

PIL ITALICA LIFESTYLE LIMITED

BUSINESS UPDATES

Q1 APRIL-JUNE 2023



- Mumbai • New Delhi • Udaipur • Silvassa • Bangalore • Kanpur
- Bhiwandi • Ghaziabad • Hyderabad • Jabalpur • Zirakpur

- COMPANY OVERVIEW
- HOW WE ARE DIFFERENT?
- GEOGRAPHICAL PRESENCE
- NEW LAUNCH
- OUR IN-HOUSE STUDIO
- BRAND VISIBILITY
- KEY STATS
- AWARDS AND RECOGNITION
- SUSTAINABLE PRACTICES





ITALICA[®]

COMPANY OVERVIEW



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 ecommerce, website, digital marketing with a consumer-oriented approach.



ITALICA®

HOW WE ARE DIFFERENT?

KUCH TOH NAYA HAI!

We at Italica, have innovation at the heart of our business.

We strongly believe in always giving the consumers something new and fresh.

We see ourselves as a 3+ decades experienced young brand.

Therefore as a brand we would always strive to bring 'Kuch Toh Naya'
and hence our brand positioning statement is **'Kuch Toh Naya Hai!'**





GEOGRAPHICAL PRESENCE

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 June 2023

1912

Dealers

506

Distributors

15

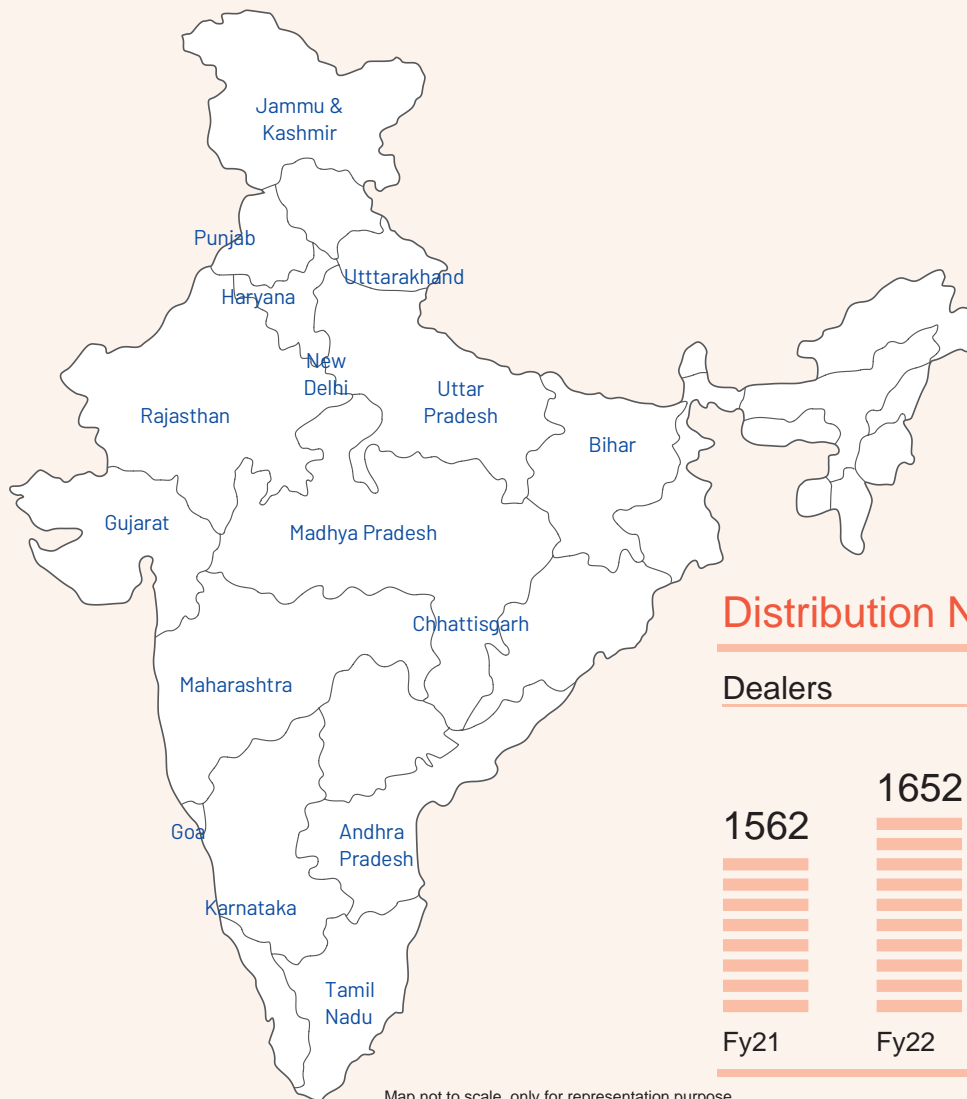
States present in

2

Fulfilment centres added in FY23: Hyderabad & Kanpur

9

Fulfilment centres



Map not to scale, only for representation purpose

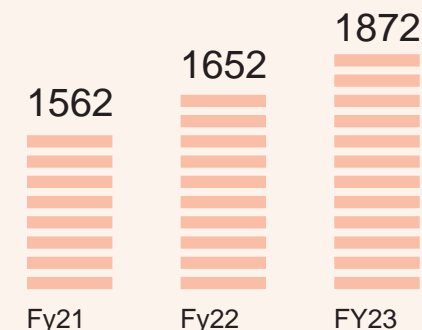
Traction for the period April-June 2023

40 New Dealers appointed across India

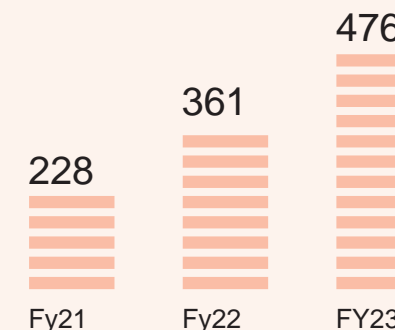
30 New Distributors appointed across India

Distribution Network (#)

Dealers



Distributors





ITALICA®

NEW PRODUCT/COLOUR LAUNCHED

NEW ARRIVAL*
PLASTEEL SERIES

ITALICA®

Launching New Sand Colour in
1209



