



ITALICA

PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576

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Date: July 09, 2021

To The Manager-Listing Department National Stock Exchange of India Limited, 'Exchange Plaza', C-1, Block –G Bandra Kurla Complex, Bandra –East Mumbai–400051 Scrip Symbol: PILITA	To Listing Department BSE Limited Phiroze Jeejeebhoy Towers 25" Floor, Dalal Street Mumbai- 400001 Scrip Code : 500327
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Sub : Quarterly Business Update Report for the quarter ended June 30, 2021

Dear Sir / Madam,

Pursuant to the Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Quarterly Business Update Report of the company which will also be sent to the shareholders of the company, for the First Quarter (Q1) ended on June 30, 2021.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED

Aditi Parmar
(Company Secretary)
M.No.A37301



Encl: As above



Announcement of the Results for the Quarter Ended June 30, 2021

PIL ITALICA LIFESTYLE LIMITED (PILL), a 29-year-old renowned brand has an all-inclusive and varied range of plastic moulded products and 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 at Umerkui (Silvassa) and has warehouses at Zirakpur, Ghaziabad, Jabalpur, Mumbai and Bangalore. The Company has a wide distribution network and plans to increase it further in the coming months.

The company has announced its Unaudited Financial Results on 09th July, 2021 for the First Quarter for the Financial Year 2021-22.

Despite the disruptions due to the Covid-19 pandemic and the ongoing second wave, the performance of the Company saw a strong growth in Q1 FY 2021-22 as compared to Q1 FY 2020-21

Your Company is focusing more on an asset light business model. The idea is to collaborate and leverage the opportunities already available in the market which has come about due to the adverse economic situation.

Your Company will use its funds for rapid expansion of the distribution network in new geographies, new product development, new product portfolio and more effective supply chain network.

Our sharp focus aimed at fulfilling demand and ensuring uninterrupted access and innovative approaches, specifically in our Supply Chain and Distribution efforts. As an organization we continue to live our values and remain firm in our focus to improve the health and well being of our consumers. We aim to have a pan India manufacturing and distribution network and becomes India's most popular brand.

Summarized Highlights for the First Quarter ended on 30th June 2021

Particulars	(Rs. in Lakhs)		Growth Percent (%)
	First Quarter ended 30.06.2021	First Quarter ended 30.06.2020	
Revenue	885.43	615.87	43.77%
Net Profit After Tax	104.83	-64.83	261.70 %

In the upcoming quarters, we are planning to launch more products in the Furniture and Material Handling segment and expand our distribution network. Your Company has already started marketing and selling its products in new geographies such as Karnataka, Andhra Pradesh, Telangana, Tamil Nadu, Goa and Maharashtra and will expand further in the rest of India.

Key Company Developments in the First Quarter of FY 2021-22

New Launch in Plastic Table Series

A strong and high-quality plastic **Centre Table Model No - 9511** is perfect for your living room or balcony. Plastic tables are lightweight and can be easily moved from place to place.

Italica Tables are manufactured with superior strength and can withstand heavy loads. They can also withstand the wear and tear that occurs in everyday use. This table is available in various colours such as N.Brown, Camel and Olive Green.



New Launch in OXY Series

One of the latest entrant in Oxy Series is **Model No-5205**, a fully ventilated without arm chair with ergonomic design and uncompromisingly quality. It is eye-catching and sturdy and can be used in homes, cafeterias and garden.



Focus on E-commerce

Digitisation has become one of the important tool post COVID-19, PILL's association with Amazon, Pepperfry and FlipKart and other e-commerce platforms for the sale of its plastic furniture and other articles have reported a strong growth in the recent quarters. Also, e-commerce has benefitted Italica in promoting its brand and enhancing its visibility amongst the larger set of audience.

Second wave of the Pandemic

The second wave of the Pandemic is proving to be more challenging than the first wave. Due to the restrictions and lockdowns imposed by several states, our channel partners have been forced to shut their operations. These restrictions will impact our sales and performance for Q1 FY 2021-22. We have encouraged all our team members and channel partners to get themselves vaccinated so that we all can defeat this virus at the earliest.

Warm Regards,

Daud Ali

Managing Director

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.