

25 July, 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 -June 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 June 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

Q1 • FY25

APRIL - MAY - JUNE



ITALICA[®]



COMPANY OVERVIEW ✦

KEY HIGHLIGHTS ✦

KEY STATS ✦

PRODUCT AND BRAND PHILOSOPHY ✦

NEW ARRIVALS ✦

DOMESTIC FOOTPRINT ✦

SOCIAL MEDIA SNAPSHOTS ✦

SOCIAL INITIATIVES ✦

COMPANY OVERVIEW

PIL Italica Lifestyle Limited stands at the forefront of the plastic furniture industry, embodying a legacy of innovation and quality. Our journey is defined by a commitment to excellence and a strategic approach to design and functionality, distinguishing us as a pioneer in our field. As one of the industry leaders, we consistently challenge conventions, introducing products that set new standards in durability, comfort, and aesthetic appeal.

Established in 1992, the company has significantly evolved, shaping the plastic furniture sector in India. The company has expanded its reach across the nation, with a corporate presence in Mumbai and operational offices in Delhi.

Additionally, PIL Italica acquired a manufacturing unit in Silvassa from Kisan Mouldings Limited bringing the total manufacturing capacity to 8,450 MTPA.

The Company has a wide distribution network and currently focuses on ecommerce, website, digital marketing with a consumer-oriented approach.




KEY HIGHLIGHTS FOR Q1 - FY 25

Revenue for Q1 • FY25
₹ 2,123.12


2 New Products
 Launched for Q1 • FY25

25 New Dealers added
 for Q1 • FY25

23 New Distributors added
 for Q1 • FY25



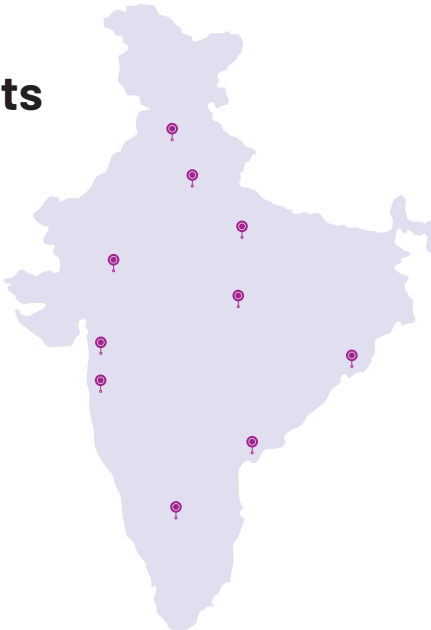
Total Consolidated production Capacity
8,450 MTPA



Total Manufacturing Units
2 (Udaipur & Silvassa)

