



**ITALICA**<sup>®</sup>

**PIL ITALICA LIFESTYLE LIMITED**

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576



+91-96 499 71111



0294-2432272



info@italica.com

20 January, 2024

<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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**Sub : Business Update Report –December 31, 2023**  
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 December 31, 2023.

Kindly take the above on your records.

Thanking you,  
Yours faithfully,

**For PIL ITALICA LIFESTYLE LIMITED**

Narendra Bhanawat  
(Whole Time Director)  
DIN : 00146824

# BUSINESS UPDATES

Q3 | OCTOBER - NOVEMBER - DECEMBER 2023



**ITALICA**<sup>®</sup>



COMPANY OVERVIEW

WHAT SETS US APART?

NEW ARRIVALS

DOMESTIC FOOTPRINT

BRAND VISIBILITY

SOCIAL MEDIA SNAPSHOTS

KEY STATS



**ITALICA**<sup>®</sup>

## COMPANY OVERVIEW



Since its incorporation in 1992, PIL Italica Lifestyle Limited has grown to become a premier manufacturer of plastic furniture and storage bins, further foraying into material handling products. A testament to its commitment to quality, PIL Italica is the only Indian company with CE certified plastic furniture products, and boasts an ISO-9001:2015 accreditation.

The Company operates out of its 2 manufacturing facilities in Udaipur and Silvassa, with a cumulative manufacturing capacity of 10,700 MTPA. The Company's strategic focus on expansion has resulted in its successful partnership with Kisan Mouldings Limited (KML), Silvassa, to expand its market share and presence across untapped territories. This strategic tie-up has enabled PIL Italica to expand its manufacturing capacity and geographical presence, demonstrating the Company's commitment to growth and innovation.

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



ITALICA®

## WHAT SETS US APART?

# KUCH TOH NAYA HAI!

It's not just a tagline; it's our promise to you, a commitment to always bring a fresh perspective to everything we do. As a brand, our commitment is to consistently introduce something new, something that sparks curiosity, and something that redefines your experience.