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

Dimensions:
780 mm (H) x 570 mm (D) x 460 mm (W)

6 Chairs in a Bundle

Applications:



NEW ARRIVAL*
SPINE CARE SERIES

ITALICA®

Launching New Ivory Colour in
2277



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

Dimensions:
430 mm (W) x 570 mm (D) x 897 mm (H)

Packing: 12 Chairs in a Bundle

Applications:



NEW ARRIVAL*
PREMIUM SERIES

ITALICA®

Launching New Ivory Colour in
9006



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

Dimensions:
430 mm (W) x 570 mm (D) x 897 mm (H)

Packing: 12 Chairs in a Bundle

Applications:



NEW ARRIVAL*
PREMIUM SERIES

ITALICA®

Launching New White Colour in
Fortuner



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

Dimensions:
Height: 835 mm
Width: 805 mm
Depth: 435 mm

Packing: 8 Chairs in a Bundle

Applications:



NEW ARRIVAL*
DINNING TABLES

ITALICA®

Launching New Dual Colours in
9508



Red & Black
Olive Green & Black

Dimensions:
715 mm (H) x 1000 mm (D)

Applications:



NEW ARRIVAL*
STOOLS

ITALICA®

Launching New White & Black Colour in
FLIP 6003




- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Easy to Clean & Maintain
- Also used as Storage or Smart Laundry Basket

Dimensions:
460 mm (H) x 300 mm (W) x 398 mm (L)

NEW ARRIVAL*
KIDS WORLD

ITALICA®

Launching New Colour in
5226



Green-Gold



Blue-Red
Orange-Gold

Dimensions:
Height: 505 mm
Width: 367 mm
Depth: 365 mm



ITALICA®

OUR IN-HOUSE STUDIO

In-House Photoshoot Setup:

Italica has set up an in-house photoshoot to capture beautiful and professional-looking images that reflect it's creativity and style.

