



20 January, 2026

<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, 2025**

**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, 2025.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

**For PIL ITALICA LIFESTYLE LIMITED**

**Narendra Bhanawat**  
**(Whole Time Director)**  
**DIN : 00146824**

Encl: a/a

PIL ITALICA LIFESTYLE LIMITED

# BUSINESS UPDATES

Q3 & 9M • FY26

OCTOBER - NOVEMBER - DECEMBER



# ITALICA®



COMPANY OVERVIEW ✦

KEY HIGHLIGHTS ✦

KEY STATS ✦

DOMESTIC FOOTPRINT ✦

PRODUCT AND BRAND PHILOSOPHY ✦

NEW ARRIVALS ✦

BRAND VISIBILITY ✦

SOCIAL MEDIA SNAPSHOTS ✦

SOCIAL INITIATIVES ✦



# COMPANY OVERVIEW



PIL Italica Lifestyle Limited is a leading force in the lifestyle furniture industry, renowned for its seamless blend of cutting-edge design and everyday functionality. With a trusted legacy in moulded plastic furniture, the brand is now diversifying into a full-spectrum provider of modern, stylish, and versatile furniture solutions, tailored for today's discerning consumers and dynamic living spaces.

Headquartered in Udaipur, Rajasthan, PIL Italica operates its flagship manufacturing facility in Udaipur, alongside a strategically acquired unit in Silvassa, a move that marked a significant milestone in its inorganic growth journey. With corporate offices in Mumbai and operational hubs in Delhi, the company is well-positioned to cater to a growing national demand through a robust pan-India distribution network.

At PIL Italica, we believe furniture goes beyond functionality, it is a true expression of one's lifestyle. Our brand reflects this belief by seamlessly combining comfort, aesthetics, and innovation in every design. Over the years, Italica has earned the trust of millions, consistently raising the bar for design and usability in the furniture landscape.

From modern urban homes to commercial



ITALICA®

## KEY HIGHLIGHTS FOR Q3 & 9M - FY 26

Revenue for Q3 • FY26

₹ **2,992.57**

Amount in Lakhs (INR)

Revenue for 9M • FY26

₹ **8,173.69**

**4,203**

Dealers as on  
9M • FY26

**384**

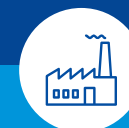
Direct Dealers as on  
9M • FY26



**215**

Distributors as on  
9M • FY26

Total Consolidated production Capacity  
**8,450 MTPA**



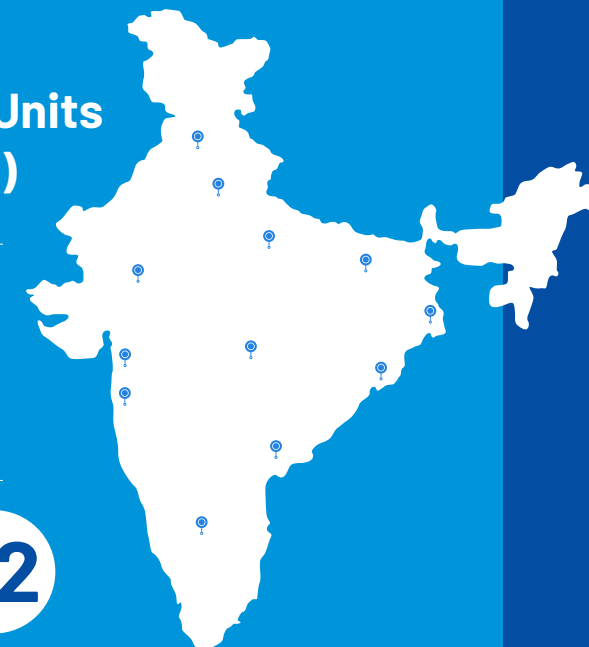
Total Manufacturing Units  
2 (Udaipur & Silvassa)

