



# PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576

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0294-2432272

info@italica.com

PIL

3 May, 2023

<b>The Manager-Listing Department</b>	<b>Listing Department</b>
National Stock Exchange of India Limited,	BSE Limited
'Exchange Plaza', C-1, Block -G	Phiroze Jeejeebhoy Towers
Bandra Kurla Complex, Bandra - east	25, Floor, Dalal Street
Mumbai-400051	Mumbai- 400001

**Sub : Business Update Report –March 31, 2023**

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

Dear Sir/Madam,



## **L A L C A L F E L E L M E D**

Business Updates for the Quarter and  
Year ended 31st March 2023

Udaipur | Silvassa | Delhi |  
Mumbai | Bengaluru | Bhiwandi |  
Ghaziabad | Jabalpur |  
Zirakpur | Hyderabad

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# About Us



- Since its incorporation in 1993, 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 e-commerce, website, digital marketing with a consumer-oriented approach.



# Management Comment

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**Mr. Daud Ali - Managing Director**

Dear Shareholders,

We are pleased to present our annual business update for the quarter and financial year ending March 31, 2023. We are proud to report that the company has made significant progress in several key areas and achieved several important milestones. We recorded a revenue of **8,535.32** for the year, representing a **25.97%** increase over the previous year. We have also been able to improve our operating margin by **23.08%** as compared to previous year. We are confident that our continued focus on financial discipline and innovation will enable us to deliver a solid financial performance in the years to come.

We have continued to invest in product development, and during the year, we launched several new products. Our R&D team has been working hard to ensure that we stay ahead of the competition and continue to offer innovative solutions to our customers. We believe that our continued investment in product development will enable us to maintain our leadership position in the market.

Our marketing and sales teams have been doing an excellent job of promoting our products, and we have seen an increase in demand as a result. We have been expanding our distribution network, and we are now present in several new geographies. We believe that our efforts in marketing and sales will help us grow our customer base and increase revenue.

We are optimistic about our prospects for the coming year. We believe that our focus on innovation, marketing, and sales, coupled with our strong financial performance, will enable us to achieve our goals. We thank our shareholders, employees, and customers for their continued support, and we look forward to sharing more updates in the coming year.

# Our Strengths



## Product Innovation & Value Engineering

- Continuous emphasis on product innovation and new design development.
- Design first, quality first - brand approach



**D**

Developed a strong domestic network of 400+ distributors and 2000+ dealers/ retailers across India



**L**

**M**

Manufacturing facilities located in close proximity to raw material source, ensuring steady supply at reasonable rates

# Working towards accretive value creation

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- Transforming from product oriented to consumer oriented company.
- Become an aspirational lifestyle brand.
- Continue to remain Net debt free company
- Involve in contract manufacturing and lease existing manufacturing facility to remain asset light.
- Strategically expanding to modern, wooden furniture solutions for workplace, retail, collaborative spaces and homes.

# Product Portfolio



Our company specializes in offering a wide range of furniture products to our customers.

Our product portfolio is designed to cater to the diverse needs and preferences of our customers while maintaining our commitment to quality and durability. We believe that our product portfolio offers a wide range of options to meet the diverse needs of our customers, and we are committed to continually updating and improving our product offerings to meet the evolving needs of the market.

