



ITALICA

PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576



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0294-2432272



info@italica.com

October 22, 2021

The Manager-Listing Department

National Stock Exchange of India Limited,
'Exchange Plaza', C-1, Block –G
Bandra Kurla Complex, Bandra –East
Mumbai-400051

Scrip Symbol: PILITA

The Manager-Listing Department

BSE Limited
Phiroze Jeejeebhoy Towers
25th Floor, Dalal Street
Mumbai- 400001

Scrip Code: 500327

Sub : Quarterly Business Update Report – September 30, 2021

Dear Sir / Madam,

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 Second Quarter and Half Year ended September 30, 2021.

Kindly take the above on your records.

Thanking you,
Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED

Aditi Parmar
(Company Secretary)
M. No.: A37301



Encl: As above

PIL ITALICA LIFESTYLE LIMITED

Quarterly Business Updates – Q2 FY 2021-22

**UDAIPUR • SILVASSA • DELHI • MUMBAI
BENGALURU • BHIWANDI • GHAZIABAD • JABALPUR • ZIRAKPUR**

- **PIL Italica Lifestyle Limited (PILL), a 29-year-old renowned brand** has an all-inclusive and varied range of plastic moulded products and is engaged in the manufacturing of Plastic Moulded Furniture, Material Handling Products and Waste Handling Products.
- Our brand - ITALICA, is one of the leading brands in the plastic moulded industry in India. The Company has a plant in Udaipur (Rajasthan) and at Umerkui (Silvassa). The Company has its sales office in Delhi and Mumbai and has warehouses at Bengaluru, Bhiwandi, Ghaziabad, Jabalpur and Zirakpur.
- The Company has a wide distribution network across North, West, Central and South India and plans to expand its distribution network to East India in the coming months.

Future Prospects

5 Year Vision Plan

- The Company's vision for the next 5 years is to transform itself from a product-oriented company to a consumer-oriented company. The Company is preparing an ambitious 5-year expansion plan which involves an asset light and technologically driven model built by a mix of young, talented, and dynamic team. Our asset light model would involve either tying up with contract manufacturers or take an existing manufacturing facility on lease.
- The Company is presently a Net Debt Free Company and we plan to remain Net Debt free in the future. We have a strong balance sheet which will help us grow without taking additional debt.

New Collection for the Wedding Season



Wedding



2109



5202



5205



9111



9201



9206



9312



9803

We are delighted to launch our new collection of – an ultra durable, premium quality, most comfortable and beautifully designed seating solution for your weddings and events.

Our chairs are easy to transport, easy to handle and easily stackable. Upto 50 chairs can be stacked together as one. They are ideal for marriage gardens, banquet halls, outdoor events and exhibitions and for mass seating. As they are easy to handle, they can be placed in such a way to ensure social distancing is maintained.

New Product Launches

Italica's newest range of Storage and Waste Bins are UV resistant, heat resistant and highly durable. It has a storage capacity of 10 Litres.

These newly launched bins are easy to carry and equipped with an easy to use swing lid.

Italica Bins are perfect for office, household, indoor and outdoor areas. Its unique swing lid design makes disposal of waste very easy. It is also lightweight, sturdy and durable.



**Storage Bins and Dustbins
Model No. 4010**

Product Performance



We are extremely delighted to share that we have received a tremendous response from our customers for the new products launched in Q1 FY 2021-22 i.e. Model No. 9511 and Model No. 5205. Over the next few quarters, we expect these 2 products to contribute significantly to the growth of the Company.

Our centre table are manufactured with superior strength and can withstand heavy loads. They can also withstand the wear and tear that occurs in everyday use. Our tables are perfect for living room or balcony as they are lightweight, durable and easy to move.



Our fully ventilated without arm chair comes with a unique ergonomic design and uncompromising quality. It is eye-catching and sturdy and can be used for dining in homes, cafeterias and garden.



Financials

The Company has announced its Unaudited Financial Results on 22nd October 2021 for the Second Quarter and Half Year ended 30th September 2021.

Despite the disruptions due to the Covid-19 pandemic and the ongoing second wave, the performance of the Company saw a strong growth in Q2 FY 2021-22 as compared to Q2 FY 2020-21.

Your Company is focusing more on an asset light business model. The idea is to collaborate and leverage the opportunities already available in the market which has come about due to the adverse economic situation.

