



# ITALICA

**PIL ITALICA LIFESTYLE LIMITED**

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576

+91-96 499 71111

0294-2432272

info@italica.com

October 29<sup>th</sup>, 2022

<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 –September 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 and Half Year ended on September 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 and  
Half Year ended 30<sup>th</sup> September 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, Storage and Waste Handling 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 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



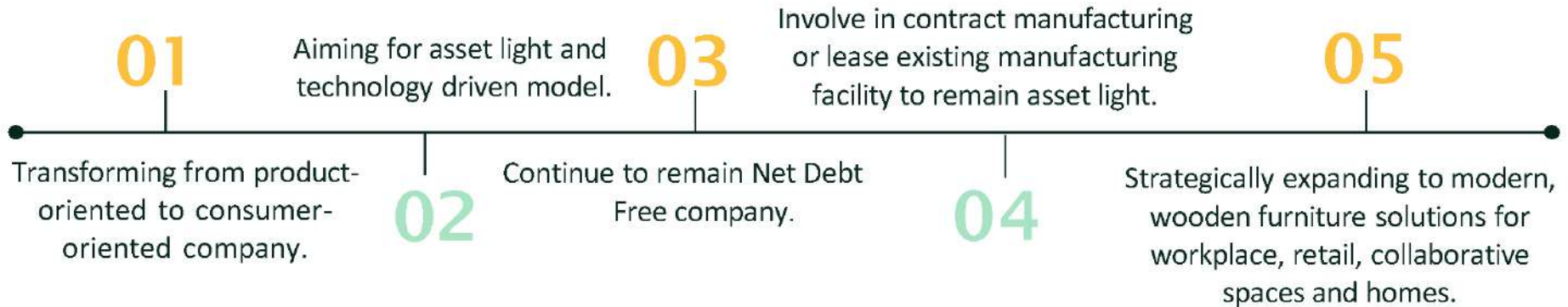
Leading manufacturer of high-quality moulded plastic products



A brand trusted by homes, offices and commercial sectors



# *What is our Vision Plan ?*





ITALICA<sup>®</sup>

atmosphere

*Italica has launched wooden furniture in collaboration with Atmosphere.*

*Atmosphere is an Internet First Manufacturing led D2C startup that facilitates modern, ergonomic furniture solutions for workplace, retail, collaborative spaces and homes.*

*<https://atmosphere.work/>*



TRUSTED BY GREAT TEAMS

wework



amazon



Google



tcs



TEAM. CUSTOMER. COMMUNITY.



***Italica conducted exclusive product launch events at Delhi, Mumbai and Bangalore for its new range of multi-purpose and smart wooden furniture under the Multi-Verse series.***