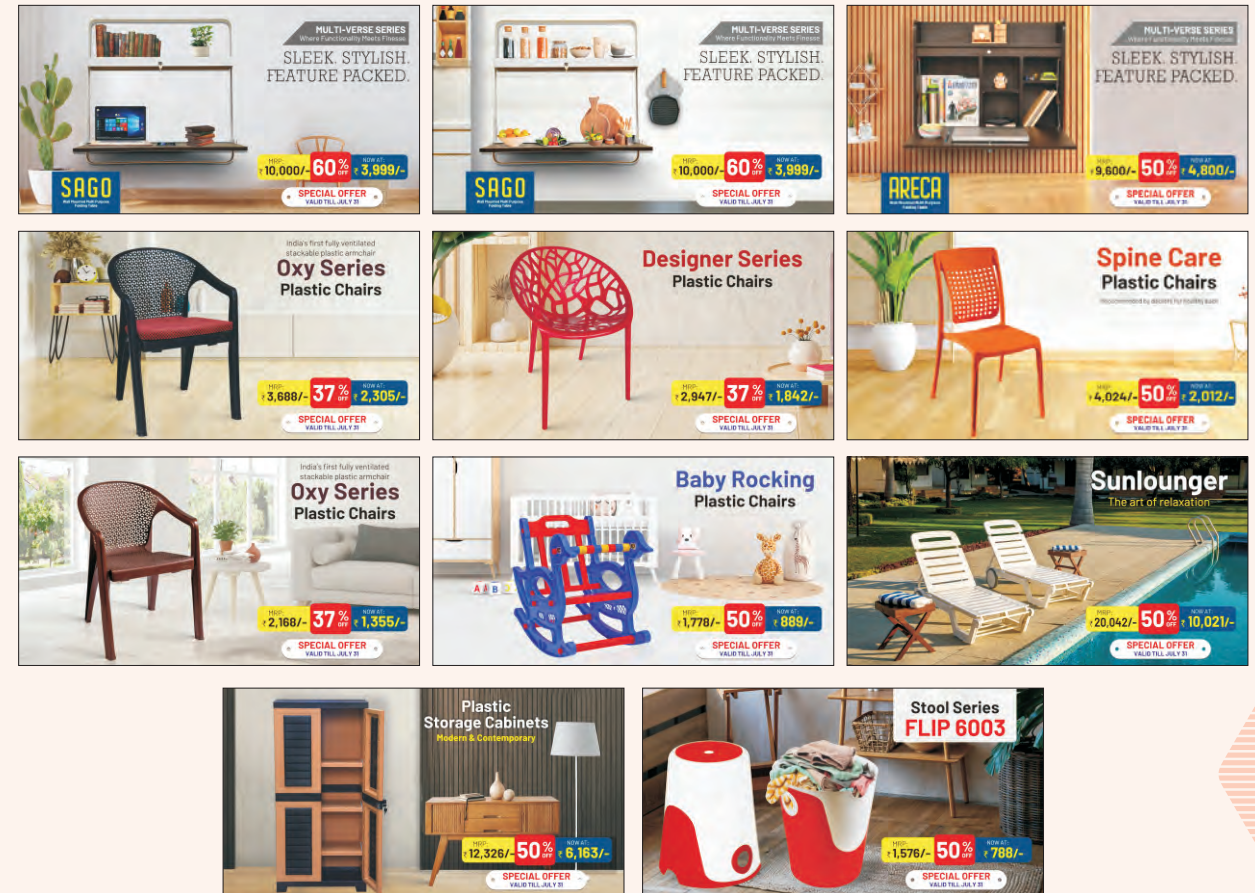


BRAND VISIBILITY

Increasing Brand Visibility
through in-store collaterals at touch points



Home Page Web Banners
for Website





ITALICA®

BRAND VISIBILITY

National Sales Meet 2023 at Udaipur





ITALICA®

BRAND VISIBILITY

Caravan 2023 Scheme

Announcement for Channel Partners

ITALICA CARAVAN
CHANNEL PARTNERS REWARD SCHEME 2023

Puri (Odisha) | Bali (Indonesia) | Gift Hamper

Period: 01 July to 30 November 2023

Dear Valued Partner,
With immense pleasure we are offering you **ITALICA CARAVAN SCHEME 2023*** on purchase of Italica/Kisan furniture products during the period from **01 July, 2023 to 30 November, 2023** as per the reward slabs mentioned below:

<p>SLAB 1</p> <p>On purchase of ₹ 72,00,000/- worth material of Italica / Kisan Furniture</p> <p>2 Persons shall qualify for 3N/4D Trip to Bali (Indonesia)</p>	<p>SLAB 2</p> <p>On purchase of ₹ 42,00,000/- worth material of Italica / Kisan Furniture</p> <p>1 Person shall qualify for 3N/4D Trip to Bali (Indonesia)</p>
<p>SLAB 3</p> <p>On purchase of ₹ 30,00,000/- worth material of Italica / Kisan Furniture</p> <p>2 Persons shall qualify for 3N/4D Trip to Puri (Odisha)</p>	<p>SLAB 4</p> <p>On purchase of ₹ 16,00,000/- worth material of Italica / Kisan Furniture</p> <p>1 Person shall qualify for 3N/4D Trip to Puri (Odisha)</p>
<p>SLAB 5</p> <p>On purchase of ₹ 8,00,000/- worth material of Italica / Kisan Furniture</p> <p>Gift Hamper with 6 products from Crompton: Blender, Toaster, Sandwich Maker, Electric Kettle, Dishes, Electric Mixer, Dishes</p>	<p>SLAB 6</p> <p>On purchase of ₹ 4,00,000/- worth material of Italica / Kisan Furniture</p> <p>Gift Hamper with 3 products from Crompton: Blender, Toaster, Sandwich Maker, Electric Kettle, Dishes, Electric Mixer, Dishes</p>

Take Maximum Benefit of the Scheme and Win Exciting Rewards!

