



**ITALICA**<sup>®</sup>

**PIL ITALICA LIFESTYLE LIMITED**

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576



+91-96 499 71111



0294-2432272



info@italica.com

3 May, 2023

<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 -March 31, 2023**  
**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 Fourth Quarter and Year ended on March 31, 2023.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

**For PIL ITALICA LIFESTYLE LIMITED**

**Rajat Raja  
Kothari**

Digitally signed by  
Rajat Raja Kothari  
Date: 2023.05.03  
10:16:03 +05'30'

Rajat Raja Kothari  
(Company Secretary)  
M. No.- A51610



Enclosed : as above



## **PIL ITALICA LIFESTYLE LIMITED**

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

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

**<https://italica.com/>**



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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 **INR 8,535.32 lakhs** 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



## Strong Dealer Network

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



## Strategically Located Manufacturing Plants

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**



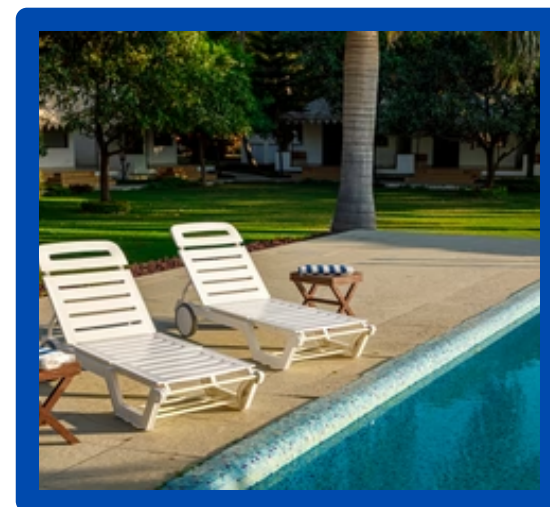
**Storage**



**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)  
Colours 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**

Launching New Colours in Stools  
**9729**

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**

**5106**  
CHAIR

- Stylish Look
- Strong and Long-lasting
- Modern & Contemporary Style
- Easy to Stack
- Appropriate for both Indoor and Outdoor

Available in Vibrant Colours

Dimensions: 600 mm (W) x 410 mm (D) x 765 mm (H)  
4 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.

**ITALICA®**

**KUCH TOH NAYA HAI!**

CHOOSE FROM A WIDE RANGE OF MODERN FURNITURE

Customer Care +91 93144 11101  
www.italica.com Italica Italica  
All the product range available in Multiple Colour options.

**PIL ITALICA LIFESTYLE LIMITED**  
• Mumbai • New Delhi • Udaipur • Silvassa • Bangalore • Kanpur  
• Bhiwandi • Ghaziabad • Hyderabad • Jabalpur • Zirakpur

**ITALICA®**

**KUCH TOH NAYA HAI!**

 OXY SERIES - 5202	 SPINE CARE SERIES - 2108	 IMPERIAL SERIES - MARVELLO 11
 WEB SERIES - 5106	 PREMIUM SERIES - FOOTLINER	 OXY SERIES - 5205
 PREMIUM SERIES - 9201	 PLASTEEL SERIES - 1208	 LUXURY SERIES - 2019

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• Bhiwandi • Ghaziabad • Hyderabad • Jabalpur • Zirakpur

**ITALICA®**

**KUCH TOH NAYA HAI!**

**ITALICA®**

**KUCH TOH NAYA HAI!**

OXY SERIES PLASTIC CHAIRS  
India's first fully ventilated stackable chair

Oxy Plastic Arm Chair  
5202 Luxury

5202  
5205  
5214

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www.italica.com Italica Italica  
All the product range available in Multiple Colour options.

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• Mumbai • New Delhi • Udaipur • Silvassa • Bangalore  
• Bhiwandi • Ghaziabad • Jabalpur • Zirakpur



# Social Media Glimpse



**Chal, HAWA AANE DE!**

**FURNITURE WITH HATKE NATURE**

Oxy Plastic Armless Chair 5205  
India's first fully ventilated chair!

italicafurniture India

italicafurniture What better than enjoying a cool breeze these winters? Let Italica Oxy series chairs assist with your stylish experience!

These are India's first fully ventilated stackable chairs that not only offer you complete comfort but are equally reliable and long lasting.

Furniture with hatke nature!