# Product Launch Event - Delhi





# Product Launch Event - Mumbai



# Product Launch Event - Bangalore

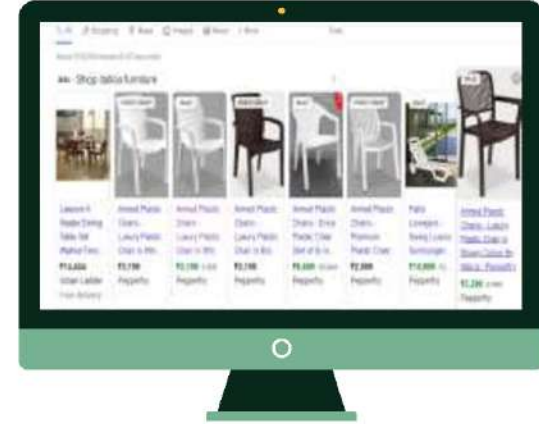




# Digital Marketing



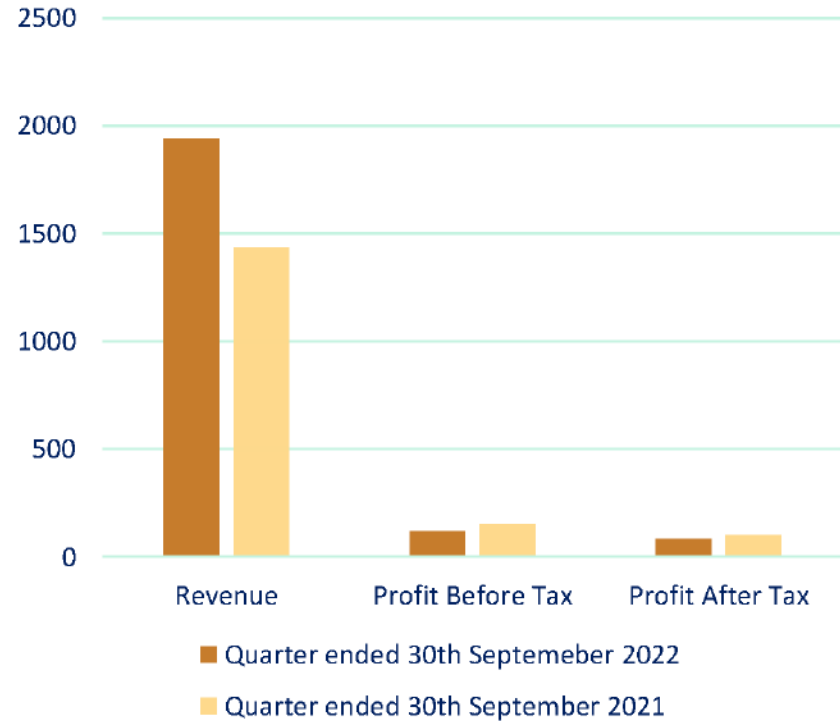
PILL is focusing on increasing its brand awareness through digital marketing channels such as Instagram, Facebook, Google, SEO and SEM Marketing.





## Summarized Highlights for the Quarter ended 30<sup>th</sup> September 2022

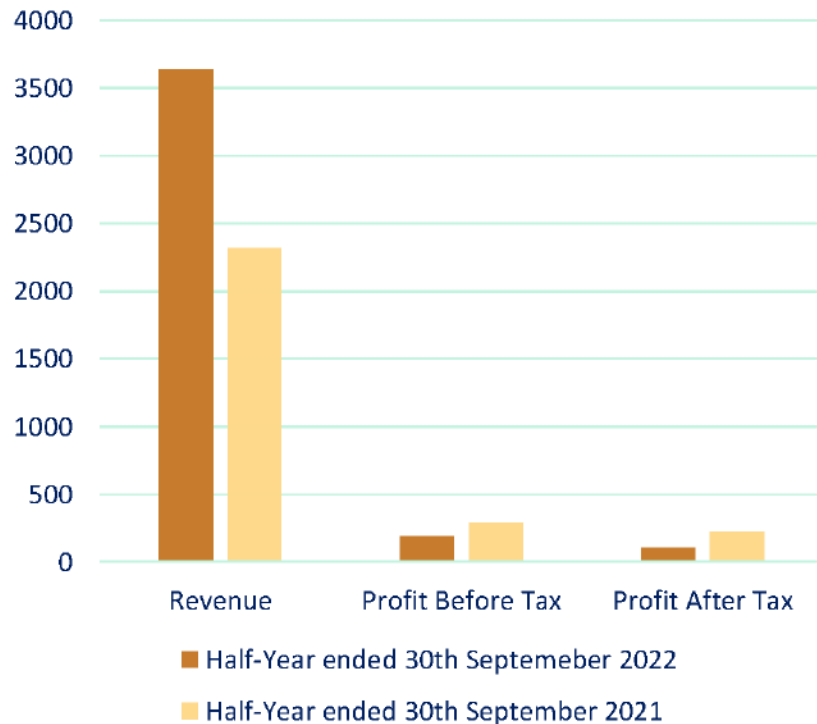
Particulars	Quarter ended 30 <sup>th</sup> September 2022  (INR lakhs)	Quarter ended 30 <sup>th</sup> September 2021  (INR lakhs)	Growth Percent (%)
Revenue	1,942.32	1,435.34	35.32%
EBIDTA	120.96	150.87	-19.82%
Profit After Tax	81.71	120.08	-31.95%



*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 Q2 FY 2022-23 has decreased due to steep increase in price of raw material. Monsoon season is an off season for the Company's range of products.*

## Summarized Highlights for the Half-Year ended 30<sup>th</sup> September 2022

Particulars	Half-Year ended 30th September 2022  (INR lakhs)	Half-Year ended 30th September 2021  (INR lakhs)	Growth Percent (%)
Revenue	3,634.23	2,320.77	56.59%
EBIDTA	188.45	287.98	-34.56%
Profit After Tax	102.93	224.91	-54.23%



**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 H1 FY 2022-23 has decreased due to steep increase in price of raw material.

# 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.*