*Terms and Conditions Apply

Caravan 2022 Scheme Winners

Dubai Trip



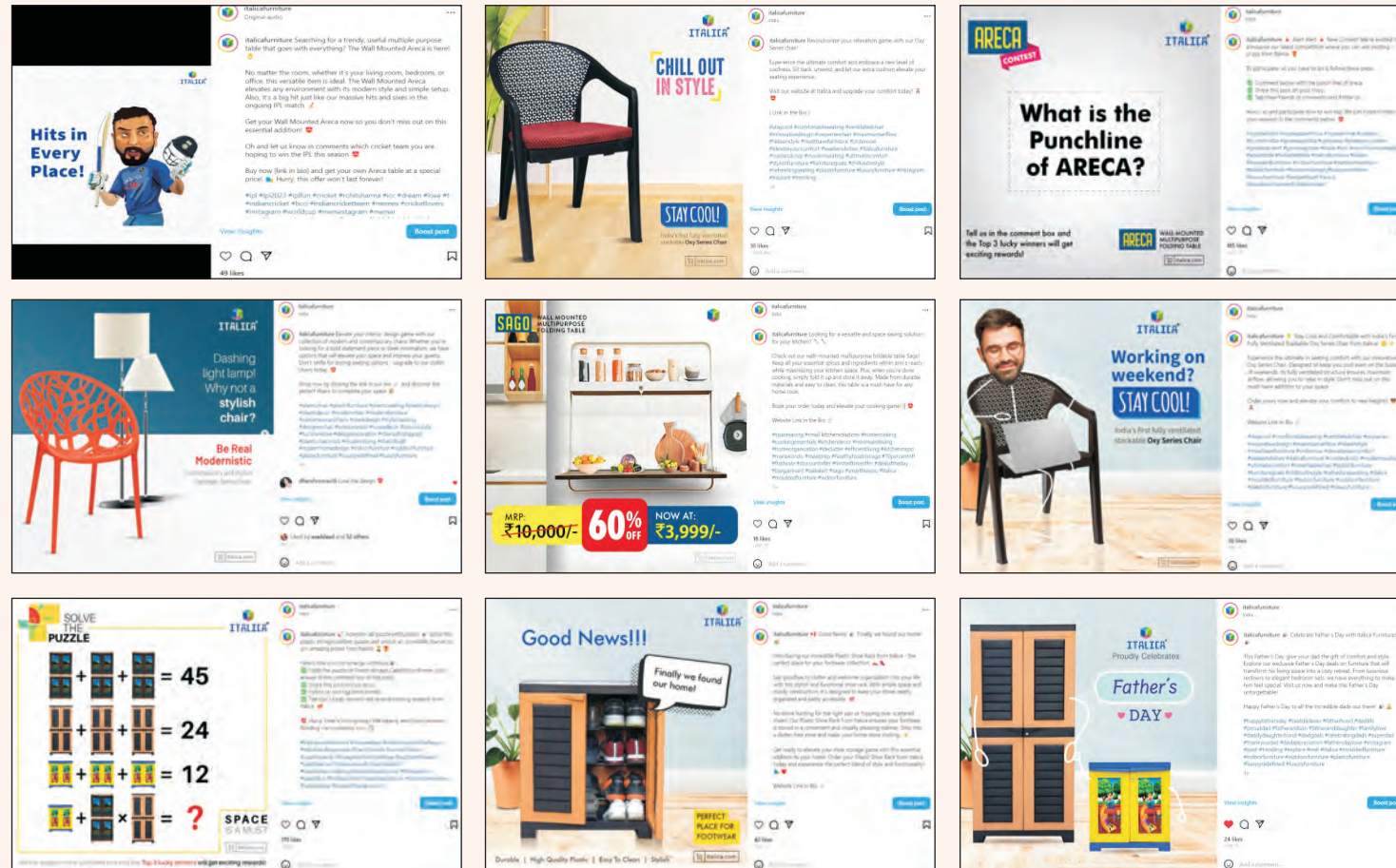
Goa Trip



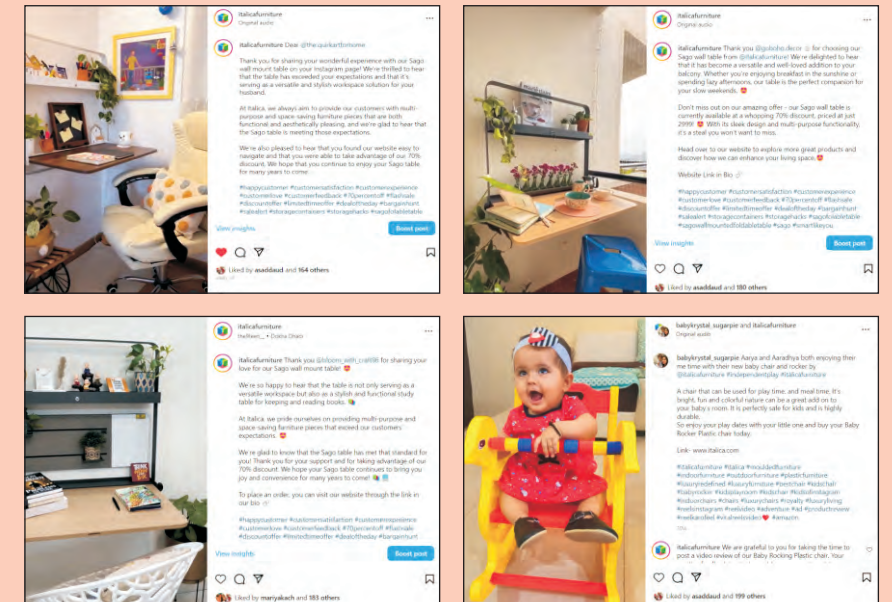
BRAND VISIBILITY



Social Media



Influencer activity



Facebook lead generation campaign to invite new channel partners



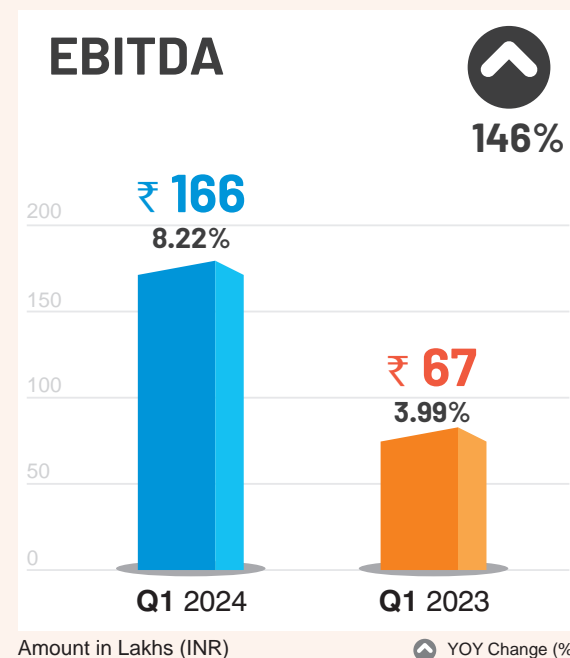


KEY STATS

Financial Highlights for the Quarter ended 30th June 2023

	Q1 FY 2024	Q1 FY 2023	Growth
Total Income	2018.52	1691.91	19.30%
EBITDA	165.90	67.49	145.81%
PBT	119.55	21.22	463.38%
PAT	119.55	21.22	463.38%

Amount in Lakhs (INR)





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AWARDS AND RECOGNITION

Another day, another achievement! Spreading our digital footprints.





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SUSTAINABLE PRACTICES

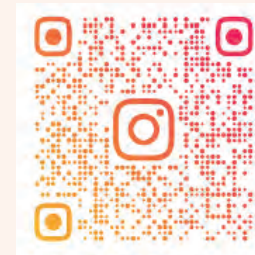
Waste Management Products

At PIL Italica, we are committed to promoting a cleaner environment, one that rests on the promise of the greener future. In alignment with the Government of India's Swachh Bharat Initiative, we also offer waste management products, such as dustbins and efficient garbage storage solutions. Our waste management products are supplied to various municipal corporations and government bodies.

Our waste management products are highly versatile and find extensive application in a range of public spaces, including but not limited to hospitals, railway stations, malls, parks, airports, commercial complexes and housing societies. We are dedicated to ensuring that these areas are equipped with state-of-the-art waste management systems that promote hygiene, and cleanliness.



Thank
you



PIL ITALICA LIFESTYLE LIMITED

Investor Grievance: corporate@italica.com

www.italica.com  Italica  Italica