Swipe right to watch more and to get it now click the link in bio

#italica #italicafurniture #furniturewithhatkenature #italicachair #pvcchairs #oxyplastic #furnitureonline #furniture #plasticables #durabletables #plasticfurniture #mouldedfurniture #indoorchairs #chairs #plasticchair #homedecor #outdoorchairs

nishkothari Nice one

Like by asaddaud and 65 others

**WORKFUL FABULOUS HABITABLE**

**SAGO**  
Wall Mounted Multi Purpose Folding Table

Smart Like You!

Available in colours: BROWN LIGHT OAK

WALL-MOUNTED FOLDABLE DESK  
ANTI-BACTERIAL PLYWOOD  
COMPACT & LIGHTWEIGHT

italicafurniture India

italicafurniture Transform your WFH setup with SAGO - the sleek and comfortable wall-mounted foldable desk. Made with anti-bacterial high-quality plywood, it's lightweight and compact, saving you valuable space while boosting your productivity.

Don't settle for a makeshift workstation - upgrade to SAGO. Visit our website to order India's first-in-class wall-mounted foldable desk.

Website Link in Bio

#sago #smartlikeyou #sagotalica #italicasago #flexiblewithstyle #workful #antibacterialetable #workfromhometable #foldabletable #wfh #foldableseries #sagolaunch #compact #unique #comfortable #stylish #italicafurniture #italica #mouldedfurniture #indoorfurniture #outdoorfurniture #plasticfurniture #luxuryredefined #luxuryfurniture

Like by mariyakach and 40 others

**DHER SAARE GIFTS KE LIYE RAHIYE TAIYAR**

Merry Christmas

**FURNITURE WITH HATKE NATURE**

italicafurniture India

italicafurniture HD HO HO

This Christmas, why not buy the best storage solution from our website and enjoy the best Christmas ever. We've got a wonderfully styled storage solution that will make your life easier for years to come. You don't want to miss out on this!

Wishing you the best this Christmas Season!

#merrychristmas #christmastime #christmas #christmastree #christmasdecor #italicafurniture #italica #italicachair #mouldedfurniture #indoorfurniture #outdoorfurniture #plasticfurniture

Like by asaddaud and 24 others

**HAPPY Makar Sankranti**

India's first fully ventilated stackable plastic armchair

italicafurniture India

italicafurniture What better than enjoying flying kites this Makar Sankranti with India's first fully ventilated stackable plastic chair by Italica!

Akhir kab tak khade rahenge, aram bhi zaruri hai! Patang sath nibhaye na nibhaye, Italica Furniture apka sath nibhayega zindagi bhar!

Manaiye Makar-Sankranti shaan se! Wishing you all a very happy Makar Sankranti.

Choose your options now at <https://italica.com>

#italicafurniture #italica #italicacenterable #mouldedfurniture #indoorfurniture #outdoorfurniture #plasticfurniture #luxuryredefined #luxuryfurniture #furniturewithhatkenature #hatkefurniture #sankranti #makarsankranti #festival #ohri #kites #kitefestival #patang #kiteflying #kite #indianfestival #internationalkitefestival #happymakarsankranti

Like by asaddaud and 37 others

**HAPPY REPUBLIC DAY**

italicafurniture India

italicafurniture Wishing you all a very Happy Republic Day 2023! Rejoice in the glory of the nation and do not forget to celebrate the strength of the forces and the great herose!

Cherish and celebrate with the entire team of Italica Furniture

#republicday #india #republicdayindia #happyrepublicday #indian #republicdaycelebration #national #jainind #patriots #republicdayofindia #italicafurniture #italica #mouldedfurniture #indoorfurniture #outdoorfurniture #plasticfurniture #luxuryredefined #luxuryfurniture