## Our product portfolio includes:



**Chairs**



**Study Tables**



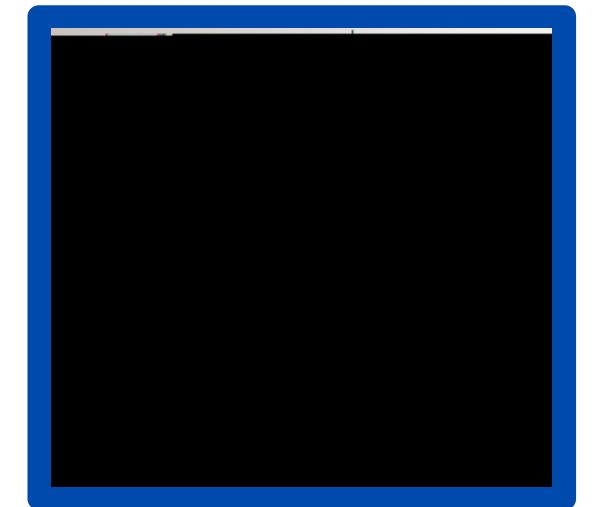
**Office - WFH Furniture**



**Centre Tables**



**Dining Tables**



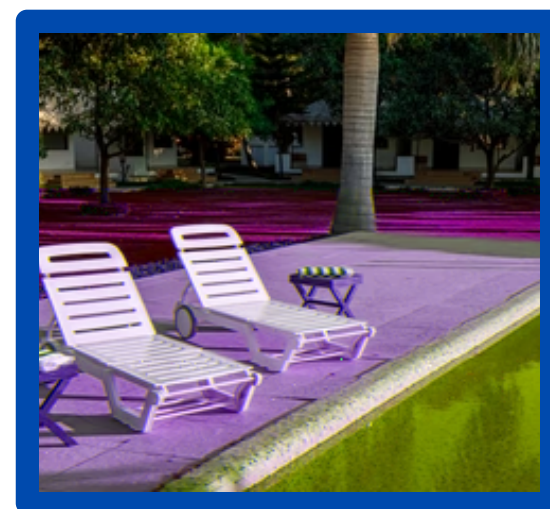
**Storage**



**Stools**



**Trolleys**



**Pool & Beach**



**Kids Furniture**



**Material Handling**



**Waste Bins**

# New Product Launch



**NEW ARRIVAL**  
STORAGE SERIES

**ITALICA**

## 6120 B

STORAGE CABINET - 2 FT

Safe and Sturdy  
Easy to Assemble and Clean

WARRANTY 1 YEAR

Dimensions: 590 mm (W) x 380 mm (D) x 640 mm (H)  
Available: • Pink • Yellow & R. Blue

**NEW ARRIVAL**  
STORAGE SERIES

**ITALICA**

## 6120 P

STORAGE CABINET - 2 FT

Safe and Sturdy  
Easy to Assemble and Clean

WARRANTY 1 YEAR

Dimensions: 590 mm (W) x 380 mm (D) x 640 mm (H)  
Colours Available: • Pink • Yellow & R. Blue

**NEW ARRIVAL**  
STORAGE SERIES

**ITALICA**

## 6140

STORAGE CABINET  
4FT

- Safe and Sturdy
- Easy to Assemble
- Easy to Clean

WARRANTY 1 YEAR

Dimensions: 590 mm (W) x 380 mm (D) x 1225 mm (H)  
Colours Available: • Brown & Ivory • Red & R. Blue

**NEW ARRIVAL**  
STOOLS

**ITALICA**

## 9729

Launching New Colours in Stools

Model No. 9729 - Red

Model No. 9729 - D. Blue

Model No. 9729 - N. Brown

Dimensions: 540 mm (W) x 555 mm (D) x 600 mm (H)

