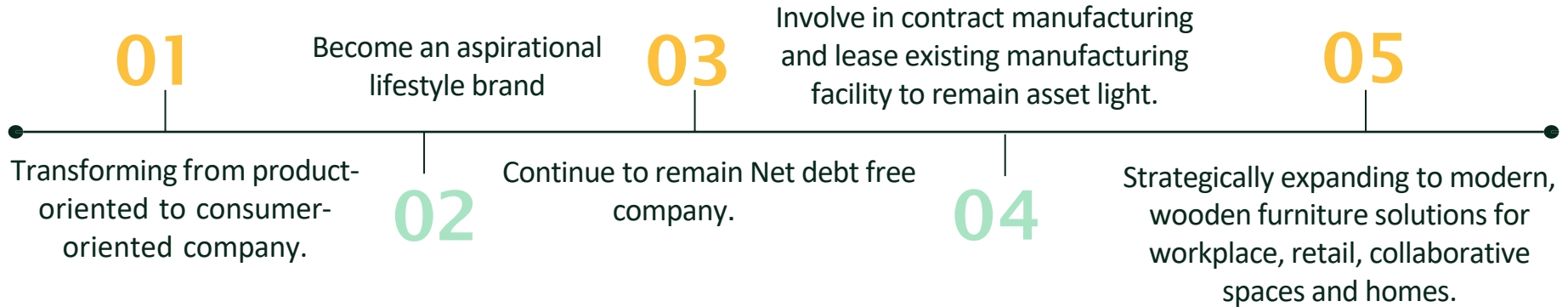
All India Presence for Product availability and customer service



A brand trusted by homes, offices and commercial sectors



# What is our Vision Plan ?



# New Products Launch



OXY Series – Luxury Plastic  
Chair [5106]



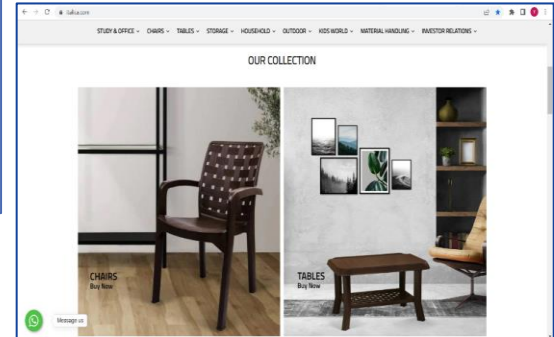
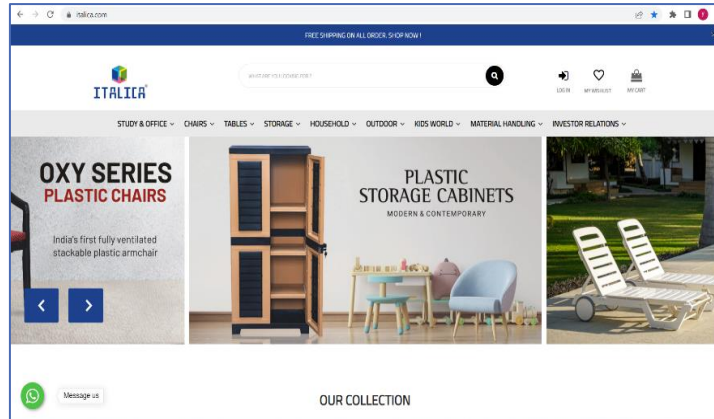
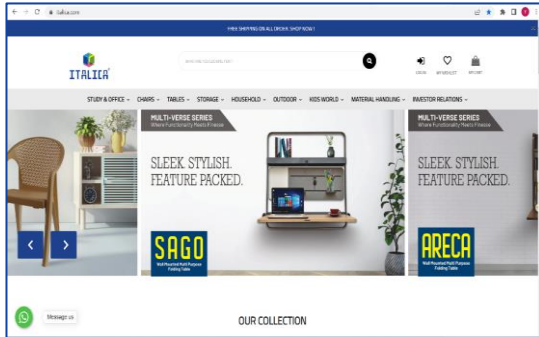
OXY Series – Luxury Plastic  
Chair [5103]

# Website Revamped



**ITALICA** revamped our entire website [www.italica.com](http://www.italica.com) to add more functionalities, to increase traffic, generate more leads/sales, making it more informative & e-com friendly and to improve the overall user experience.

