

25 October, 2024

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 -September 30, 2024

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 the Quarter ended on September 30, 2024.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED

Narendra Bhanawat
(Whole Time Director)
DIN : 00146824

Encl: a/a

PIL ITALICA LIFESTYLE LIMITED

BUSINESS UPDATES

Q2 & H1 • FY25

JULY - AUGUST - SEPTEMBER



ITALICA[®]



COMPANY OVERVIEW ✦

KEY HIGHLIGHTS ✦

KEY STATS ✦

PRODUCT AND BRAND PHILOSOPHY ✦

NEW ARRIVALS ✦

DOMESTIC FOOTPRINT ✦

SOCIAL MEDIA SNAPSHOTS ✦

SOCIAL INITIATIVES ✦

COMPANY OVERVIEW

With over 32 years of experience, PIL Italice Lifestyle Limited stands at the forefront of the plastic furniture industry, driven by a legacy of innovation and quality. Our journey is marked by a steadfast commitment to excellence and a strategic focus on design and functionality, establishing us as pioneers in our field.

PIL Italice has played a transformative role in shaping the plastic furniture sector in India. Over the years, we have significantly expanded our nationwide presence, solidifying our reputation as a trusted name in the industry.

Our robust distribution network is enhanced by a strong emphasis on e-commerce and digital marketing. We prioritize a consumer-centric approach, effectively leveraging our website and online platforms to connect with customers and address their needs.

At PIL Italice, we are dedicated to continuous innovation, ensuring our products not only meet but exceed customer expectations, setting the benchmark for quality in the market.



EXPANSION PLAN OVERVIEW

The Board has made a strategic decision to enhance the production capabilities by acquiring additional injection moulding machines equipped with the latest technology, as well as new moulds and dyes. This initiative aims to produce value-added products such as furniture, crates, and waste bins.

Objective

To enhance productivity, we will replace older machinery with state-of-the-art equipment, streamlining operations to lower production costs. This initiative will also expand our production capacity by **1,600 MTPA**, **increasing our total capacity from 8,450 MTPA to 10,050 MTPA**, through a phased implementation process.

The expansion will be executed in two phases, with completion targeted by March 2026.

Marketing and Distribution

In addition to upgrading machinery, we will invest in building a robust marketing infrastructure and distribution network across India to support our expanded production capacity.

Financial Overview

Estimated Capital Expenditure:

~INR 25 crore.

Funding Strategy

The investment will be financed through a combination of internal accruals and external funding, including term loans and other debts.


KEY HIGHLIGHTS FOR Q2 - FY 25

Revenue for Q2 • FY25
₹ 2192.89


Revenue for H1 • FY25
₹ 4316.01

24 New Dealers added for Q2 • FY25

13 New Distributors added for Q2 • FY25



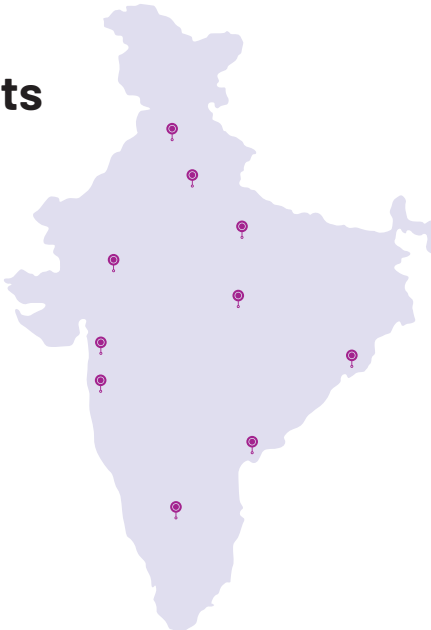
Total Consolidated production Capacity
8,450 MTPA



Total Manufacturing Units
2 (Udaipur & Silvassa)