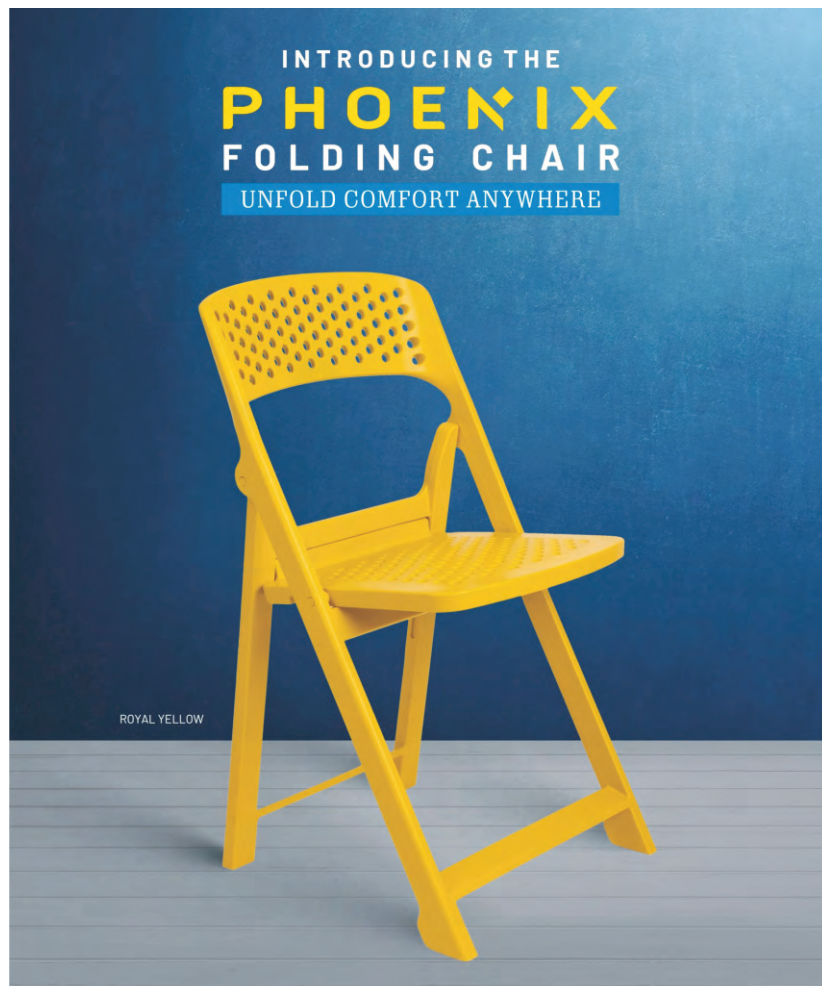




# ITALICA®

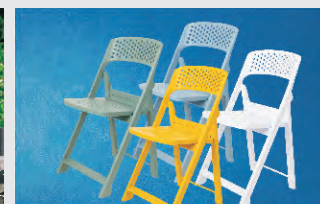
## NEW ARRIVALS

Introducing the **Phoenix Folding Chair**, where innovative design meets unparalleled comfort. Unfold luxury, unwind in style – anytime, anywhere.



### SOLID CONSTRUCTION

Made of top-quality material, Phoenix folding chair is light weight yet strong and sturdy. Can endure weight while maintaining stability. Gives long-term durability.



### DESIGN AESTHETICS

It has impeccable elegant looks, with breathable ventilated design. Comes in 4 vibrant attractive colours elevating the décor of any space.



### SPACE SAVING

Its foldable and stackable, can be kept anywhere without occupying much space when not in use. Thus, is also extremely easy to carry anywhere.



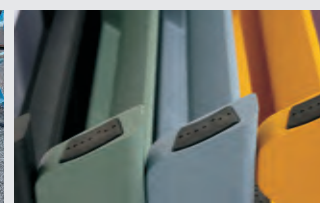
### EFFORTLESS OPERATIONS

Comes with an effortless locking system to fold and unfold.



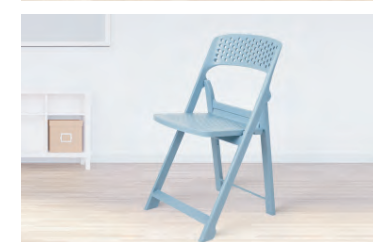
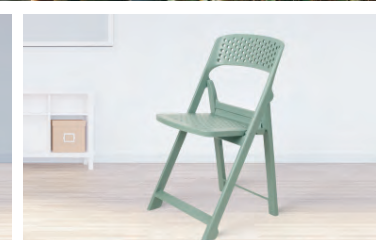
### MAINTENANCE

Easy to maintain, easy to clean. Resistant to damage.



### SAFETY & STABILITY

The rubber stoppers at the bottom of legs provide additional stability (no sliding, no wobbling) and prevents any damage to the floor or carpets.





## NEW ARRIVALS

**NEW ARRIVAL\***  
DESIGNER SERIES

**ITALICA®**

India's 1st Double Insert  
Stackable Chair

# 5115

- Inserts on Backrest and Seat
- Comfortable Ventilated Design
- Sturdy and Durable
- Modern & Contemporary Style
- Stackable Chair
- Suitable for both Indoor and Outdoor

Colours Available:

Dimensions:  
890mm (H) x 570mm (W) x 430mm (D)  
12 Chairs in a Bundle

Applications:

**NEW ARRIVAL\***  
PREMIUM SERIES

**ITALICA®**

Launching New

# 9033

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

Colours Available:

Dimensions:  
835 mm (H) x 635 mm (W) x 430 mm (D)  
12 Chairs in a Bundle

Applications:

**NEW ARRIVAL\***  
GOODWILL SERIES

**ITALICA®**

Launching New

# 9039

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

Colours Available:

Dimensions:  
835 mm (H) x 635 mm (W) x 430 mm (D)  
12 Chairs in a Bundle

Applications:

# NEW ARRIVALS

## Industrial Crates - FC6545315

Type: **Fully Closed - Heavy Weight (Fishing)**

Model Number: **FC6545315**

Product Description:  
Designed for Heavy-Duty Applications  
in Fishing Industry.  
Dimensions: Tailored for Efficient  
Handling in Fishing Operations.



## Industrial Crates - FC503215

Type: **Fully Closed (E-commerce)**

Model Number: **FC503215**

Product Description:  
Tailored for the E-commerce Sector's  
Unique Storage and Transport Needs.  
Fully Closed Design Provides  
Protection to Goods During Transit.



## Industrial Crates - FC403010

Type: **Fully Closed (Automobile)**

Model Number: **FC403010**

Product Description:  
Engineered for the Automotive  
Industry's Specific Storage Requirements.  
Compact Design for Convenient Handling in Automobile Workspaces.