Like by asaddaud and 40 others

# Summarized Highlights for the quarter ended 31st March 2023



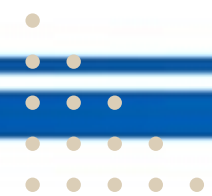
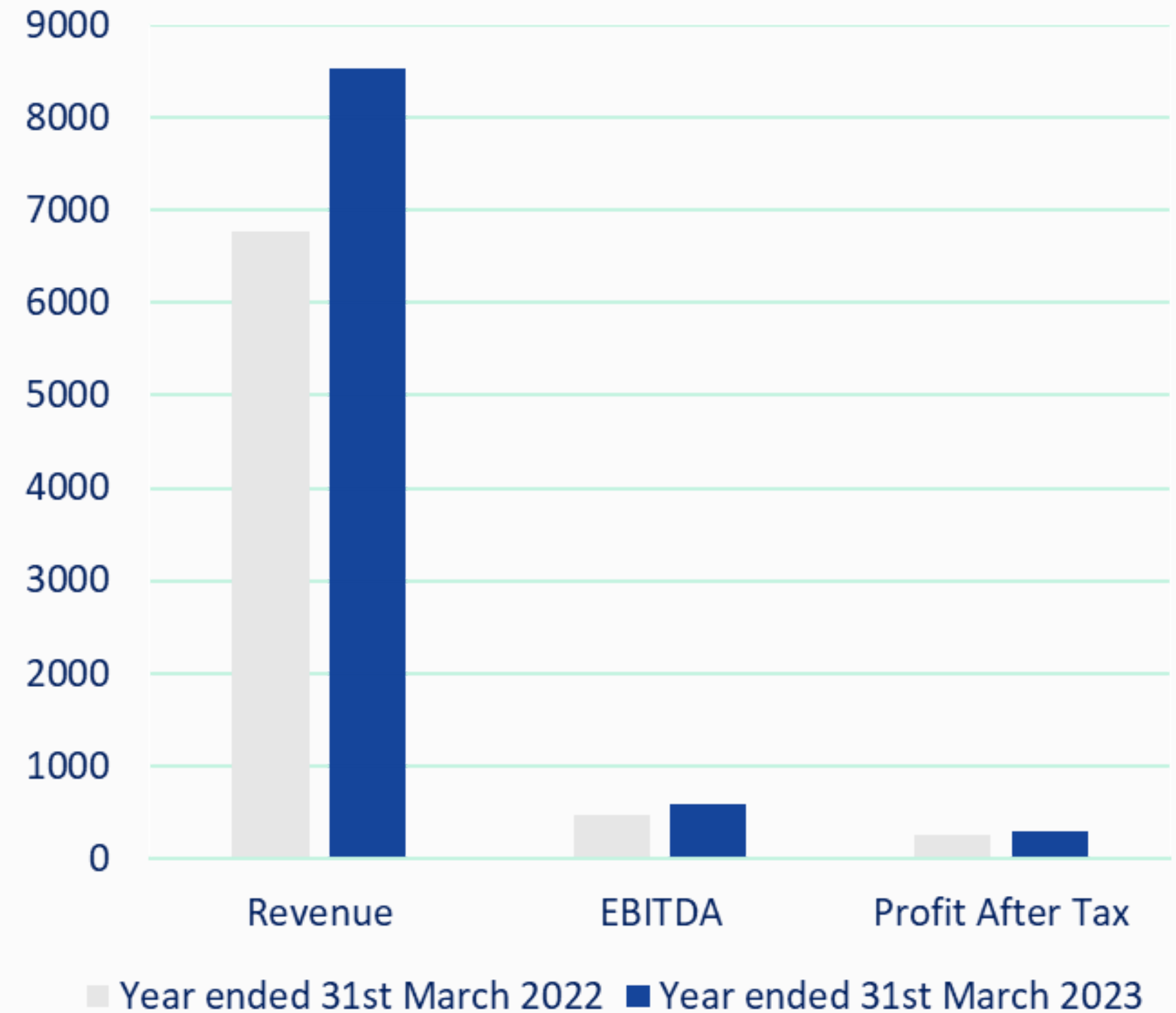
Particulars	Quarter ended 31st March 2023 (INR lakhs)	Quarter ended 31st March 2022 (INR lakhs)	Growth Percent (%)
Revenue	2,308.74	2,486.44	-7.15%
EBIDTA	220.77	46.92	370.52%
Profit After Tax	64.49	-75.58	185.33%



# 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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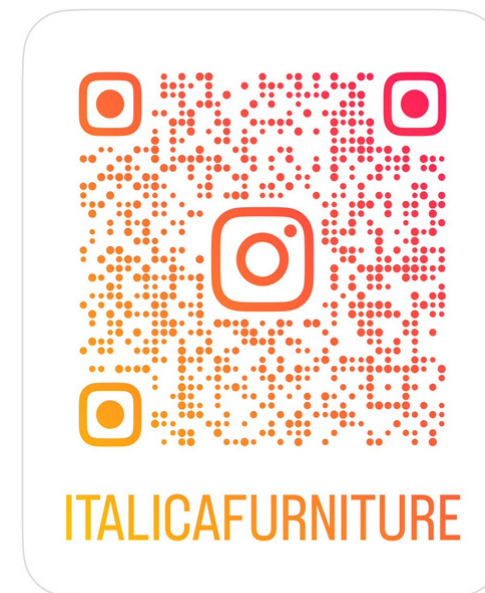


**PIL ITALICA LIFESTYLE LIMITED**

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.*