Total Fulfilment Centres **10**

Total States and Union Territories Covered **18**

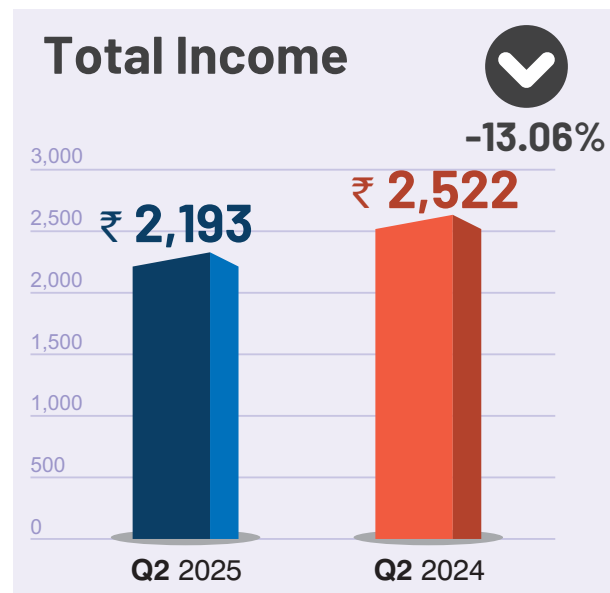


KEY STATS

Financial Highlights for the Quarter ended 30th September 2024

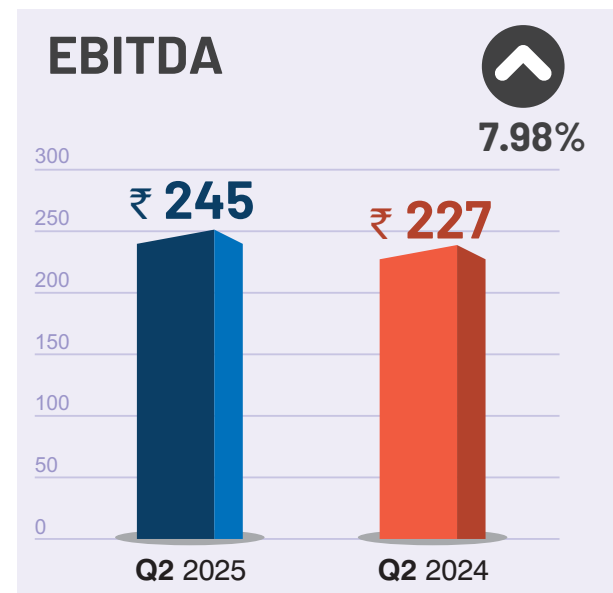
	Q2 FY25	Q1 FY25	QoQ	Q2 FY24	YoY%
Total Income	2192.89	2123.12	3.29%	2522.37	-13.06%
EBITDA	244.91	245.07	-0.07%	226.82	7.98%
EBITDA Margin	11.17%	11.54%	-37 bps	8.99%	218 bps
PAT	109.44	151.20	-27.62%	104.81	4.42%
PAT Margin	4.99%	7.12%	-213 bps	4.16%	84 bps

Amount in Lakhs (INR)



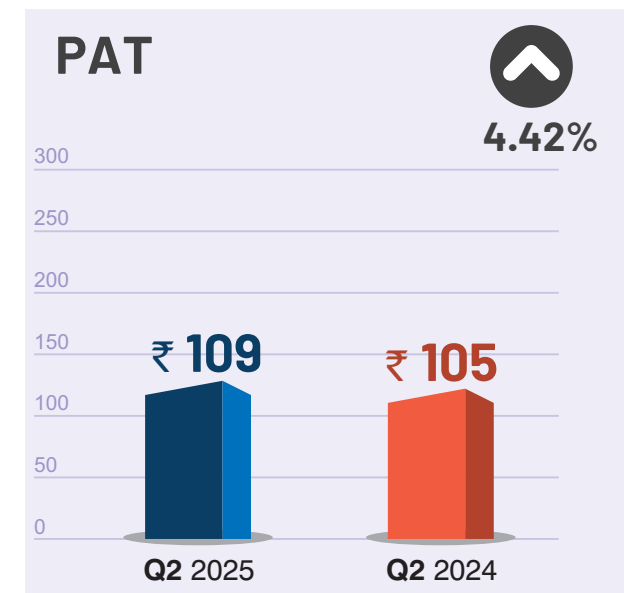
Amount in Lakhs (INR)