## Lid - 6545 L (650 X 450 Series Lid)

Type: **Lid**

Model Number: **6545 L**

Product Description:  
Specifically Designed for the 650 X 450 Series Crates.  
Enhances Security and Protection for Stored Items.





## DOMESTIC FOOTPRINT

### From local roots to global reach

From the bustling streets of Mumbai to the tranquil hills of Shimla, PIL Italica’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 Italica 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.

as on December 2023

# 1962

Dealers

# 522

Distributors

# 17

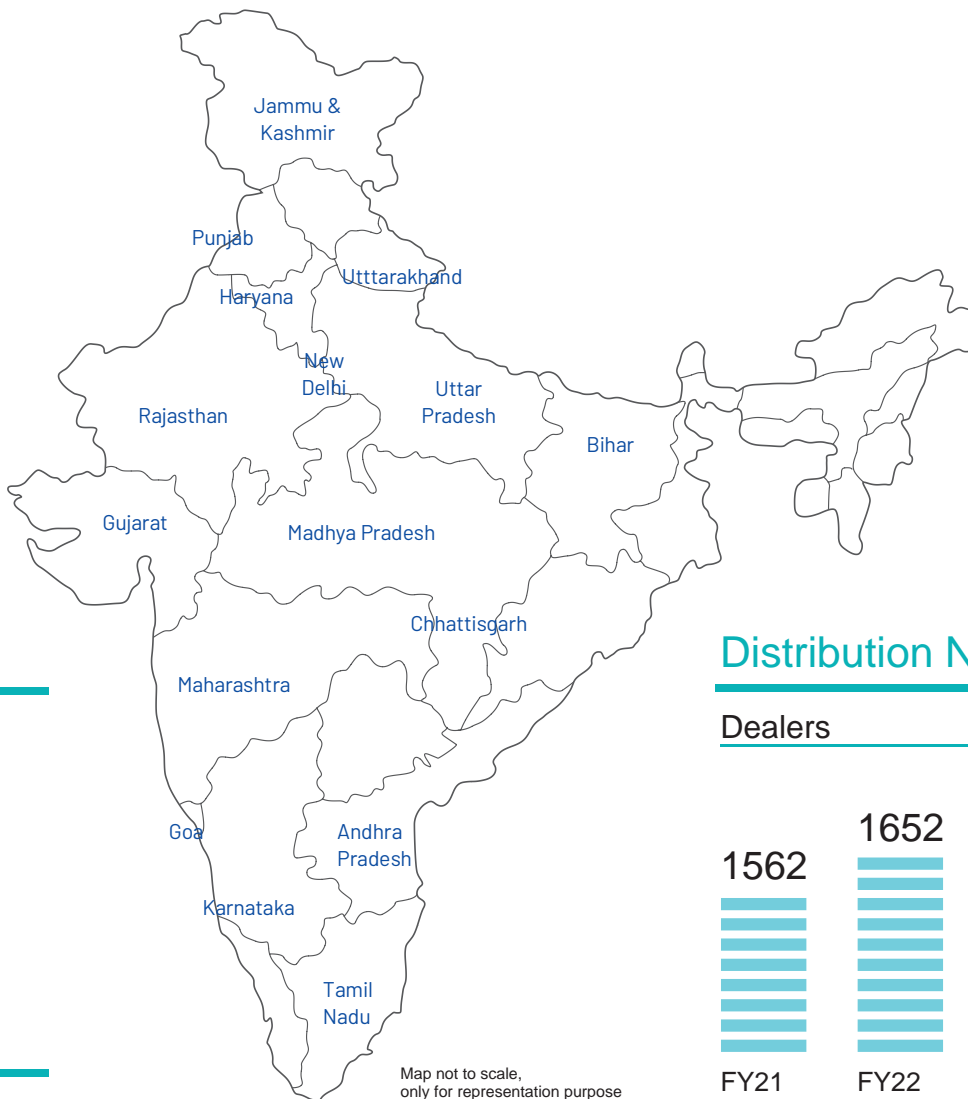
States present in

# 2

Fulfilment centres added in FY23:  
Hyderabad & Kanpur

# 9

Fulfilment centres



Traction for the period October-December 2023

# 12

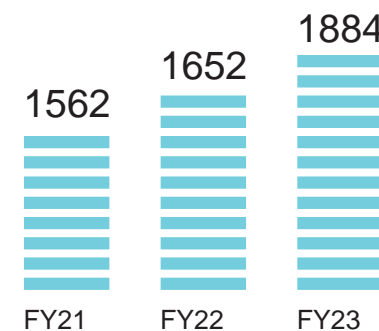
**New Dealers** appointed across India

# 16

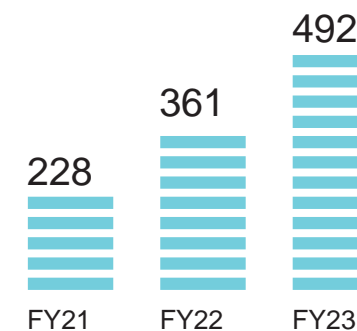
**New Distributors** appointed across India