**NEW ARRIVAL**  
OXY SERIES

**ITALICA**

## 5103

CHAIR

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

Available in Vibrant Colours

Dimensions: 415 mm (W) x 400 mm (D) x 810 mm (H)  
6 Chairs in a Bundle

Applications: Balcony, Terrace, Patio Garden, Pool-Side, Cafes & Restaurants

**NEW ARRIVAL**  
OXY SERIES

**ITALICA**

## 5103

CHAIR

Dimensions: 415 mm (W) x 400 mm (D) x 810 mm (H)  
6 Chairs in a Bundle

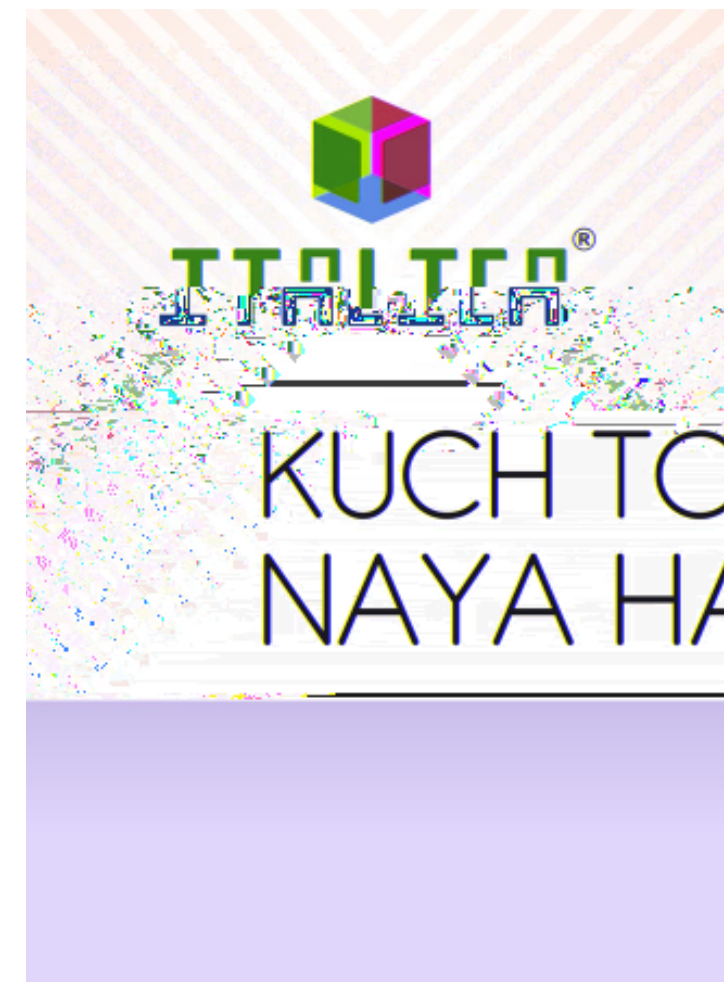
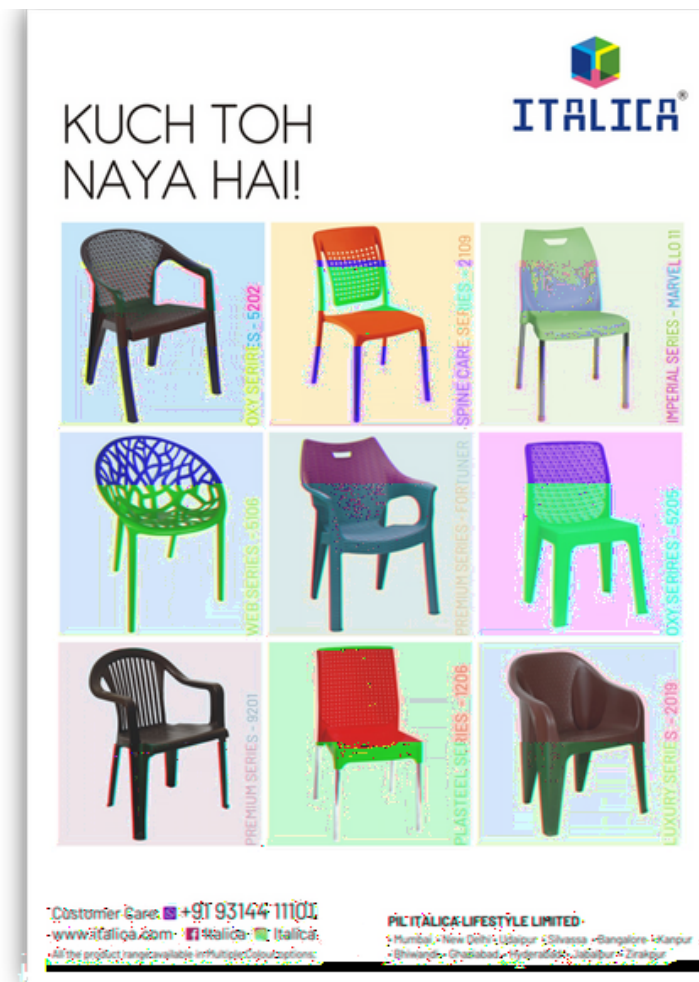
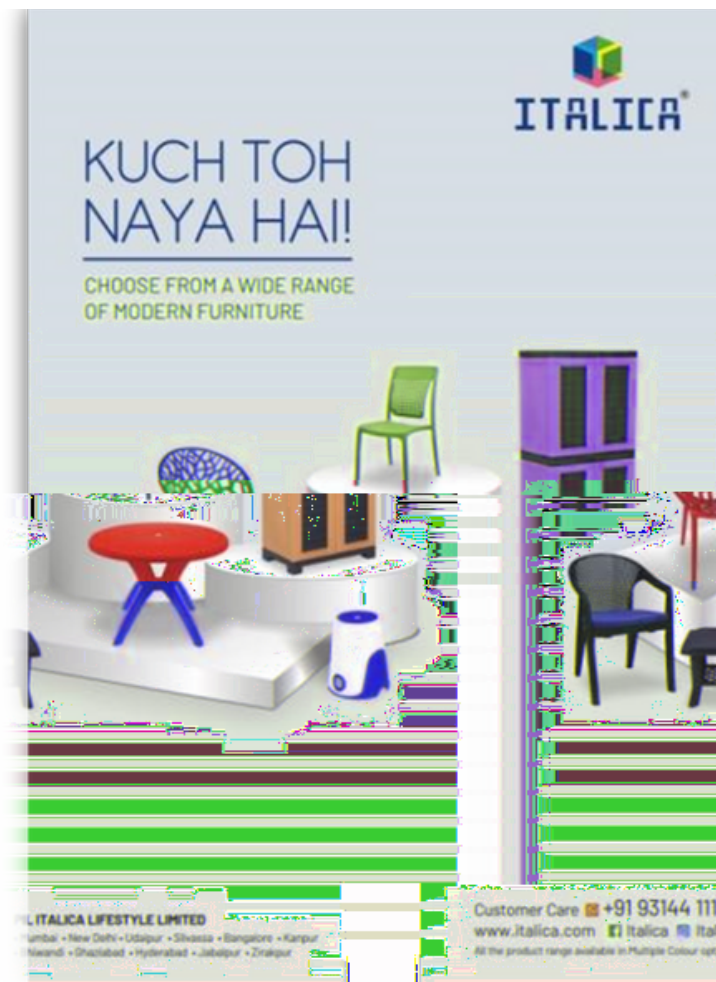
Applications: Balcony, Terrace, Patio Garden, Living Room, Pool-Side, Cafes & Restaurants