YOY Change (%)



Amount in Lakhs (INR)

YOY Change (%)



Amount in Lakhs (INR)

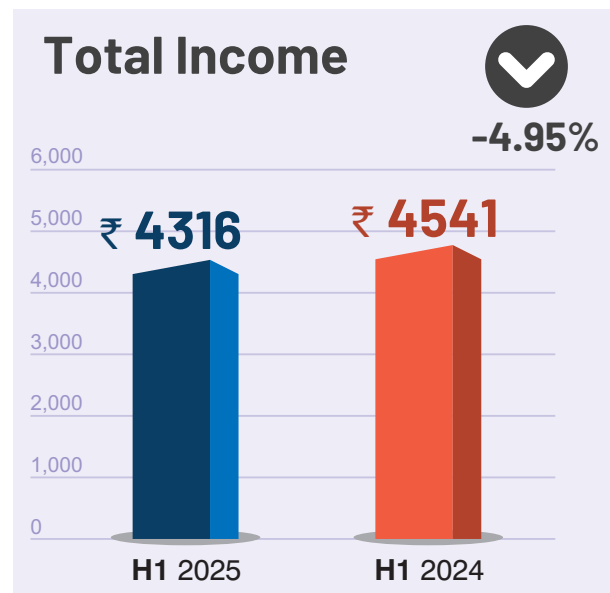
YOY Change (%)

KEY STATS

Financial Highlights for the Half Year ended 30th September 2024

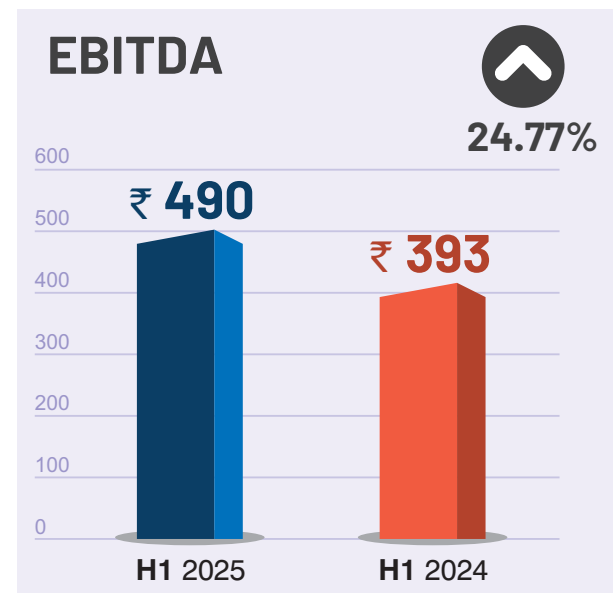
	H1-FY25	H1-FY24	YoY%
Total Income	4316.01	4540.89	-4.95%
EBITDA	489.98	392.72	24.77%
EBITDA Margin	11.35%	8.65%	270 bps
PAT	260.64	224.36	16.17%
PAT Margin	6.04%	4.94%	110 bps

Amount in Lakhs (INR)



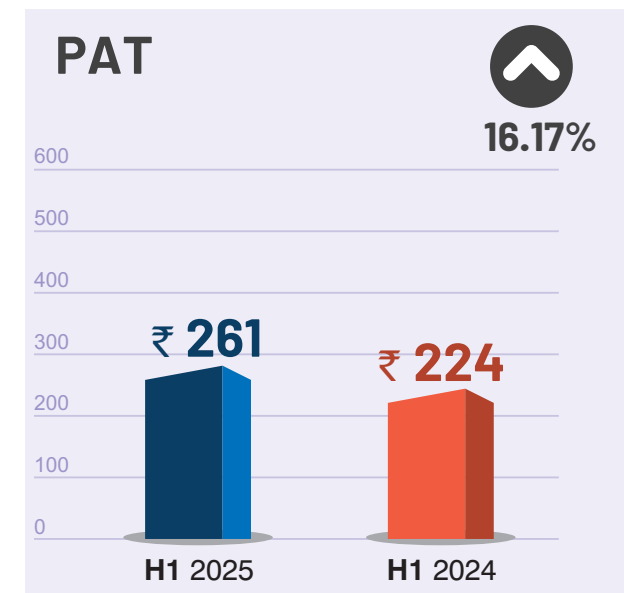
Amount in Lakhs (INR)

