



PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001:2015 Certified Company)

CIN : L25207RJ1992PLC006576

August 09, 2019

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
PhirozeJeejeebhoy Towers
25th Floor, Dalal Street
Mumbai- 400001

Name of Company : PIL ITALICA LIFESTYLE LIMITED

Sub : Quarterly Business Update Report for the quarter ended June 30, 2019



PIL ITALICA LIFESTYLE LIMITED
Updates for quarter ended on 30th June 2019



Udaipur, 09th August 2019: **PIL ITALICA LIFESTYLE LIMITED** **PILL** , a 27-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 09th August 2019 for Q1 FY 2019-20.

(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 □

(B) Summarized Financial Highlights for quarter ended on 30th June 2019

Rs in Lakh			
PARTICULARS	Quarter ended 30.06.2019	Quarter ended 30.06.2018	GROWTH PERCENT
Revenue	1,367.18	1,919.66	-28 %
Profit Before Tax	102.24	160.41	-36 %
Profit After Tax	81.44	73.42	+11%

(C) Key Company Developments in the first quarter

The first quarter of FY 2019-2020 has been spent in a lot of research and development for the company. Adding to the existing range of chairs, Italica will introduce newest collection of premium chairs to mark the festive season. These new chairs will be launched in the month of September 2019.



Along, with the introduction of chairs, new industrial crates designs are also in the finalization stage and will be launched soon. Our industrial range of crates have been highly appreciated by our customers especially the e-commerce shopping portals such as Big Basket and Grofers. We are the most preferred supplier to these large grocery ecommerce companies. We have also fulfilled a huge order of crates from UDAAN which is one of India's largest B2B trading platform.



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