Total  
Fulfilment  
Centres

**12**

Total States and  
Union Territories  
Covered

**22**



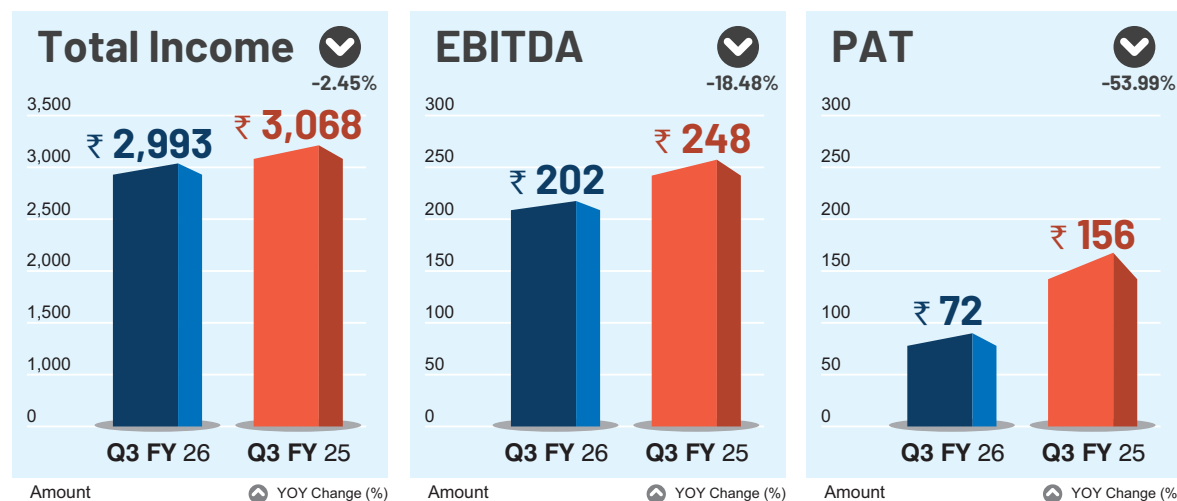
# KEY STATS

## Financial Highlights for the Quarter & Nine - Months ended 31<sup>st</sup> December 2025

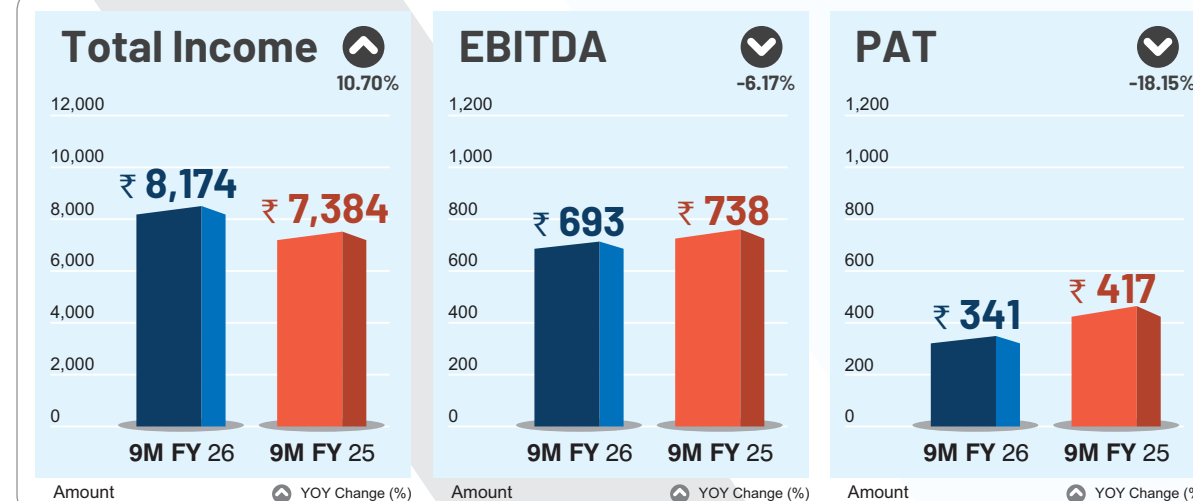
Amount in Lakhs (INR)

	Q3 FY26	Q3 FY25	YoY(%)	9MFY26	9MFY25	YoY(%)
Total Income	2,992.57	3,067.70	-2.45%	8173.69	7383.71	10.70%
EBITDA	202.38	248.26	-18.48%	692.69	738.24	-6.17%
EBITDA (%)	6.76%	8.09%	-133 bps	8.47%	10.00%	-152 bps
PAT	71.98	156.43	-53.99%	341.38	417.07	-18.15%
PAT (%)	2.41%	5.10%	-269 bps	4.18%	5.65%	-147 bps