YOY Change (%)



Amount in Lakhs (INR)

YOY Change (%)



Amount in Lakhs (INR)

YOY Change (%)

KEY STATS

Balance Sheet as at 30th September 2024

Particulars	Rs. In Lakhs	
	As at September 30, 2024	As at March 31, 2024
A ASSETS		
1 Non Current assets		
(a) Property, plant and equipment	3,529.83	3,076.45
(b) Capital work in progress		
(c) Investment Properties		
(d) Goodwill		
(e) Other Intangible assets	13.61	13.75
(f) Intangible Assets under Development		
(g) Biological Assets other than bearer plants		
(h) Financial Assets		
(1) Investments	248.93	248.93
(2) Trade receivables		
(3) Loans		
(4) Others		
(i) Deferred Tax Assets (net)		
(j) Other Non Current assets	63.72	61.97
Total Non Current Assets	3,856.09	3,401.10
2 Current Assets		
(a) Inventories	1,928.84	1,781.24
(b) Financial Assets		
(1) Investments		
(2) Trade Receivables	616.46	652.83
(3) Cash and cash equivalents	4.62	6.68
(4) Bank Balances other than cash and cash equivalents	203.57	181.66
(5) Loans	3,147.54	3,340.86
(6) Others		
(c) Current Tax Assets (Net)	50.73	64.78
(d) Other Current Assets	319.17	281.28
Total Current Assets	6,270.93	6,309.33
Total Assets	10,127.02	9,710.43

Particulars	Rs. In Lakhs	
	As at September 30, 2024	As at March 31, 2024
B EQUITY AND LIABILITIES		
(a) Equity Share Capital	2,350.00	2,350.00
(b) Other Equity	5,328.84	5,068.20
Total Equity	7,678.84	7,418.20
Liabilities		
1 Non Current Liabilities		
(a) Financial Liabilities		
(i) Borrowings	78.60	65.15
(i)(a) Lease Liabilities		
(ii) Trade Payables		
(iii) Other Financial Liabilities		
(b) Provisions		
(c) Deferred Tax Liabilities Net	282.26	202.19
(d) Other Non Current Liabilities		
Total Non Current Liabilities	360.86	267.34
2 Current liabilities		
(a) Financial Liabilities		
(i) Borrowings	1,529.97	1,495.65
(i)(a) Lease Liabilities		
(ii) Trade Payables	311.14	207.21
(iii) Other Financial Liabilities		
(b) Other current liabilities	214.39	290.21
(c) Provisions	31.82	31.82
(d) Current Tax Liabilities (Net)		
Total Current Liabilities	2,087.32	2,024.89
Total Liabilities	2,448.18	2,292.23
Total Equity and Liabilities	10,127.02	9,710.43



ITALICA[®]

