



# PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001:2015 Certified Company)

CIN : L25207RJ1992PLC006576

October 31, 2018

<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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**Name of Company: PIL ITALICA LIFESTYLE LIMITED**

**Sub: Business Update Report for the Second quarter (Q2) and half year ended on September 30, 2018**

**Ref: Scrip Code No.: PILITA/ 500327**

Dear Sir,

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 second quarter (Q2) and half year ended on September 30, 2018.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

**For PIL ITALICA LIFESTYLE LIMITED**

  
Chirag Gupta  
(Company Secretary)  
M. No. A50843



Encl: As above



## **PIL ITALICA LIFESTYLE LIMITED**

***Updates for quarter and half year ended on 30<sup>th</sup> September, 2018***



**Udaipur, 31<sup>st</sup> October 2018:** PIL ITALICA LIFESTYLE LIMITED (PILL), a 26-year old global brand has successfully spearheaded manufacturing of plastic moulded furniture, crates and bins in India. The company announced its Unaudited Financial Results on 31<sup>st</sup> October for Q2 FY 2018-19 and half year ended on 30<sup>th</sup> September 2018.

### **(A) About the Company:**

**PIL ITALICA LIFESTYLE LIMITED (PILL)** is an ISO-9001:2015 accredited company by International Certification Services Pvt. Ltd. PILL is the first and only company in India in the plastic furniture industry whose products are CE certified.

The company is in its 26<sup>th</sup> year of operation and since its inception Italica Furniture has become one of the leading brands in the plastic furniture market in India. We have a basket of over 150+ varieties of plastic moulded products in the affordable and the premium categories thereby making us one of the largest players in this industry. The gamut of products includes plastic chairs, tables, trolley, sun loungers and newly introduced crates, storage bins and waste bins that have been moulded using cutting-edge technology and advanced manufacturing techniques.

***Durability, Comfort, Style and Innovation are the pillars that defines our brand's legacy.***

**(B) Summarized Financial Highlights for half year ended on 30th September 2018**

(Rs. in lacs)

<b>PARTICULARS</b>	<b>Half year ended 30.09.2018</b>	<b>Half year ended 30.09.2017</b>	<b>GROWTH PERCENT</b>
Revenue	2,751	3,525	-22%
Profit Before Tax	171	165	4%

**(C) Key Company Developments in the second quarter**

The company in its second quarter witnessed a substantial growth in the production of our latest range of crates adding a new crate mould (size of crate: 500\*325\*200) to cater to the industrial and catering sector along with food and vegetable vendors. The crates division has seen a steady growth since its introduction as we strive to give the most durable and sturdy products to all our customers.

While we have been consistent with our efforts in supporting the Swachh Bharat initiative and spreading awareness in all areas including rural and urban, Italica has introduced new range of dustbins and storage bins in various designs and colours in the 80 ltrs and 110 ltrs capacity range.

With the onset of festivities, Italica Furniture is glad to announce the introduction of their latest model '2019' in the plastic chair category. This super comfortable chair is available in three colors- Metallic Brown, Camel Brown and Orange. By the third quarter the company will introduce new designs in the furniture category to offer a wider variety to their loyal distributors, dealer and consumers.



We have witnessed substantial growth of the brand on major e-commerce platforms as our product is now reaching every part of India.

Despite the increasing competition from the unorganized sector, our company is continuously trying to increase its presence in the untapped market. We are hopeful that we will be able to perform even better in future with the new product launches. Our company will endeavor to maintain and enhance its position in the furniture market and increase focus on the range of Crates and Bins.

***Warm Regards,  
Daud Ali  
Managing Director  
PIL ITALICA LIFESTYLE LIMITED  
Place: Udaipur***