### Q3 • FY 2026



### 9M • FY 2026



# 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 2025

**4203**

Dealers

**22**

States and  
Union Territory

**384**

Direct Dealers

**12**

Fulfillment Centres

**215**

Distributors



# PRODUCT AND BRAND PHILOSOPHY

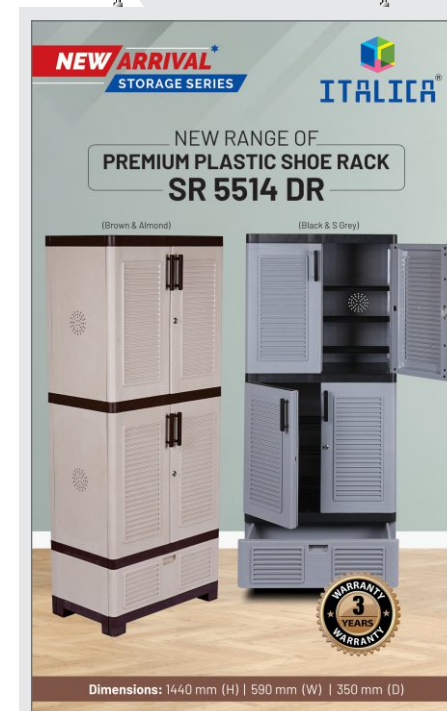
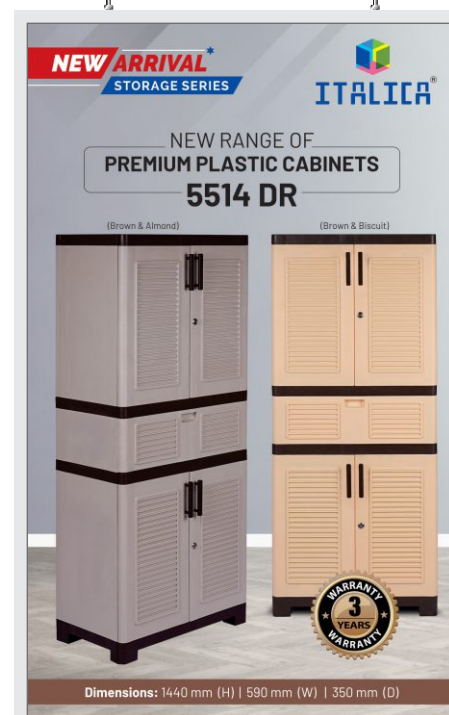
The Company blends comfort with functionality, offering a thoughtfully curated portfolio that spans moulded plastic furniture, material handling solutions, and waste management products. This diverse range is driven by a deep commitment to ergonomic excellence and aesthetic innovation, positioning the brand as a category leader in redefining spaces. With a focus on evolving customer needs, the Company continues to deliver products that seamlessly integrate utility, design, and modern sensibilities.





# NEW ARRIVALS

## NEW LAUNCH PRODUCTS





# NEW ARRIVALS

## NEW LAUNCH PRODUCTS

**NEW ARRIVAL**  
DESIGNER SERIES

ITALICA®

**LAUNCHING NEW PRODUCT**  
**5118**

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

**Colours Available:**

Almond & C Brown

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

**Applications:**

Balcony Terrace Patio Garden Pool-Side Cafes & Restaurants

**NEW ARRIVAL**

ITALICA®

Launching New  
**5208**  
Café Chair

**3 Years Warranty**

- Modern Sleek Design
- Made of 100% Virgin Plastic
- Breathable Backrest
- Quick & Easy Assembly
- Supports up-to 150 KG Weight

**Colours Available:**

BLACK DENIM RED

**Dimensions:**  
825mm (H) x 500mm (W) x 545mm (D)

**Applications:**

Cafes and restaurants Exhibitions and events Terrace/Outdoor restaurants Office Cafeterias Pubs and lounges Balcony and gardens