### Distribution Network (#)

Dealers



Distributors







# ITALICA®

## BRAND VISIBILITY INITIATIVES

### Events & Exhibitions

Ahmedabad

Coimbatore



By Italica

**YOU'RE WELCOME!**

We are participating in the biggest event  
**THGOA EXPO 2023**  
 on **05-06-07 OCTOBER 2023**  
 at **Codissia D Hall, Coimbatore, Tamilnadu**

Please visit our Stall No.:  
**B23-B24**

For more details, please contact our representative  
**Mr. Naveen Balaraman on 98407 65251**  
**Mr. Sasi Kumar on 99440 52143**

**PIL ITALICA LIFESTYLE LTD.**





**ITALICA**<sup>®</sup>

# BRAND VISIBILITY INITIATIVES

## Newspaper Advertisements

**आइए इस त्योहार को और भी खास बनाएं**

**आधुनिक फर्नीचर की विस्तृत श्रृंखला में से चुनें**

<b>NEW LAUNCH</b>	आधुनिक फर्नीचर की विस्तृत श्रृंखला में से चुनें		<b>NEW LAUNCH</b>
5115	2109	2277	Phoenix
9201	8103	5106	9508
9511	5226	6120B	6003

सभी उपरोक्त वस्तुओं के विकल्पों में उपलब्ध हैं

Customer Care ☎ +91 93144 11101  
www.italica.com

**PIL ITALICA LIFESTYLE LIMITED**  
• Bangalore • Bhubaneswar • Ghaziabad • Hyderabad • Jaipur  
• Kanpur • Mumbai • New Delhi • Siliguri • Udaipur • Zirakpur

**आइए इस नवरात्रि को और भी खास बनाएं**

**आधुनिक फर्नीचर की विस्तृत श्रृंखला में से चुनें**

**New Launch**

5115	2109	2277	9201
9803	8103	5106	9508
9511	5226	6120B	6003

सभी उपरोक्त वस्तुओं के विकल्पों में उपलब्ध हैं

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• Bangalore • Bhubaneswar • Ghaziabad • Hyderabad • Jaipur  
• Kanpur • Mumbai • New Delhi • Siliguri • Udaipur • Zirakpur

## Channel Partners Schemes

**ITALICA RRR DEALER SCHEME**  
RECOGNITION • REWARDS • REJOICE

Period: 1<sup>st</sup> December 2023 to 31<sup>st</sup> March 2024

Dear Valued Partner,  
With immense pleasure we are offering you 'Italica RRR Dealer Scheme' on purchase of Italica furniture products during the period from 1<sup>st</sup> December 2023 to 31<sup>st</sup> March 2024 as per the reward slabs mentioned below:

<b>SLAB 1</b> Target Sale: ₹ 13,50,000 3N/4D Goa Trip for 1 Person	<b>SLAB 2</b> Target Sale: ₹ 11,00,000 Acer One 14 Business Laptop or similar
<b>SLAB 3</b> Target Sale: ₹ 8,50,000 Room 12.50-16.00 RAM phone or similar	<b>SLAB 4</b> Target Sale: ₹ 6,00,000 Nether Pole luggage set of 3 trolley bags or similar
<b>SLAB 5</b> Target Sale: ₹ 2,00,000 Pigeon Healthy Digital Air Fryer or similar	<b>SLAB 6</b> Target Sale: ₹ 1,50,000 Boat Airpeggs Atom IP with Bluetooth Speaker or similar
<b>SLAB 7</b> Target Sale: ₹ 1,00,000	<b>SLAB 8</b> Target Sale: ₹ 1,00,000 Noise Color Fill Carber Smartwatch or similar

Take Maximum Benefit of the Scheme and Win Exciting Rewards!

**ITALICA DISPLAY & WIN CONTEST 2023**

Thank You for your participation and making 'Display and Win Contest' a big success.

We are happy to announce the winners of this contest.