# Brand Position

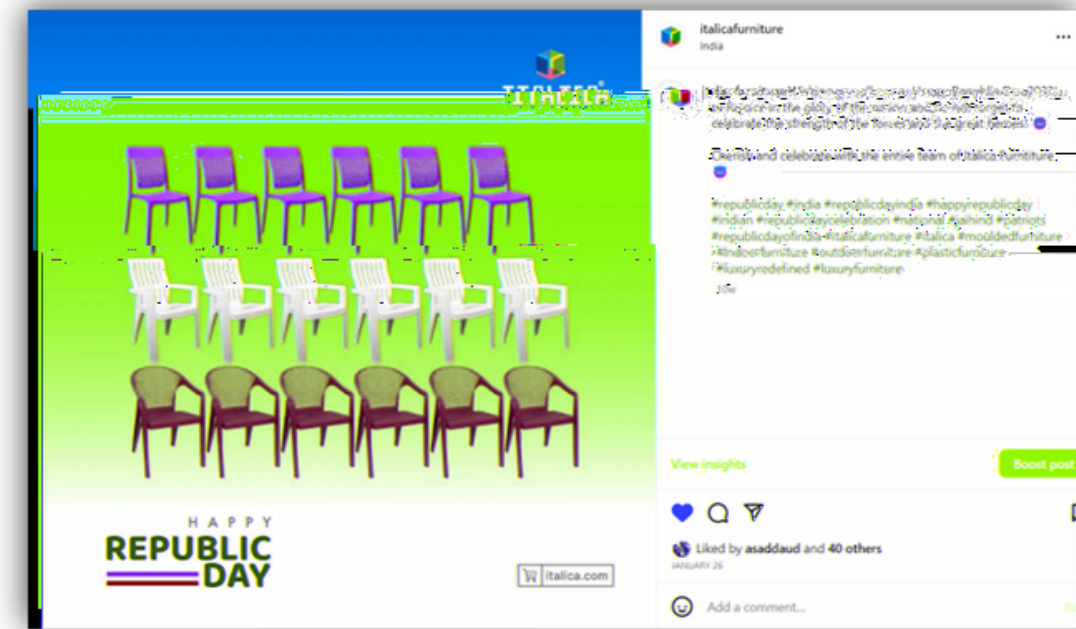
