



PIL ITALICA LIFESTYLE LIMITED

(Formerly known as Peacock Industries Limited)

(An ISO 9001:2008 Certified Company)

CIN : L25207RJ1992PLC006576

August 28, 2017

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 Phiroze Jeejeebhoy Towers 25 th Floor, Dalal Street Mumbai- 400001
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Name of Company : PIL ITALICA LIFESTYLE LIMITED
Sub : Intimation under Regulation 30 about Quarterly Business Updates to shareholders
Ref : Scrip Code No.: PILITA/ 500327

Dear Sir,

Pursuant to the Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the company will send Quarterly Business Update Report to the shareholders of the company on August 28, 2017.

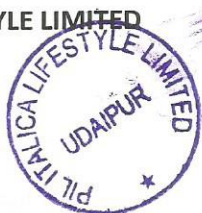
Kindly take the above on your records.

Thanking you,

Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED

Chirag Gupta
(Company Secretary)
M. No. A50843



Encl: Quarterly Business Update Report of the company for the Quarter ended on June 30, 2017



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PIL ITALICA LIFESTYLE LIMITED

Quarterly Business Update of the Company for the Quarter ended on June 30, 2017

PIL ITALICA LIFESTYLE LIMITED (PILL), a leading manufacturer of plastic moulded furniture, crates and bins, announced its Unaudited Financial Results for the 1st Quarter ended on June 30, 2017 on August 10, 2017.

(A) Company Overview:

PIL ITALICA LIFESTYLE LIMITED (PILL) is FIRST AND ONLY company in India whose products are CE certified in plastic furniture. We have an all-inclusive and varied range of plastic furniture products. Our brand, Italica Furniture, is one of the leading brands in the plastic furniture market in India. The gamut of products includes plastic chairs, tables, trolley, sun loungers and recently introduced crates, storage bins and waste bins that have been moulded using cutting-edge technology and advanced manufacturing techniques.

These products are used in households, offices, hotels and restaurants, classrooms, exhibitions and conferences, stadiums etc. Italica Furniture also manufactures durable and comfortable outdoor plastic furniture which can be used at various outdoor venues like gardens, swimming pools and beaches.

Durability, Comfort and Style are the three main pillars that defines our 25-year-old brand.

(B) Summarized Financial Highlights for 1st Quarter:

PARTICULARS	QUARTER ENDED 30.06.2017	QUARTER ENDED 30.06.2016	(Rs. in lacs)
			GROWTH PERCENT
REVENUE	2,650	1,027	158%
OPERATING PROFIT	98	60	63%
PROFIT BEFORE TAX	88	41	115%
PROFIT AFTER TAX	70	41	71%

Your Company has converted 1,00,00,000 warrants into equity shares of Rs. 1/- each at premium of Rs 14/- each to the promoter and non-promoters of the Company during the quarter ended on June 30 ,2017.

(C) Key Company Developments

During the quarter ended on June 30, 2017, Company launched fruit crates, vegetable crates and industrial crates to serve various Industries including:

- (1) Food Processing units;
- (2) Fruits and vegetable storage /supplies;
- (3) Super Market and Warehousing unit;
- (4) Textiles /hotels /restaurants /catering /tent houses, etc.

Your Company also completed its range of bins from 25 liters to 120 liters in capacity, making an effort to support our Prime Minister's mission of 'SWACHH BHARAT ABHIYAN'.



(D) Business Outlook:

Despite the increasing competition from the unorganized sector, your Company is continuously trying to increase its presence in untapped market. The company is hopeful that its performance in years to come would be encouraging, as the company is planning to launch its new models of chairs and other products. Our company will endeavor to maintain and enhance its position in the furniture market and increase focus on the range of Crates and Bins.

The implementation of GST from July 01, 2017 has brought a big revolution in the indirect taxation system in our country. Even though there are few issues in the initial phases but in the long run GST will prove to be highly beneficial. As more and more people will enter the tax system, the organized players in our

industry will benefit from it. The threat from unorganized players will reduce over time. We believe that GST will have a positive impact on the Company's performance in the long run.

Your company stands on the threshold of revival of Industrial Growth and continues to focus in improving and acquiring the latest technology, exploring and capitalization of growth opportunities with a vision in expanding and enriching capabilities to create a robust organization.

Your Company is making full efforts to deliver sustainable growth in the long term and enhance value to all the shareholders.

Warm Regards

Daud Ali

Managing Director

PIL ITALICA LIFESTYLE LIMITED

Place: Udaipur