**1<sup>st</sup> PRIZE** **2<sup>nd</sup> PRIZE** **3<sup>rd</sup> PRIZE** **CONSOLATION PRIZES**

**1 Darpan Furniture, Nagpur**

**2 Met-L-Wood Furniture, Rajkot**  
Shri Bala Ji Furniture, Kanpur

**3 A Too 2 Plastic World, Mathura**  
Bajrang Enterprises, Bhopal  
Shri Bahucharaji Sales, Surendranagar

**Consolation Prize Winners**

- Anubhav Furniture House, Nagpur
- Ayaz Furniture House, Saharanpur
- Bajaj Furniture House, Kurukshetra
- Bangalore Tent Company, Bangalore
- Beauty Spot and Interior, Mumbai
- Capital Steel Furniture, Fatehabad
- City Furniture, Mathura
- Dharawal Furniture House, Jind
- Furniture Pride, Indore
- Garg Enterprises, Meerut
- Gautam Foam House, Hathras
- Gayal Distributors, Agra
- Gura Neak Steel Furniture, Hardwar
- Jain Furniture, Nimbahera
- King Furniture, Mathura
- KR Plast, Meerut
- Krishna Furniture & Electronics, Gohana
- Mahaveer Furniture, Bhopal
- Modern Furniture World, Junagadh
- New Akram Trading, Chhaganpur
- Paras Furniture, Khatauli
- Raj Furniture, Indore
- Re Furniture, Bhopal
- Rudra Furniture, Kota
- Sachdeva Sales, Yamuna Nagar
- Sagun Furniture House, Cheeka
- Shree Aay Furniture, Balabgarh
- Shri Associates, Sidi
- Shri Shikha Sales, Kotdwara
- Shyam Stores, Bhopal
- The Standard Furniture, Delhi
- Tina Furnitures, Delhi
- Unique Sales, Mathura
- Vinnori Furniture, Prayagrah
- Wescon Furniture, Indore

Introducing the 'Italica RRR Dealer Scheme,' designed to elevate sales and enhance brand visibility.

**Contest Details:** Dealers are encouraged to showcase Italica products in an engaging and attractive manner at a prominent location within their store/outlet. The contest period spans from 1st December 2023 to 31st March 2024.

**Rewards:** Achieve specified sales targets during the contest period and unlock fantastic recognition rewards.

With the objectives of boosting sales and creating brand visibility, we are happy to announce a 'Display-n-Win Contest' for all our esteemed dealers.

Under the contest, the dealers are expected to display Italica products in a very interesting attractive way at a prominent place in their store/outlet.



# ITALICA®

## BRAND VISIBILITY INITIATIVES

### Italica Catalogue



### Kisan Catalogue



### Calendar 2024





## SOCIAL MEDIA SNAPSHOTS

**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.

The collage consists of five social media posts:

- Post 1 (Top Left):** A woman in a grey hoodie points to a banner that says "KUCH TOH NAYA HAI". The post is from @italicafurniture and includes the text: "Khud ke liye daily time nikaalungi!".
- Post 2 (Top Middle):** A man in a blue t-shirt holds a phone. The banner says "ISS FRIENDSHIP DAY KUCH NAYA KARO. PURANE DOSTON KO KHUD CALL KARO!". The post is from @italicafurniture and includes the text: "Happy Friendship's Day from Italica Team!".
- Post 3 (Top Right):** A woman in a blue dress and a child look at a wooden storage cabinet. The post is from @sonali\_world and @italicafurniture and includes the text: "Our kids have so many small, tiny and big things and room is pretty much always messy".
- Post 4 (Bottom Left):** A child in a white tank top and blue shorts kneels next to a colorful storage cabinet. The post is from @moms\_cruise and @italicafurniture and includes the text: "Purveyor is growing and prefers to have his own personal space for everything specially to store his stuff".
- Post 5 (Bottom Middle):** A woman sits at a desk with a laptop and a foldable table. The post is from @vritikhawani and @italicafurniture and includes the text: "Clutter to Clarity! Meet my work friend Sago Foldable Table by Italica".

**Join Us on Social Media:**  
Follow us on our social media platforms to be a part of this vibrant community. We promise exclusive access to promotions, and exciting discounts.