PRODUCT AND BRAND PHILOSOPHY

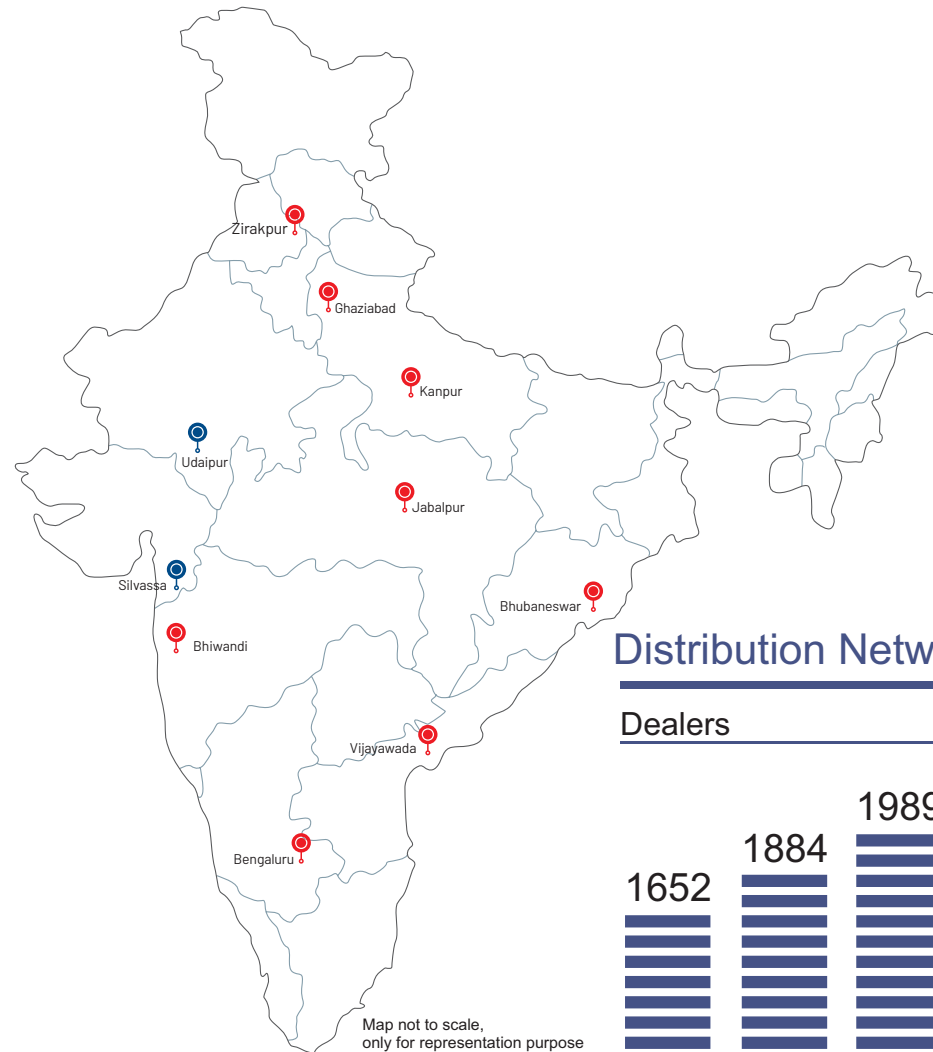
The Company blends comfort with functionality, offering a comprehensive portfolio that spans plastic furniture, material handling products and waste management solutions. This diverse product range, underpinned by a commitment to ergonomic design and aesthetic appeal, positions the company as a leader in redefining spaces with products that meet the evolving needs of customers.



DOMESTIC FOOTPRINT

From local roots to global reach

From the bustling streets of Mumbai to the tranquil hills of Shimla, PIL Italice’s presence can be felt across the length and breadth of India. We have spread our wings far and wide to serve our customers with the highest level of satisfaction. With the mantra of ‘think global, act local’, we have expanded our reach to even the remotest corners of the country. With customer relationships that go beyond transactions, PIL Italice has become a symbol of trust and reliability among its stakeholders. Our sights are set on the future and we are determined to take our presence to even greater heights and touch the lives of more people across the globe.



Traction for the period July – September 2024

24 New Dealers appointed across India

13 New Distributors appointed across India

as on September 2024

2038

Dealers

563

Distributors

17+1 (Union Territory)