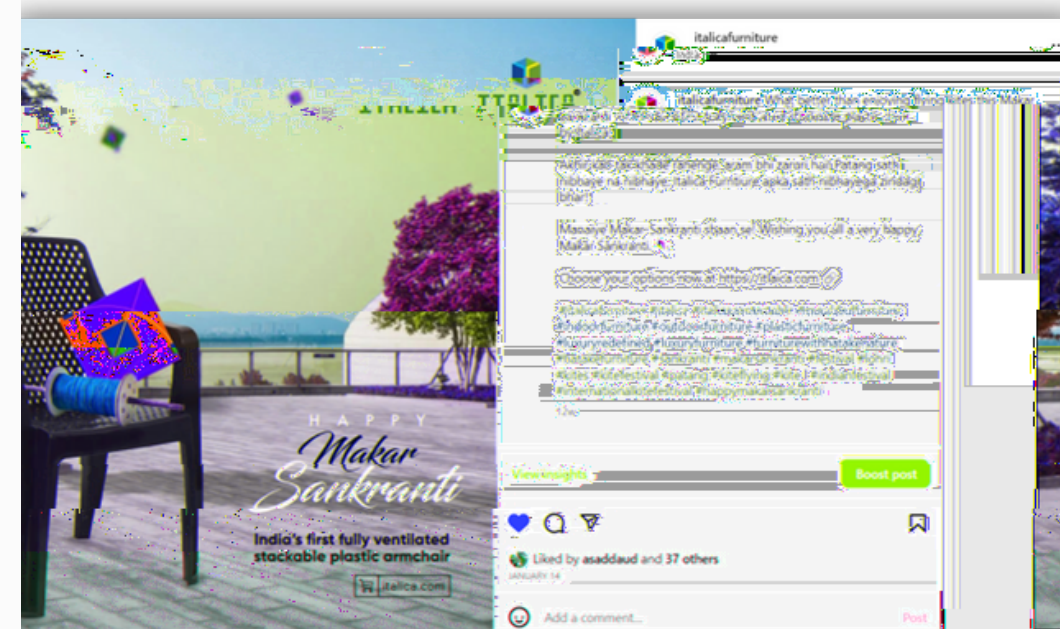
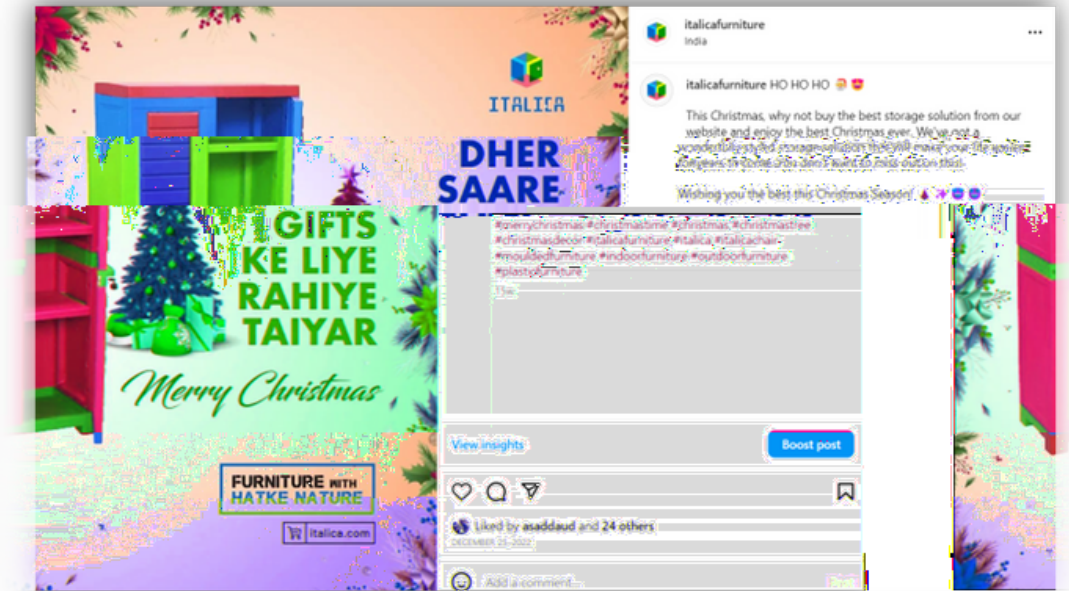