# KEY STATS

## Financial Highlights for the Quarter and Nine-months ended 31<sup>th</sup> December 2023

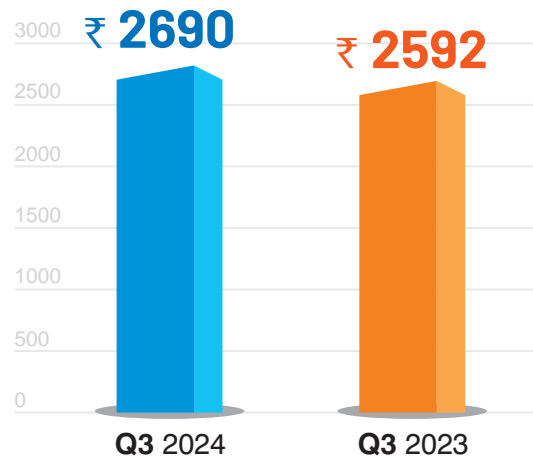
	Q3 FY 2024	Q3 FY 2023	Growth	9M FY 2024	9M FY 2023	Growth
Total Income	2689.67	2592.35	3.73%	7230.56	6226.58	16.13%
EBIDTA	283.49	177.27	59.89%	676.21	365.72	84.67%
PBT	243.76	136.94	78.02%	543.57	239.87	126.42%
PAT	182.41	136.94	33.19%	406.77	239.87	69.66%

Amount in Lakhs (INR)

### Total Income



3.73%



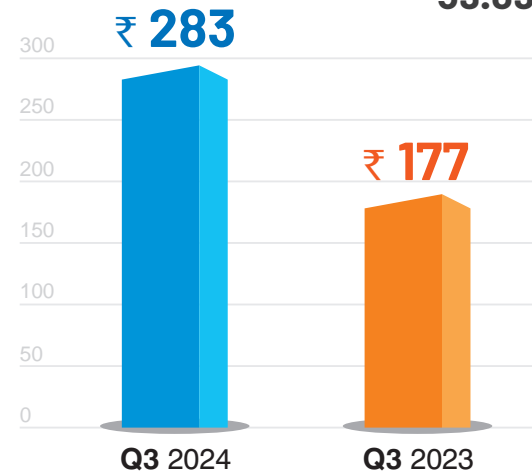
Amount in Lakhs (INR)

YOY Change (%)

### EBITDA



59.89%



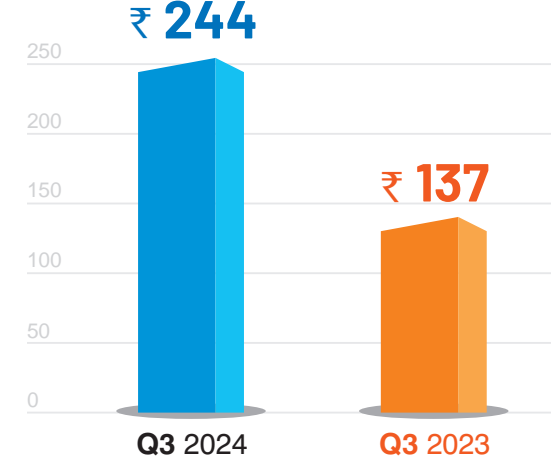
Amount in Lakhs (INR)

YOY Change (%)

### PBT



78.02%



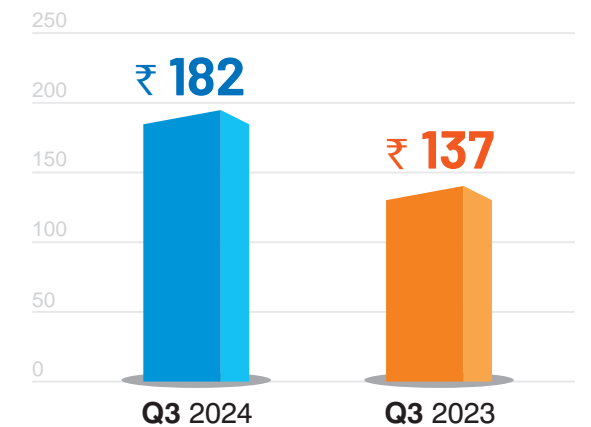
Amount in Lakhs (INR)

YOY Change (%)

### PAT



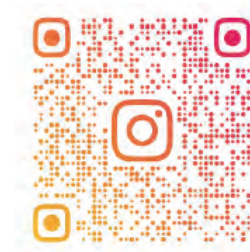
33.19%



Amount in Lakhs (INR)

YOY Change (%)

Thank  
you



**PIL ITALICA LIFESTYLE LIMITED**

**Investor Grievance:** [corporate@italica.com](mailto:corporate@italica.com)

[www.italica.com](http://www.italica.com)  Italice  Italice

**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.