Total Fulfilment Centres **10**

Total States and Union Territories Covered **18**

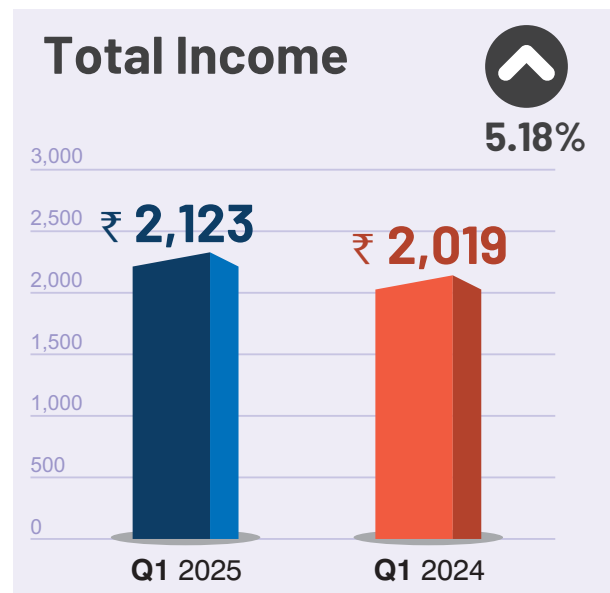


KEY STATS

Financial Highlights for the Quarter ended 30th June 2024

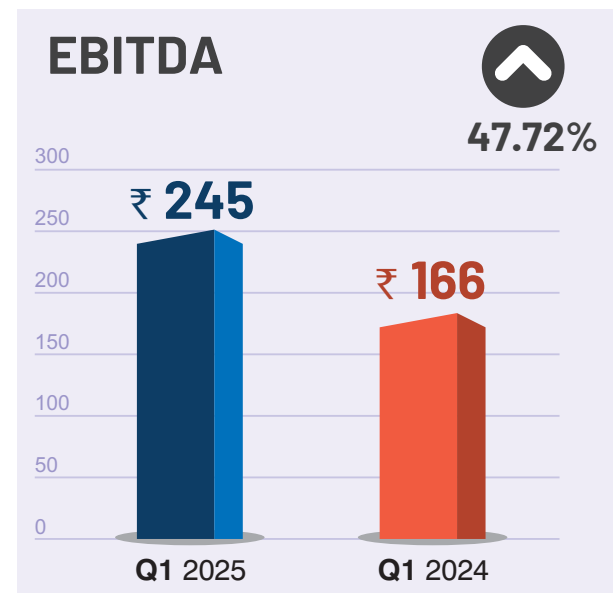
	Q1 FY25	Q4 FY24	QoQ%	Q1 FY24	YoY%
Total Revenue	2123.12	2494.63	(14.89%)	2018.52	5.18%
EBITDA	245.07	136.19		165.90	
EBITDA Margin %	11.54%	5.46%	608 bps	8.22%	332 bps
PAT	151.20	55.18		119.55	
PAT Margin %	7.12%	2.21%	491 bps	5.92%	120 bps

Amount in Lakhs (INR)



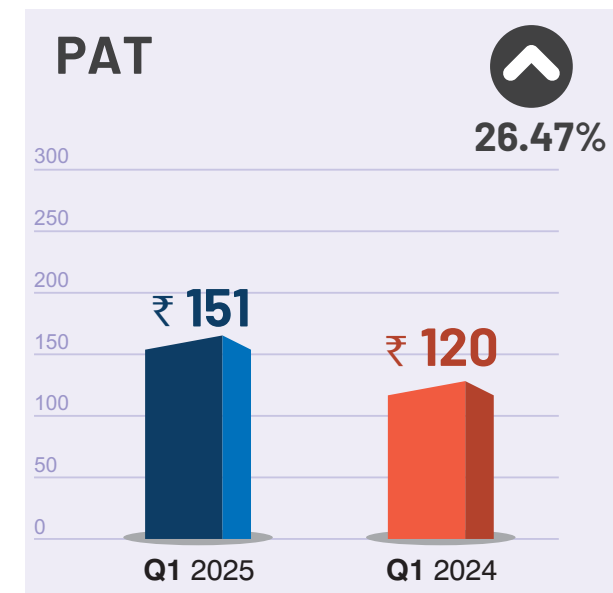
Amount in Lakhs (INR)

YOY Change (%)



Amount in Lakhs (INR)

YOY Change (%)



Amount in Lakhs (INR)

YOY Change (%)



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.



NEW ARRIVALS

NEW ARRIVAL*
KIDS WORLD

ITALICA[®]

Launching New
Kids Study Set
5229



Yellow & Red



Red & Yellow

Chair Dimensions:
Height: 400 mm
Seating Height: 315 mm
Width: 332 mm
Depth: 357 mm

Table Dimensions:
Height: 537 mm
Width: 567 mm
Depth: 433 mm

NEW ARRIVAL*
PLASTIC TABLES

ITALICA[®]

Launching New
Dining Table in
9516



Red



Brown

Dimensions:
723 mm (H)
730 mm (W)
1153 mm (L)

Applications:







Balcony Terrace Patio Garden Pool-Side Cafes & Restaurants



ITALICA®

NEW COLOURS LAUNCHED

NEW ARRIVAL

Launching New Colour in

Phoenix

Folding Chair

Unfold Comfort Anywhere

Smart Breathable Design

- Solid Construction
- Sturdy & Durable
- Space Saving
- Effortless Operations
- Suitable for both Indoor & Outdoor

Colours Available:

Dimensions: 780mm (H) x 430mm (W) x 460mm (D)

Packing 4 pcs

Applications:

Ideal choice for HORECA

NOW LAUNCHING

Under Brand Italica

IMPERIAL SERIES

MARVELLO 11

Also available in multiple colours

Dimensions: 850 mm (H) x 410 mm (W) x 415 mm (D)

Applications:

NEW ARRIVAL

SPINE CARE SERIES

Launching New Yellow Colour in

2277

- Comfortable
- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Stackable Chair
- Suitable for both Indoor and Outdoor

Dimensions: 430 mm (W) x 570 mm (D) x 897 mm (H)

Packing: 12 Chairs in a Bundle

Applications:

NEW ARRIVAL

PREMIUM SERIES

Launching New

2244

Dimensions: 775 mm (H) 560 mm (W) 440 mm (D)

Packing: 12 Chairs in a Bundle

Applications:

NEW ARRIVAL

SPINE CARE SERIES

Launching New Olive Green Colour in

2277

- Comfortable
- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Stackable Chair
- Suitable for both Indoor and Outdoor

Dimensions: 430 mm (W) x 570 mm (D) x 897 mm (H)

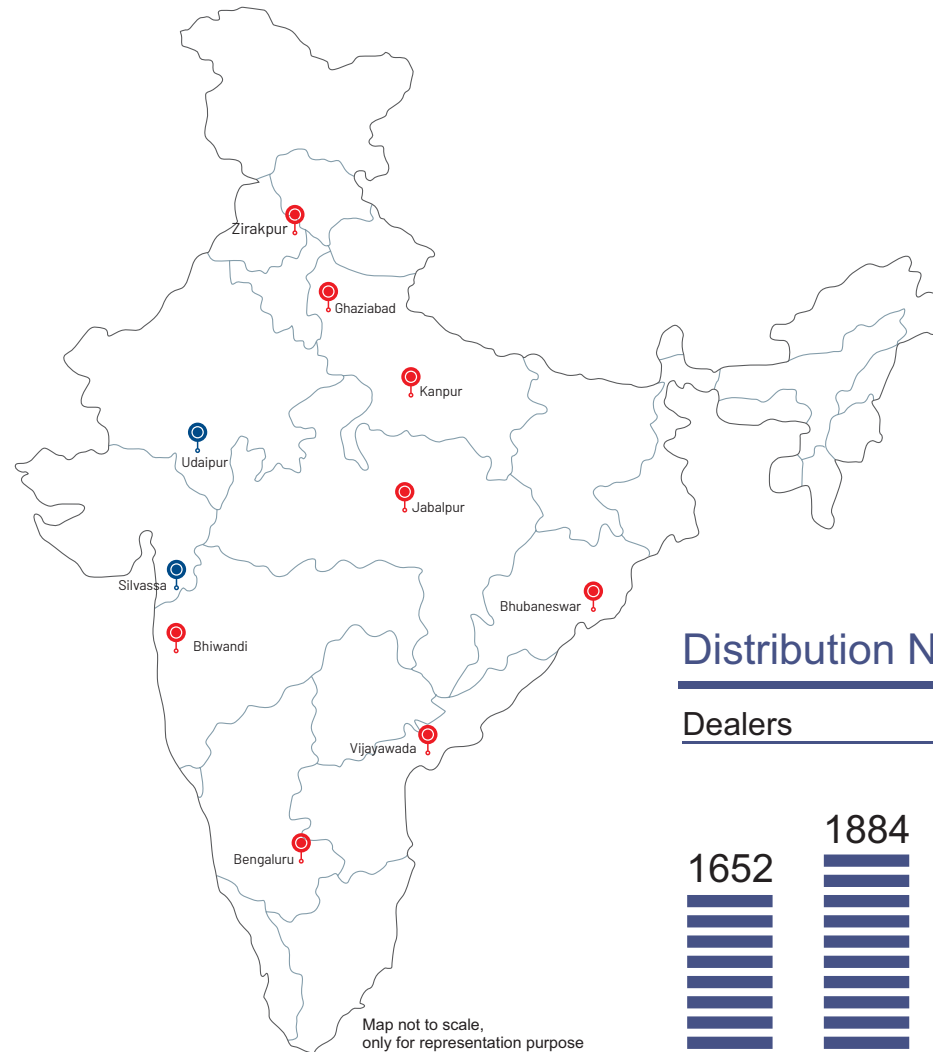
Packing: 12 Chairs in a Bundle

Applications:

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 April – June 2024

25 New Dealers appointed across India

23 New Distributors appointed across India

as on June 2024

2014

Dealers

550

Distributors

17+1 (Union Territory)

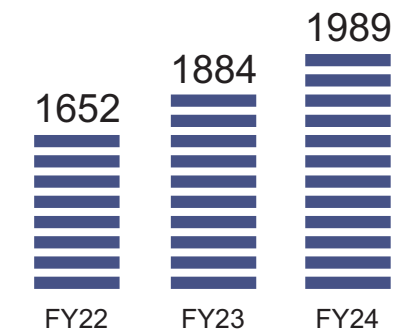
States present in

10

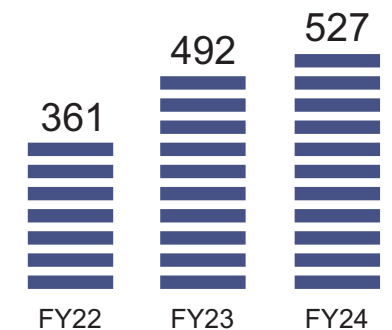
Fulfilment centres

Distribution Network (#)