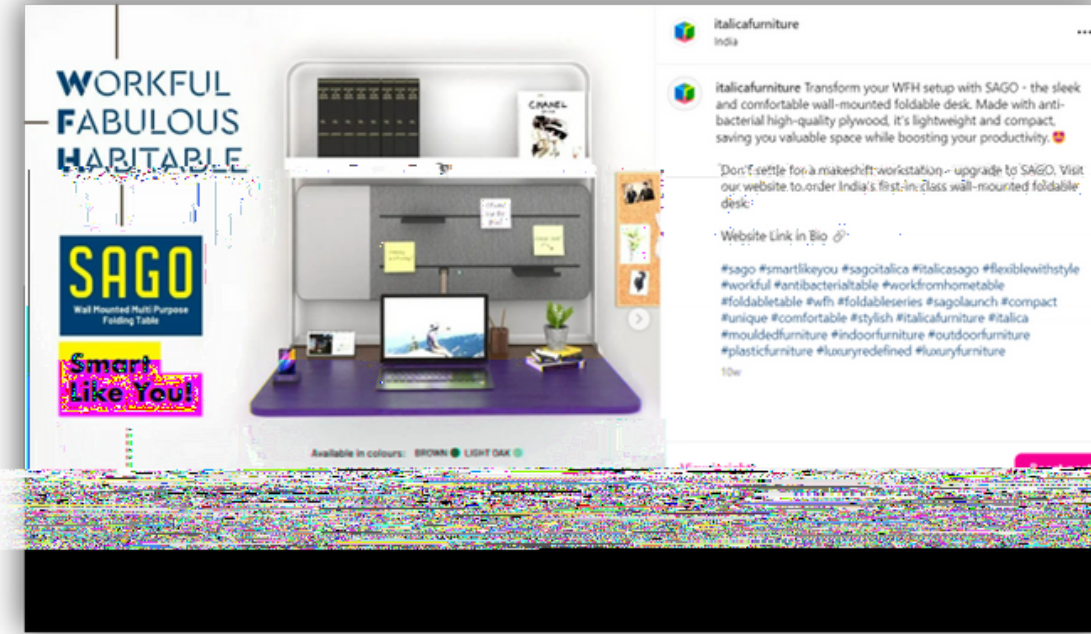
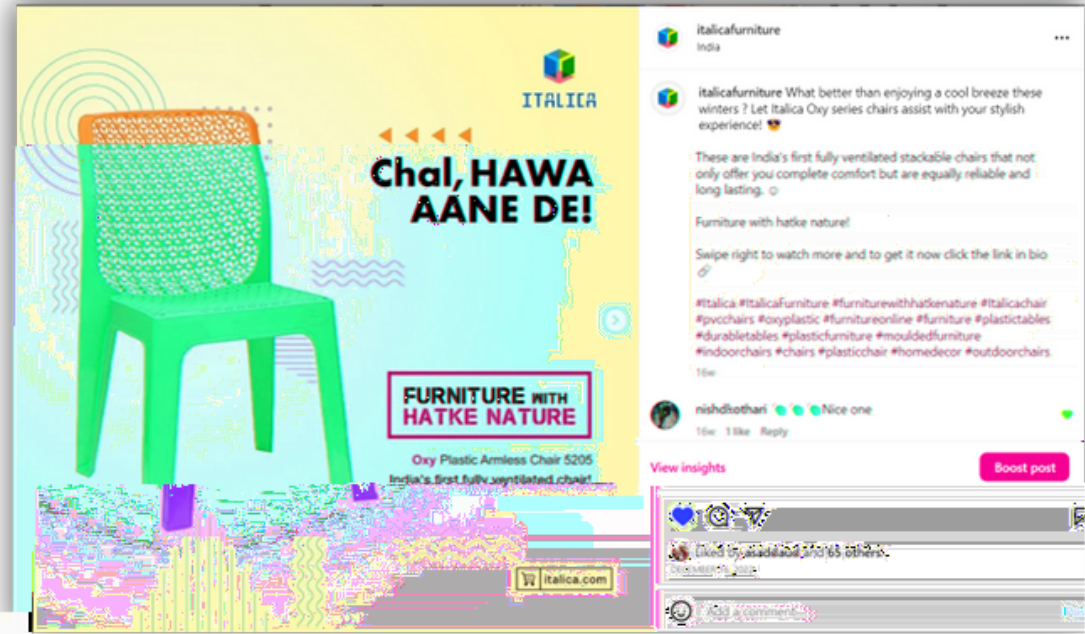