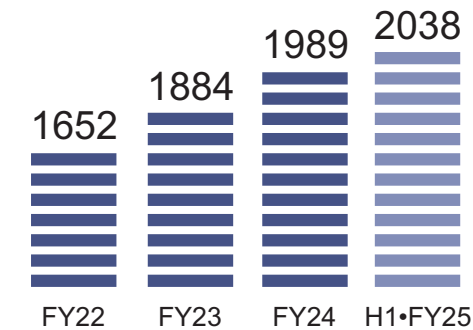
States present in

10

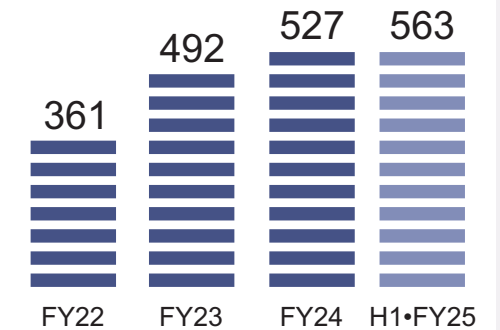
Fulfilment centres

Distribution Network (#)

Dealers



Distributors



BRAND VISIBILITY

About the Italica Caravan Channel Partners' Reward Scheme:

Italica Caravan is an exclusive reward scheme designed to recognize and reward our valued channel partners. This exciting program aims to motivate, engage, and incentivize authorized distributors and direct dealers to drive sales growth and excellence.

Objective:

Italica Caravan aims to foster a culture of excellence, encouraging our channel partners to sell more Italica products, expand our market presence, and strengthen our partnerships.

Program Details:

- Duration: July 1st, 2024 - November 30th, 2024
- Eligibility: All authorized Italica & Kisan distributors and direct dealers
- Reward Slabs: 7 tiers of achievement, offering escalating rewards

Reward Highlights:

- International Trip to Baku (Top Achievers)
- Domestic Cruise Tour: Mumbai-Lakshadweep-Mumbai (High Performers)
- Apple iPad (Mid-Tier Achievers)
- Luxury Wrist Watch (Consistent Performers)
- Premium Luggage (Entry-Level Achievers)

How to Participate:

Authorized distributors and direct dealers can participate by achieving designated sales targets within the program duration. Rewards will be awarded based on performance across seven reward slabs.



Dear Valued Partner,
With immense pleasure we are offering you 'ITALICA CARAVAN SCHEME 2024' on purchase of 'Italica/Kisan' furniture products during the period from **01 July, 2024 to 30 November, 2024** as per the reward slabs mentioned below:

SLAB 1	On purchase of ₹ 75,00,000/- worth material of Italica / Kisan Furniture	2 Persons shall qualify for Baku Trip (5 Nights / 6 Days)
SLAB 2	On purchase of ₹ 60,00,000/- worth material of Italica / Kisan Furniture	2 Persons shall qualify for Cruise Tour 4 Nights (Mumbai-Lakshadweep-Mumbai)
SLAB 3	On purchase of ₹ 44,00,000/- worth material of Italica / Kisan Furniture	1 Person shall qualify for Baku Trip (5 Nights / 6 Days)
SLAB 4	On purchase of ₹ 33,00,000/- worth material of Italica / Kisan Furniture	1 Person shall qualify for Cruise Tour 4 Nights (Mumbai-Lakshadweep-Mumbai)
SLAB 5	On purchase of ₹ 17,00,000/- worth material of Italica / Kisan Furniture	1 Apple iPad or similar
SLAB 6	On purchase of ₹ 8,50,000/- worth material of Italica / Kisan Furniture	1 Armani Exchange Luxury Wrist Watch or similar
SLAB 7	On purchase of ₹ 4,50,000/- worth material of Italica / Kisan Furniture	Set of 2 Nasher Miles Premium luggage or similar

*Terms and Conditions Apply

Take Maximum Benefit of the Scheme and Win Exciting Rewards!