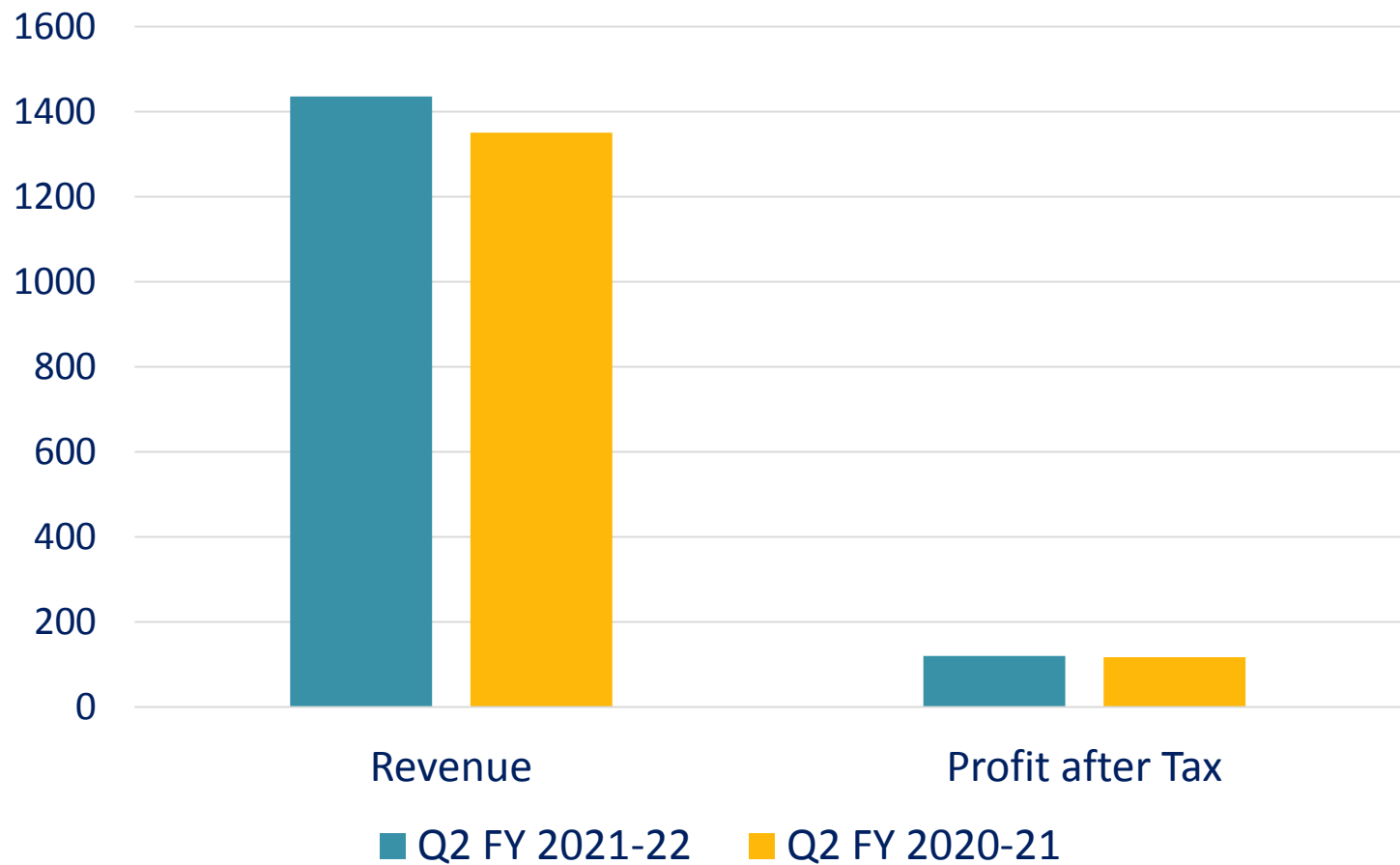
Your Company will use its funds for rapid expansion of the distribution network in new geographies, for new product development and a more effective supply chain network.

As an organization we continue to abide by our values and remain firm in our focus to provide the best quality products to our customers. We aim to have a pan India manufacturing and distribution network and becomes India's most popular brand.