## »»» "Kuch Toh Naya Hai" «««

The insight being that Italica furniture is not just another furniture brand. Every piece of furniture that comes from the house of Italica has something desirably unique about it which provides affordable, durable, versatile & innovative solution.



# Social Media Glimpse



# Summarized Highlights for the quarter ended 31st March 2023



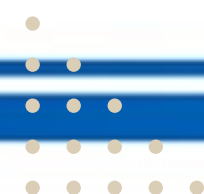
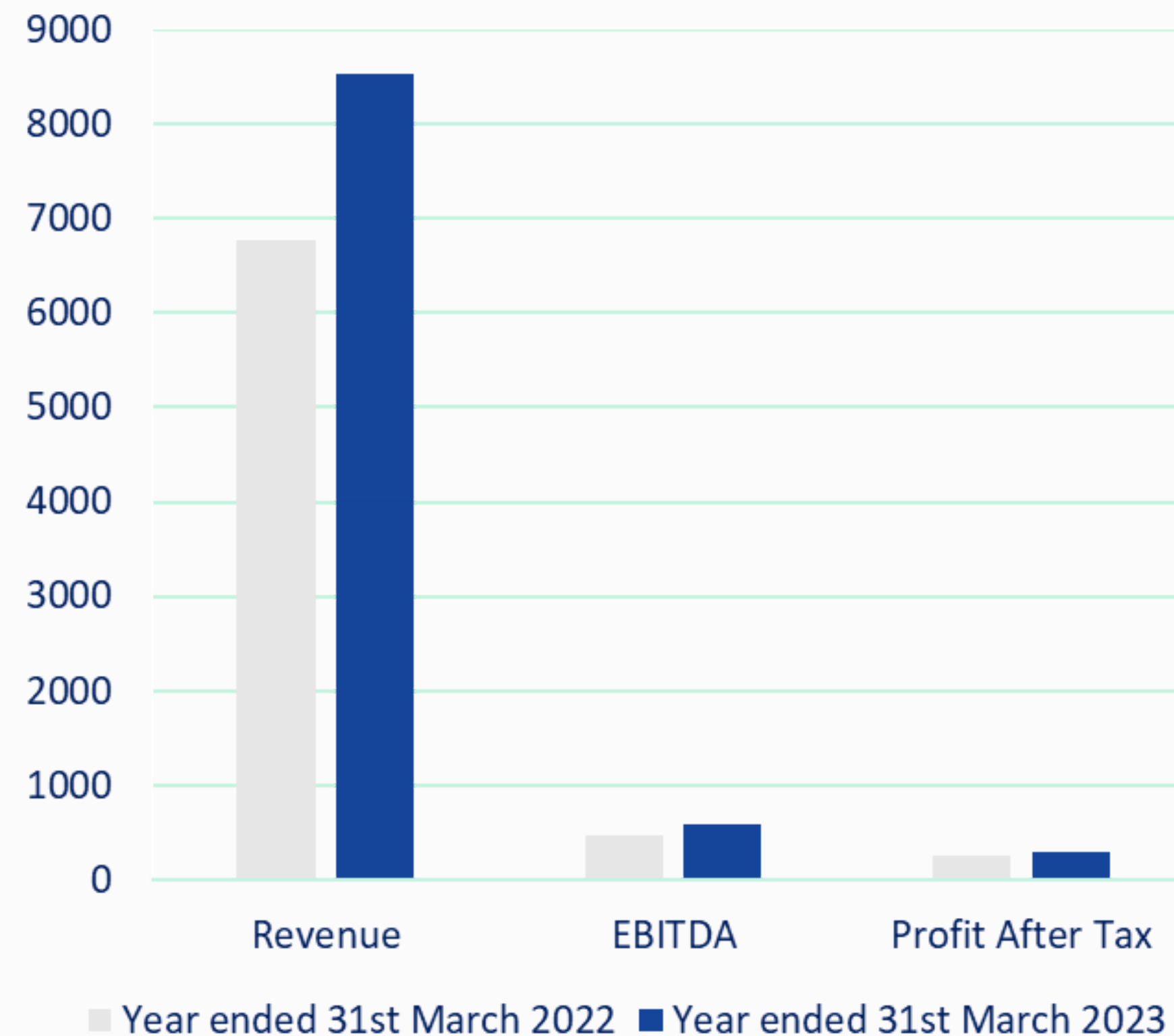
Particulars	Quarter ended 31st March 2023 (INR lakhs)	Quarter ended 31st March 2022 (INR lakhs)	Growth Percent (%)
Revenue	2,308.74	2,486.44	-7.15%
EBIDTA	220.77	46.92	370.52%
Profit After Tax	64.49	-75.58	185.33%



# Summarized Highlights for the year ended 31st March 2023



Particulars	Year ended 31st March 2023 (INR lakhs)	Year ended 31st March 2022 (INR lakhs)	Growth Percent (%)
Revenue	8,535.32	6,775.79	25.97%
EBIDTA	586.49	476.52	23.08%
Profit After Tax	304.36	251.38	21.08%



# Thank You

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**PIL ITALICA LIFESTYLE LIMITED**

Website

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

Social Media



*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.*