Dear Valued Partner,
With immense pleasure we are offering you 'ITALICA CARAVAN DECCAN SCHEME 2024' on purchase of 'Italica/Kisan' furniture products during the period from **01 July, 2024 to 30 November, 2024** as per the reward slabs mentioned below:

SLAB 1	On purchase of ₹ 30,00,000/- worth material of Italica / Kisan Furniture	1 Person shall qualify for Baku Trip (5 Nights / 6 Days) + OnePlus Nord CE 4 mobile phone or similar
SLAB 2	On purchase of ₹ 20,00,000/- worth material of Italica / Kisan Furniture	1 Person shall qualify for Cruise Tour 4 Nights (Mumbai-Lakshadweep-Mumbai) + Nasher Miles luggage set or similar
SLAB 3	On purchase of ₹ 12,50,000/- worth material of Italica / Kisan Furniture	1 Apple iPad + Nasher Miles luggage set or similar
SLAB 4	On purchase of ₹ 7,50,000/- worth material of Italica / Kisan Furniture	OnePlus Nord CE 4 mobile phone or similar
SLAB 5	On purchase of ₹ 5,00,000/- worth material of Italica / Kisan Furniture	Armani Exchange Luxury Wrist Watch or similar
SLAB 6	On purchase of ₹ 3,50,000/- worth material of Italica / Kisan Furniture	Nasher Miles Luggage Set or similar

*Terms and Conditions Apply

Take Maximum Benefit of the Scheme and Win Exciting Rewards!



ITALICA[®]

BRAND VISIBILITY

Exhibition - Gandhinagar



Exhibition - Goa



Exhibition - Noida

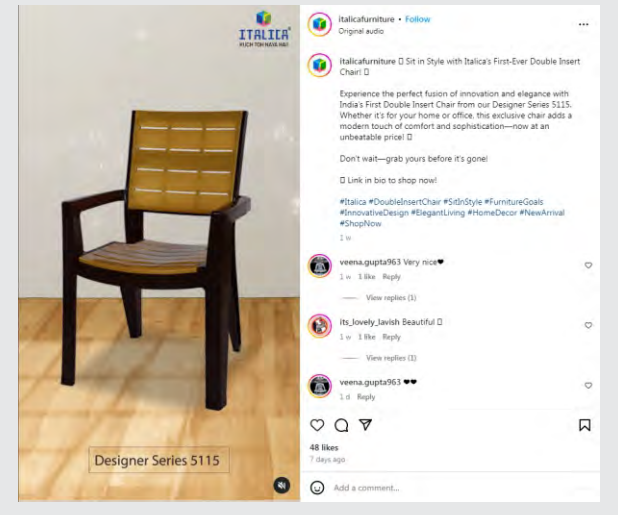
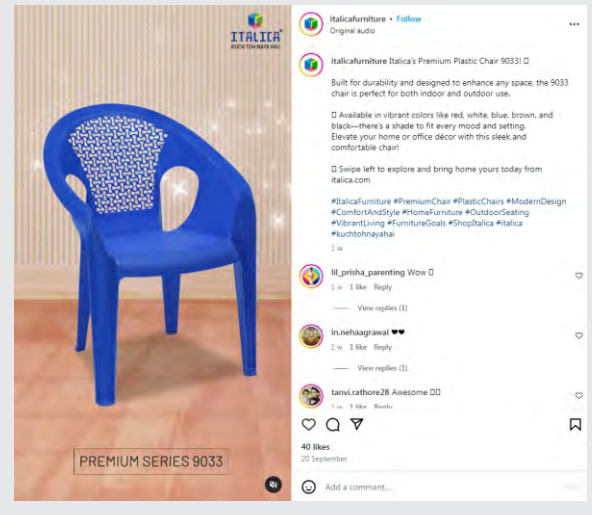
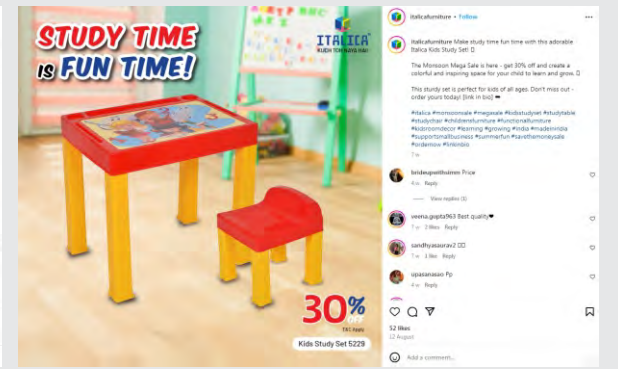
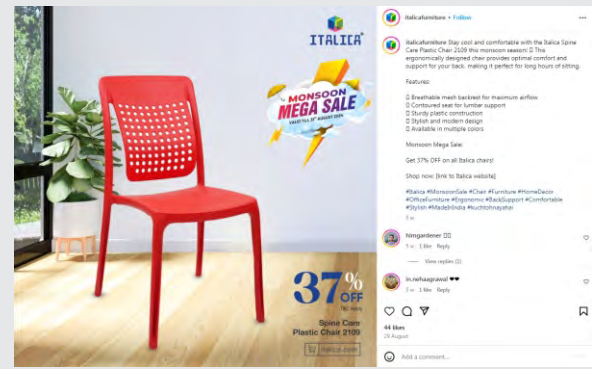