Summarized Highlights for the Second Quarter ended 30th September 2021

Revenue	1,435.34	1,350.14	6.31%
Net Profit After Tax	120.08	117.21	2.44%

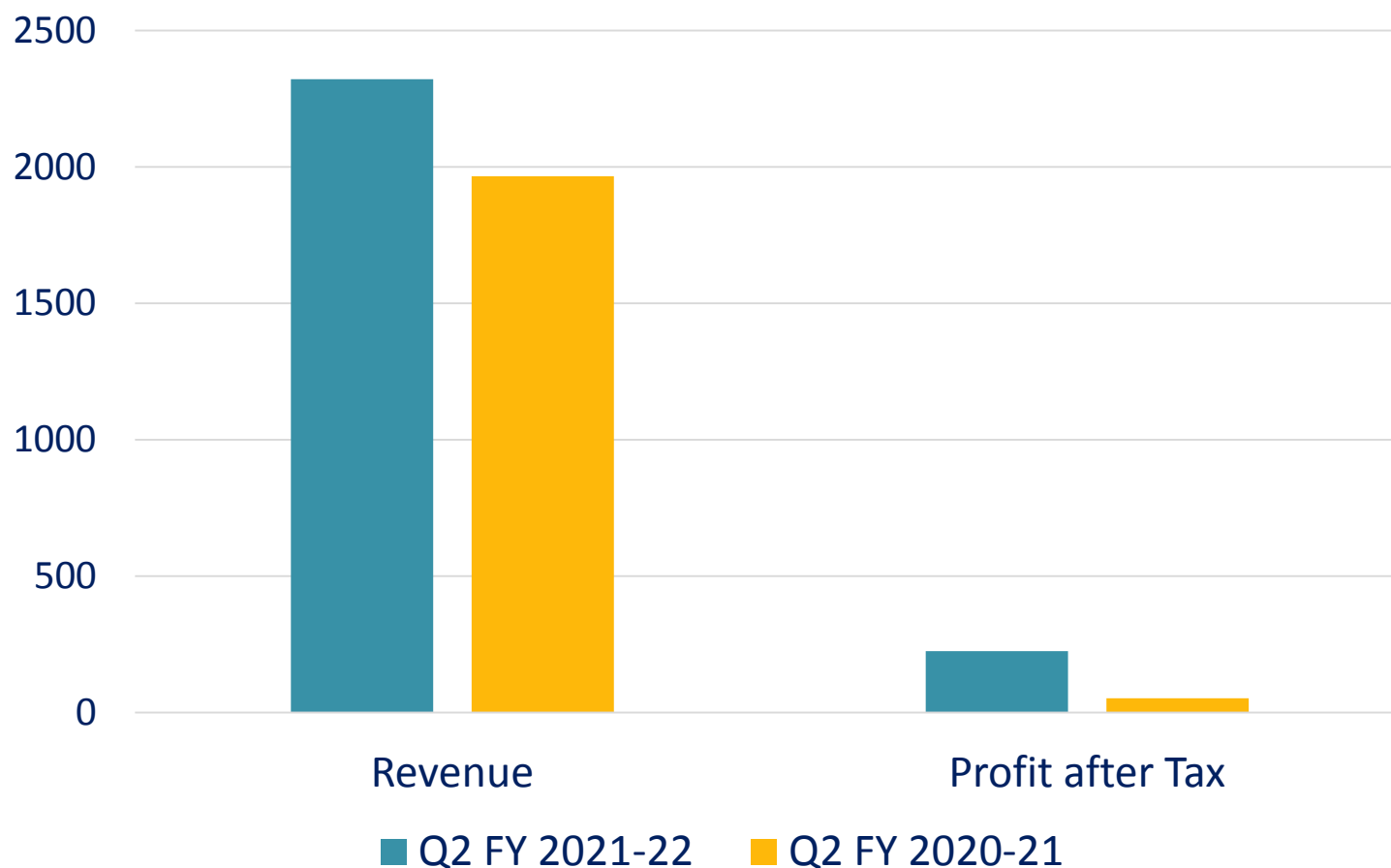
Summarized Highlights for the Second Quarter ended 30th September 2021



Summarized Highlights for the Half Year ended 30th September 2021

	2,320.77	1,966.01	18.04 %
	224.91	52.38	329.38 %

Summarized Highlights for the Half Year ended 30th September 2021



Thank You

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.