**Ideal choice for HORECA**

**NEW ARRIVAL**  
PREMIUM SERIES

ITALICA®

Launching New  
**9009**

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

**Colours Available:**

Brown Dark Rattan Beige

**Dimensions:**  
815 mm (H) x 545 mm (W) x 430 mm (D)  
16 Chairs in a Bundle

**Applications:**

Balcony Events & Exhibitions Patio Garden Homes Cafes & Restaurants

**NEW ARRIVAL**  
PREMIUM SERIES

ITALICA®

Launching New  
**9011**

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

**Colours Available:**

Brown Coffee White

**Dimensions:**  
815 mm (H) x 545 mm (W) x 430 mm (D)  
16 Chairs in a Bundle

**Applications:**

Balcony Events & Exhibitions Patio Garden Homes Cafes & Restaurants

# NEW ARRIVALS

## NEW LAUNCH PRODUCTS

**NEW ARRIVAL\***

**ITALICA®**  
KUCH TOH NAYA HAI!

High Strength Mesh

White & Blue

White & Beige

**Dimensions:**  
Length: 2000 mm  
Height: 470 mm  
Width: 710 mm

Launching New Lounger **8106**

- Stain Resistant
- Easy to Clean and Maintain
- Ultraviolet Resistant
- Weather Resistant

Applications: Homes, Balcony, Gardens, Beach Side, Pool Side

**ITALICA®**  
KUCH TOH NAYA HAI!

**KIDS MULTIPURPOSE CHAIR & TABLE**

**5230**

**5238**

**Dimensions:** 537 mm (H) x 567 mm (W) x 433 mm (D)

**Dimensions:** 557 mm (H) x 380 mm (W) x 275 mm (D)

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

**PIL ITALICA LIFESTYLE LIMITED**  
• Mumbai • New Delhi • Udaipur • Siliguri • Bangalore • Bhubaneswar • Guwahati • Jaisalmer • Kargil • Vijayawada • Zirakpur

## NEW LAUNCH COLOURS

**NEW ARRIVAL\***  
**OXY SERIES**

**ITALICA®**

Launching New Colour **Almond** in **5202**

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

**Dimensions:**  
425 mm (W) x 555 mm (D) x 780 mm (H)

**12 Chairs in a Bundle**

Applications: Balcony, Events & Exhibitions, Patio Garden, Homes, Cafes & Restaurants



# BRAND VISIBILITY - VAN CAMPAIGNS

During the quarter, PIL Italica executed 10+ high-impact vehicle campaigns across key markets pan-India, strengthening last-mile visibility and accelerating product awareness. These on-ground activations enabled direct engagement with dealers, retailers and end customers, supporting new product introductions, reinforcing channel partner relationships and driving deeper market penetration. Van campaign done at **Guntur** in AP, **North & West Delhi**, **Begusarai** and **Patna** in Bihar, **Jammu** in J&K, **Jalna** in Maharashtra, **Pathankhot** in Punjab, **Haridwar & Dehradun** in Uttarakhand, **Gorakhpur** and **Kanpur** in Uttar Pradesh, **Hooghly** and **Raiganj** in West Bengal.



# BRAND VISIBILITY - CHANNEL PARTNER MEET

## PRODUCT LAUNCH (DELHI & NCR)

PIL Italica hosted a Channel Partner Meet in Delhi & NCR to launch its Cabinet and Sun Lounger range. The initiative strengthened partner engagement, enabled effective product onboarding, and supported faster market rollout of new launches across key northern markets.





# BRAND VISIBILITY - EXHIBITIONS

During the period, PIL Italica participated in key regional exhibitions including **Mercury Link Consumex Exhibition (Prayagraj, Uttar Pradesh)**, **PITEX Expo (Amritsar, Punjab)**, **THGOA Expo (Coimbatore, Tamil Nadu)**, and **Furniture & Home Products Expo (Chennai, Tamil Nadu)**, with dedicated brand stalls showcasing core and new product ranges.

In addition, the company undertook focused promotional activities at the Agriculture Exhibition, Bhopal for its Material Handling Division, enhancing visibility and outreach in a high-potential B2B segment.

These initiatives strengthened regional market presence, improved channel engagement, and supported lead generation across diverse geographies.