Exhibition - Jhunjhunu



SOCIAL MEDIA SNAPSHOTS

Our customers take center stage in the heart of our brand. Their stories are the testament to our journey. Their experiences speak volumes about the quality and excellence we promise.





SOCIAL INITIATIVES

Through our social initiative, we aim to make a tangible difference in the lives of those who require a helping hand.

Hariyali Amavsya Mela

खबर पेज : 4

लायन्स क्लब ने जल सेवा की



उदयपुर, 5 अगस्त (बन)। हरियाली अमावस्या मेले में लायन्स क्लब उदयपुर लोकमिटी द्वारा प्रतिवर्ष की जाती है इस वर्ष भी लायन्स क्लब, देवली, उदयपुर पर दिनांक 4-5 अगस्त 2024 को लायन्स क्लब उदयपुर लोकमिटी एवं पीआई इटालिका लाइफ स्टाइल लि. धर के सौजन्य से गमी से राहत दिलाने के लिए मेलादिनों को शुद्ध जल पिला कर सेवा कार्य किया।

इस अवसर पर लायन्स क्लब के सदस्यों ने क्लब के क्लब अध्यक्ष डॉ. अरुणा शर्मा के नेतृत्व में पीआई इटालिका के हेड राजेन्द्र कुमार हेड़ा, क्लब सचिव राजेन्द्र चितौड़ा, ट्रेड डेवलपर्स प्रमोशन मंडला, के. जी. मुरन्दा, विनोद चन्द श्याम जी एम., सिरोदिया, आर. अरूणा तावतिया, नरेन्द्र शर्मा, अरूणा मुन्दड़ा, अर्चना चितौड़ा एवं लियो सदस्यों ने मेलादिनों एवं धर के सौजन्य से गमी से राहत जल पिला कर राहत दी।



लायन्स क्लब उदयपुर द्वारा हरियाली अमावस्या मेले में शुद्ध जल पिला कर सेवा कार्य किया



पदमावत मीडिया

दिलाने के लिए मेलादिनों को शुद्ध जल पिला कर सेवा कार्य किया। इस अवसर पर लायन्स क्लब उदयपुर लोकमिटी ने बताया कि क्लब अध्यक्ष डॉ. अरुणा शर्मा के नेतृत्व में पीआई इटालिका के हेड राजेन्द्र कुमार हेड़ा, क्लब सचिव राजेन्द्र चितौड़ा, ट्रेड डेवलपर्स प्रमोशन मंडला, के. जी. मुरन्दा, विनोद चन्द श्याम जी एम., सिरोदिया, आर. अरूणा मुन्दड़ा, अर्चना चितौड़ा एवं लियो सदस्यों ने मेलादिनों एवं धर के सौजन्य से गमी से राहत जल पिला कर राहत दी।

Silvassa

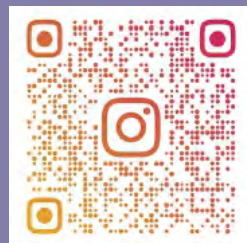


Udaipur School



Kavad Yatra Udaipur





PIL ITALICA LIFESTYLE LIMITED

Investor Grievance: corporate@italica.com

www.italica.com  Italica  Italica

Udaipur | Silvassa | Mumbai | Delhi