



PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001:2015 Certified Company)

CIN : L25207RJ1992PLC006576

August 10, 2018

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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Name of Company: PIL ITALICA LIFESTYLE LIMITED

Sub: Quarterly Business Update Report for the first quarter (Q1) ended on June 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 first quarter (Q1) ended on June 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



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PIL ITALICA LIFESTYLE LIMITED
Updates for quarter ended on 30th June, 2018



Udaipur, 10th August 2018: PIL ITALICA LIFESTYLE LIMITED (PILL), a 25-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 10th August 2018 for the quarter ended as on 30th June 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 27th 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 quarter ended on 30th June, 2018

PARTICULARS	(Rs. in lacs)		
	Quarter ended 30.06.2018	Quarter ended 30.06.2017	GROWTH PERCENT
Revenue	1,920	2,584	-26 %
Profit Before Tax	160	88	82%
Profit After Tax	73	70	4%

(C) Key Company Developments in the first quarter

The company in its first 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. This 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.

Italica Furniture will soon add newer product in their existing furniture category to offer a variety to their loyal distributors, dealer and consumers.

A very innovative initiative taken by Italica in this quarter is the start of their newest promotion called the **#Brand Ambassdor program**. The motive of the program is to use the social media platform effectively while giving a chance to our consumers to earn by partnering with us. With this, the brand aims to reach out to its customers in a personalized manner.

The growth of the brand on major e-commerce platforms have been growing from strength to strength.

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



INVITING
#HOUSEWIVES
ACROSS INDIA TO JOIN OUR
#BRANDAMBASSADOR
PROGRAM

A GREAT PLATFORM FOR YOU TO

#EARN

BY PARTNERING WITH OUR BRAND.

TO KNOW MORE EMAIL US AT ITALICAPL@GMAIL.COM
DO LIKE AND SHARE WITH YOUR FRIENDS.