Dealers



Distributors



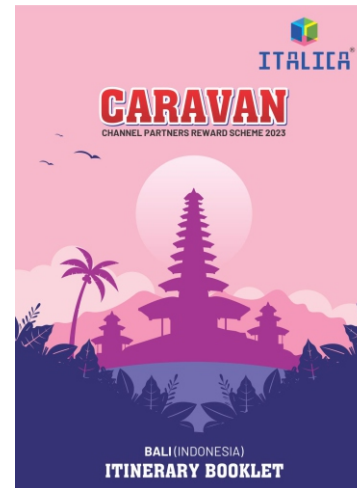
BRAND VISIBILITY

Annual National Sales Meet at Udaipur

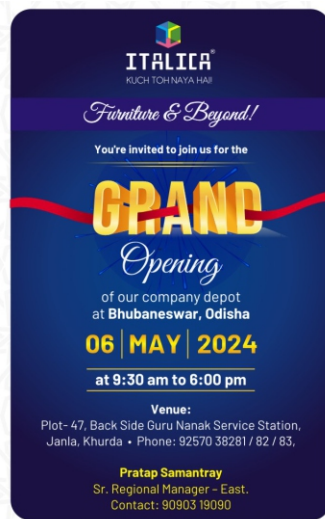
Like every year, everyone at Italica from various departments like sales, marketing, operations, logistics, quality management, technology, etc. came together along with the leadership team to share their valuable insights on latest trends and discussed strategies to add value to our customers & channel partners and thus accelerate growth in the coming year. Also the top performers were recognized for their significant contributions.



Scheme: CARAVAN – Channel Partners Reward Scheme 2023



Grand Opening of Italica's First Company Depot in East India, at Bhubaneswar, Odisha



PIL ITALICA LIFESTYLE LTD.

Purchase of Kisan Moulding Limited's at Silvassa Manufacturing Plant



BRAND VISIBILITY

Dealer Branding



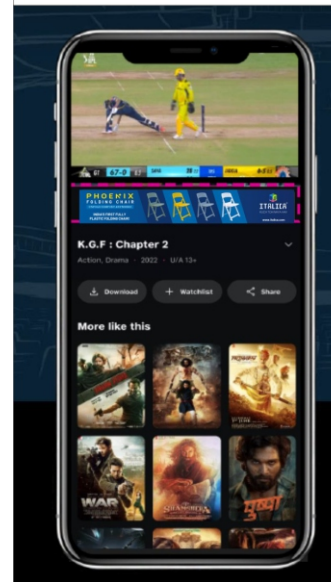
Vehicle Branding at Odisha, Mumbai and Pune



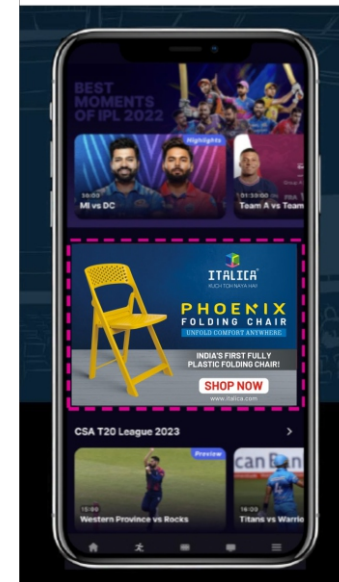
Brand Promotion and Sponsorship during IPL on Jio Cinema App



Fence (320*50)



Frame (1125*810)