**Some of the glimpses of the new website:**

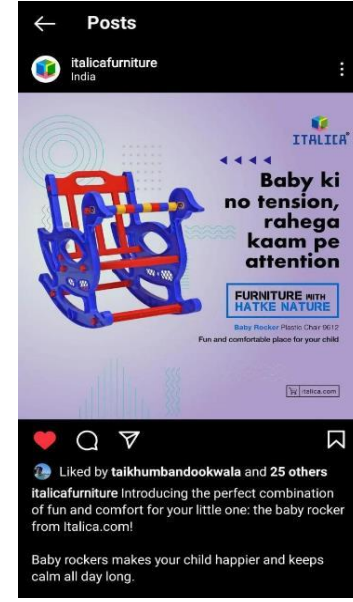


# Social Media Campaign Furniture with Hatke Nature



ITALICA floated a very interesting campaign on social media platforms with “Furniture with Hatke Nature”

The insight being that Italica furniture is not just another furniture brand. Every piece of furniture that comes from the house of Italica has something desirably different about it, that got translated into the campaign tagline – “Furniture with hatke nature’.





# Display & Win Contest for Dealers



ITALICA floated a “display & win” contest under “jo dikhta hai wo bikta hai” with a lot of participation from dealers.

More than 100 dealers participated in the contest with enthusiasm and excitement. Out of which prizes were given to the best top 3 displays and 20 consolation prizes too were awarded.

## Glimpse of the Contest



**ITALICA**  
**DISPLAY & WIN**  
**CONTEST**

Thank You  
for your participation and making  
“Display and Win Contest”  
a big success.

1<sup>ST</sup> PRIZE 2<sup>ND</sup> PRIZE 3<sup>RD</sup> PRIZE CONSOLATION PRIZE

We are happy to announce the winners of this contest.

1 **Mahaveer Furniture**  
Bhopal

2 **City Bazaar**  
Meerut

3 **Gautam Foam House**  
Hathras

**Consolation Prize Winners**

- Anmol Furniture, Kanpur
- Anjant Furniture House, Meerut
- Beauty Spot and Interior, Mumbai
- Bhagwati Furniture, Itanagar
- Cushion Kraft, Mumbai
- Dhanraj Furniture, Jind
- Dya Furniture, Palwal
- Furniture Pride, Indore
- Jain Furniture, Nimbahera
- Keshavnand Hazarnand, Mumbai
- Mahajan Furnishing Mall, Zirakour
- Narbada Furniture, Hoshangabad
- Pratik Furniture, Indore
- Prince Furniture, Indore
- Ruchika Traders, Jaipur
- Sai Furniture, Balaghat
- Smart Furniture, Kanpur
- Shyam Furniture, Jaipur
- Trakur Enterprises, Secchi
- Winsom Furniture, Udaipur



# Italica Caravan

## Channel Partners Reward Scheme 2022



ITALICA CARAVAN SCHEME was launched for rewarding the channel partners on achieving the slabs for purchasing Italica/ Kisan Furniture and got an immense response for the same.