## BRAND VISIBILITY - STORE BRANDING

PIL Italica executed extensive in-store and storefront branding initiatives across key markets including **Gujarat, Haryana, Uttarakhand, Punjab, Uttar Pradesh, Mysore, and Bihar**. The activities covered shop boards, LED signages, banners, in-store branding elements, etc. aimed at strengthening brand visibility and recall at the point of sale.

These initiatives enhanced retail presence, improved consumer engagement within stores, and supported stronger brand-led conversions across priority markets.



# BRAND VISIBILITY

## MAGAZINE & NEWSPAPER ADS

PIL Italica executed targeted print advertising initiatives to strengthen brand visibility and product awareness. This included a Diwali edition advertisement in Rajasthan Patrika, leveraging high festive readership and a product-focused advertisement in IFJ Plus Magazine highlighting the Sun Lounger.

These print campaigns supported seasonal brand salience, reinforced product positioning and complemented the company's integrated marketing efforts across key markets.



**ifj news & events**

**AGL unveils design-driven tile collections at Elevate 2025** Asian Granite India Limited hosted Elevate 2025 at its flagship AGI Display Center, Gurgaon, from August 4 to 12, 2025, to launch its latest tile collections. The event brought together architects, designers, customers, distribution partners, and trade professionals. The collections included GAGG, inspired tiles inspired by geophysics; the VINCEN series that reflects its vintage stone and open marble; the Solar collection, including the Regatta and Decorelle series, and 1000SL, offering three distinct surface finishes. The range is available in matt, gloss, smooth, metal, sand, and other finishes. Karanesh Patel, Chairman and Managing Director, Asian Granite India Ltd., said, "Our aim has always been to create, create, and present best-in-class options for our ever-growing consumer base. It is a culmination of research, design thinking, and a testament to our manufacturing strength. The new collections are curated to meet modern lifestyles and global design trends, while keeping Indian sensibilities in mind."

**ELEVATE 2025**

**Knowledge Center pilots a One-Day Design Lab** Knowledge Center has with launched a One-Day Design Lab, an integrated co-working experience for architect teams. Conducted in its beta phase, it is being tested by select studios, real estate developers, and design educators. The initiative aims to compress material selection, catalogue browsing, technical clarification, and client approach into a single working day. The Lab comprises two interconnected spaces: the Material Library, Asian Jan, CTO and founder of Knowledge Center, said, "Initial reactions from those invited into the beta have been overwhelmingly positive. Designers appreciate the pace at which teams make decisions when the right tools are readily available. Builders have begun exploring it as a neutral zone to bring all stakeholders together. Even educators have expressed interest about using the format for hands-on critique sessions and live industry exposure."

**HAFELE**

**Hafele partners with Creative Décor for new design studio** Hafele has launched a new Italian Design Studio in Mumbai in collaboration with Bangalore partner Creative Décor. This 2,300 sq. ft. studio showcases the brand's complete range of interior solutions under one roof, allowing customers to explore the offerings first hand and see how they fit into everyday living. Frank Schöden, Managing Director, Hafele South Asia, said, "Mumbai is one of the fastest growing real estate and design markets in India, and the new Italian Design Studio, launched with Creative Décor, is designed to provide customers with an immersive experience where they can interact with our range of interior solutions." The studio includes compact living modules, smart security setups, multifunctional kitchens, and wardrobe concepts for contemporary Indian homes. It caters to homeowners, architects, and interior designers, offering architectural hardware, furniture fittings, kitchen and wardrobe solutions, sliding solutions, surfaces and water solutions, lighting, and digital tech.