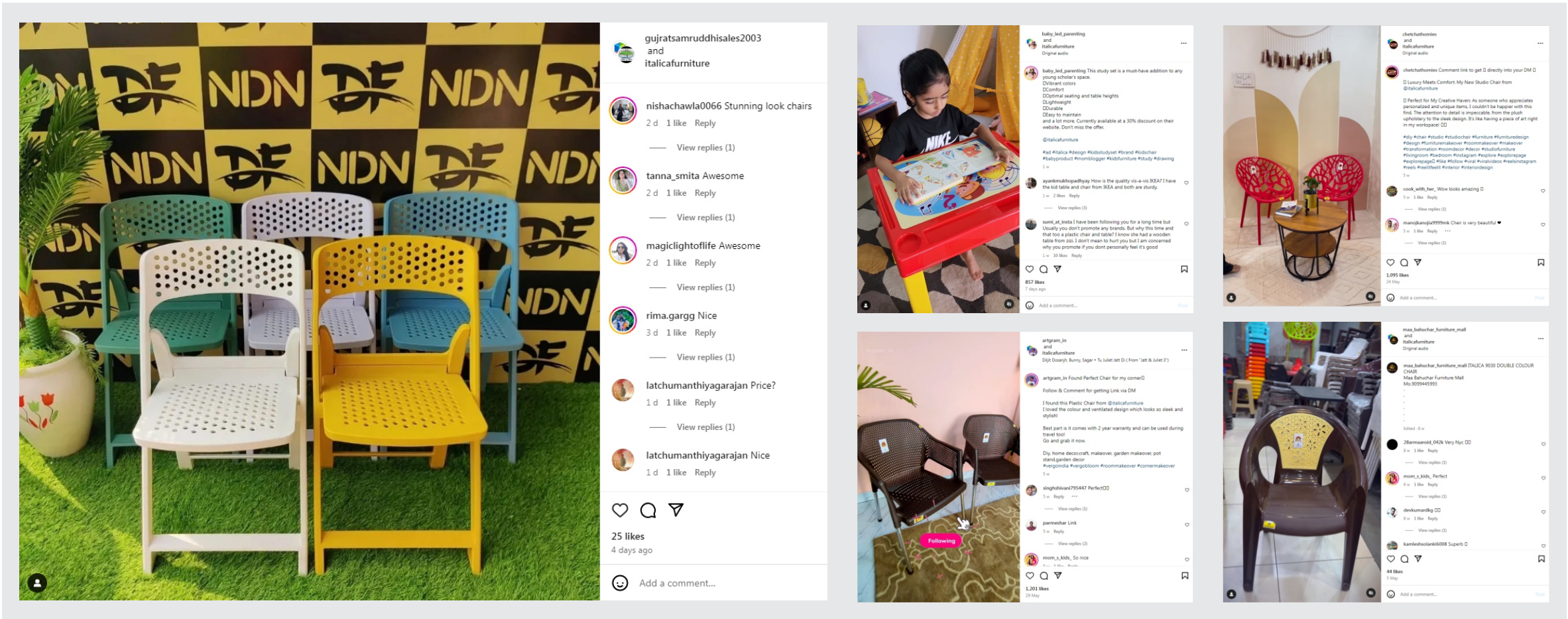


Social Banner (974*150)



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.



gujratsamruddhisales2003 and italicafurniture

nishachawla0066 Stunning look chairs
2 d 1 like Reply
View replies (1)

tanna_smita Awesome
2 d 1 like Reply
View replies (1)

magiclightofflife Awesome
2 d 1 like Reply
View replies (1)

rima.gargg Nice
3 d 1 like Reply
View replies (1)

latchumanthiyagarajan Price?
1 d 1 like Reply
View replies (1)

latchumanthiyagarajan Nice
1 d 1 like Reply

25 likes
4 days ago

Add a comment...

chetsathomes and italicafurniture

Perfect for My Creative Haven: As someone who appreciates personalized and unique items, I couldn't be happier with this find. The attention to detail is impeccable, from the push-upfootstool to the sleek design. It's like having a piece of art right in my workspace!

artgram_in and italicafurniture

I found this Plastic Chair for my comerD
I loved the colour and ventilated design which looks so sleek and stylish!
Best part is it comes with 2 year warranty and can be used during travel too!
Go and grab it now!
Diy home decorcraft, makeover, garden makeover, pot stand,garden decor
#vergoldium #wergobloom #roommakeover #conermakeover

max_bahuchar_furniture_mail and italicafurniture

DOUBLE COLOUR CHAIR
Max Bahuchar Furniture Mail
#italica #furniture #plastic #doublecolour

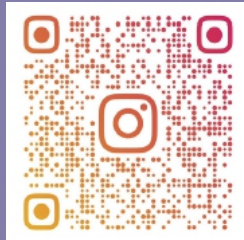
SOCIAL INITIATIVES

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



MEDICAL CAMP AT SILVASSA

Thank
you



PIL ITALICA LIFESTYLE LIMITED

Investor Grievance: corporate@italica.com

www.italica.com  Italica  Italica