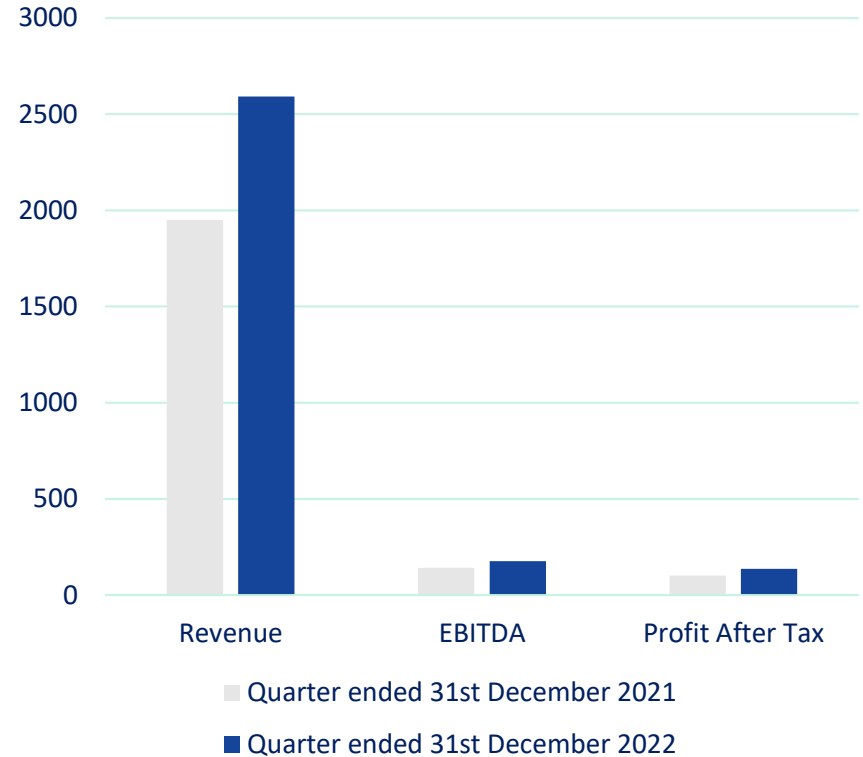
Take Maximum Benefit of the Scheme and Win Exciting Rewards!

SLAB 1	On purchase of ₹ 55,00,000/- worth material of Italica / Kisan Furniture	2 Persons shall qualify for Dubai Trip (4 Night / 5 Days)
SLAB 2	On purchase of ₹ 30,00,000/- worth material of Italica / Kisan Furniture	1 Person shall qualify for Dubai Trip (4 Night / 5 Days)
SLAB 3	On purchase of ₹ 22,50,000/- worth material of Italica / Kisan Furniture	2 Persons shall qualify for Goa Trip (3 Night / 4 Days)
SLAB 4	On purchase of ₹ 12,50,000/- worth material of Italica / Kisan Furniture	1 Person shall qualify for Goa Trip (3 Night / 4 Days)
SLAB 5	On purchase of ₹ 6,00,000/- worth material of Italica / Kisan Furniture	1 Samsung Tablet - A Series
SLAB 6	On purchase of ₹ 3,00,000/- worth material of Italica / Kisan Furniture	1 Noise Smart Watch

\*Terms and Conditions Apply

# Summarized Highlights for the Quarter ended 31st December 2022

Particulars	Quarter ended 31 <sup>st</sup> December 2022  (INR lakhs)	Quarter ended 31 <sup>st</sup> December 2021  (INR lakhs)	Growth Percent (%)
Revenue	2,592.35	1,949.50	33%
EBIDTA	177.27	141.62	25%
Profit After Tax	136.94	102.05	34%



# Summarized Highlights for the Nine months ended 31st December 2022

Particulars	Nine months ended 31st December 2022  (INR lakhs)	Nine months ended 31st December 2021  (INR lakhs)	Growth Percent (%)
Revenue	6,226.58	4,270.27	46%
EBIDTA	365.72	429.60	-15%
Profit After Tax	239.87	326.96	-27%



*Note : PILL is focusing on expanding its product line and its distribution network and aims to increase the revenue in the coming quarters. Profitability during 9M FY 2022-23 has decreased due to steep increase in price of raw material during H1FY23.*

# Thank You

**PIL ITALICA LIFESTYLE LIMITED**  
**Website : [www.italica.com](http://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.*