



# PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001:2015 Certified Company)

CIN : L25207RJ1992PLC006576

February 06, 2018

<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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**Name of Company: PIL ITALICA LIFESTYLE LIMITED**

**Sub: Quarterly Business Update Report for the third quarter (Q3) ended on December 31, 2017**

**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 are enclosing herewith Quarterly Business Update Report of the company which will also be sent to the shareholders of the company, for the third quarter (Q3) and nine months ended on December 31, 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: As above



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**PIL ITALICA LIFESTYLE LIMITED**  
**Updates for the quarter ended 31<sup>st</sup> December, 2017**

**Udaipur, 6<sup>th</sup> February, 2018:** PIL ITALICA LIFESTYLE LIMITED (PILL), a pioneer in manufacturing of plastic moulded furniture, crates and bins, announced its Unaudited Financial Results on 6<sup>th</sup> February, 2018 for 3<sup>rd</sup> quarter and nine months ended as on 31<sup>st</sup> December, 2017.



**(A) About PIL ITALICA LIFESTYLE LIMITED:**

**PIL ITALICA LIFESTYLE LIMITED (PILL)** is an ISO-9001:2015 accredited company by International Certification Services Pvt. Ltd. PILL is the first and only company in India in the plastic furniture industry whose products are CE certified.

Our brand, Italica Furniture, is one of the leading brand in the plastic furniture market in India. We have a basket of over 150+ varieties of plastic moulded products in the affordable and the premium categories thereby making us one of the largest players in this industry. The gamut of products includes plastic chairs, tables, trolley, sun loungers and newly introduced crates, storage bins and waste bins that have been moulded using cutting-edge technology and advanced manufacturing techniques.

***Durability, Comfort, Style and Innovation are the pillars that defines our 26-year-old brand.***

**(B) Summarized Financial Highlights for quarter ended as on 31<sup>st</sup> December, 2017**

PARTICULARS	Quarter ended 31.12.2017	Quarter ended 31.12.2016	(Rs .in lacs)
			GROWTH PERCENT
Revenue	2,002	1,440	39%
Operating Profit	172	71	142%
Profit Before Tax	194	274	-29%
Profit After Tax	154	274	-44%

(C) **Summarized Financial Highlights for nine months ended as on 31<sup>st</sup> December, 2017**

(Rs. in lacs)

PARTICULARS	Nine Months ended 31.12.2017	Nine Months ended 31.12.2016	GROWTH PERCENT
Revenue	5,527	4,274	30 %
Operating Profit	193	217	-11 %
Profit Before Tax	359	379	-5%
Profit After Tax	285	379	-25%

(D) **Key Company Developments**

At the onset of third quarter the company witnessed a substantial rise in the production of our latest range of crates to industrial and catering sector along with food and vegetable vendors. This range has seen a steady growth since its introduction as we strive to give the most durable and sturdy products to all our customers.

While we have been consistent with our efforts in supporting the Swachh Bharat initiative and spreading awareness in all areas including rural and urban, Italica will now introduce new range of dustbins and storage bins in various designs and colours in the 80 ltrs and 110 ltrs capacity range.

We are further adding new varieties of furniture in our portfolio to provide a wider range of choice to our distributors, dealers and consumers.



Italica is also extremely ***proud to be associated with ITC's E-Choupal initiative*** and do our bit to help the farmer community in India. We have started dispatching our furniture i.e. chairs, tables and stools to the Choupal warehouses.

Another milestone achieved in this quarter is the growth of the brand on major e-commerce platforms. At Italica, we believe in the power of technology and we are hopeful that in the years to come, we will be able to reach with every part of the country because of this power. Our products have already gained popularity on Pepper fry, Amazon, Industry buying, etc. and in a short span of time Italica has become a preferred brand for furniture for customers.

Despite the increasing competition from the unorganized sector, our company is continuously trying to increase its presence in the untapped market. We are hopeful that we will be able to perform even better in future with the new product launches. Our company will endeavour to maintain and enhance its position in the furniture market and increase focus on the range of Crates and Bins.

Our company continues to focus on improving and acquiring the latest technology, exploring and capitalizing growth opportunities with a vision to expand and enrichour capabilities to create a robust organization.

We, at Italica, are making complete 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***