**Just relax**  
SUNLOUNGER 8103

**VIEW IN YOUR SPACE**

**PIL ITALICA LIFESTYLE LIMITED** [www.italica.com](http://www.italica.com) +91 9314411101 fitalica italica



**कुछ तो नया है!**  
आधुनिक परिवार की डिज़ाइन भूखण्ड में से चुनें

**शुभ दीपावली**

**NEW ARRIVALS**

5208 5118

**आइए इस उत्सव को और भी खास बनाएं**

5202 Luxury 5202 5201 2277 5115

1209 2101 2151 5253 Phoenix 5229

5108 2108 Marvello 11 5238 5229

5108 2108 Marvello 11 5238 5229

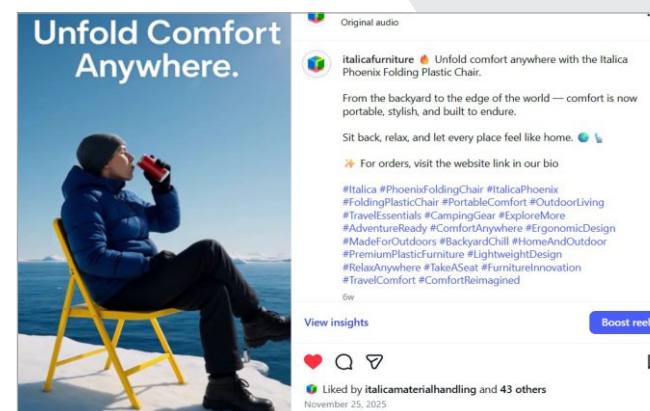
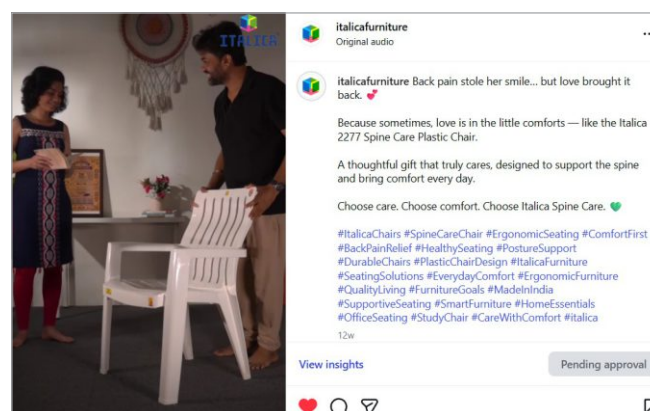
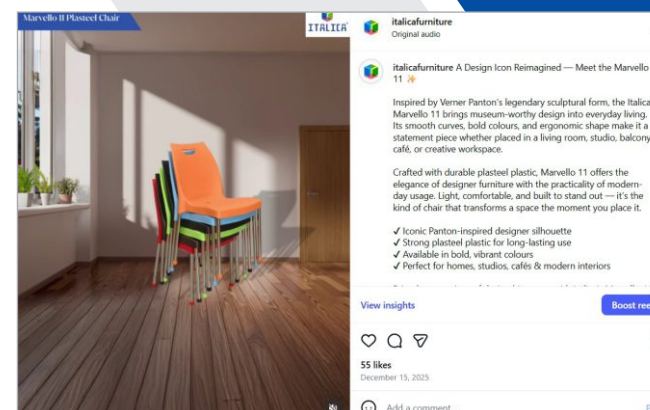
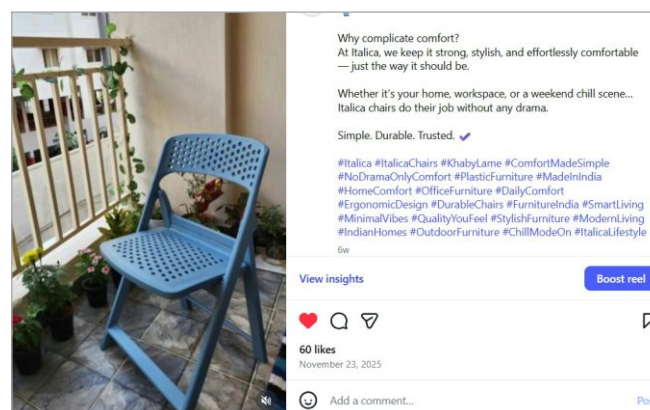
**PIL ITALICA LIFESTYLE LIMITED** [www.italica.com](http://www.italica.com) +91 9314411101 fitalica italica

**KOTA:** Shree Tent Industries - 9414309938  
**BUNDI:** Maan Agencies - 9214311138



# 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.





# SOCIAL INITIATIVES

As part of its commitment to employee well-being and community health, PIL organised a medical camp at its Silvassa factory, providing essential health check-ups and care to workers and members.





**PIL ITALICA LIFESTYLE LIMITED**

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

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

*Thank  
you*