



23 January, 2025

<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 : Investor Presentation-December 31, 2024**

**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 Quarter ended on December 31, 2024.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

**For PIL ITALICA LIFESTYLE LIMITED**

**Narendra Bhanawat**  
**(Whole Time Director)**  
**DIN : 00146824**

Encl: a/a

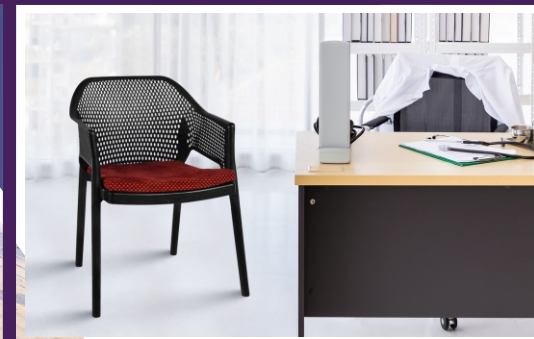


PIL ITALICA LIFESTYLE LIMITED

# BUSINESS UPDATES

Q3 & 9M • FY25

OCTOBER – NOVEMBER – DECEMBER



COMPANY OVERVIEW ✦

EXPANSION PLAN OVERVIEW ✦

KEY HIGHLIGHTS ✦

KEY STATS ✦

DOMESTIC FOOTPRINT ✦

PRODUCT AND BRAND PHILOSOPHY ✦

NEW ARRIVALS ✦

BRAND VISIBILITY ✦

SOCIAL MEDIA SNAPSHOTS ✦



# COMPANY OVERVIEW

PIL Italica Lifestyle Limited stands at the forefront of the plastic furniture industry, embodying a legacy of innovation and quality. Our journey is defined by a commitment to excellence and a strategic approach to design and functionality, distinguishing us as a pioneer in our field. As one of the industry leaders, we consistently challenge conventions, introducing products that set new standards in durability, comfort, and aesthetic appeal.

Established in 1992, the company has significantly evolved, shaping the plastic furniture sector in India. The company has expanded its reach across the nation, with a corporate presence in Mumbai and operational offices in Delhi.

Additionally, PIL Italica acquired a manufacturing unit in Silvassa from Kisan Mouldings Limited bringing the total manufacturing capacity to 8,450 MTPA.

The Company has a wide distribution network and currently focuses on ecommerce, website, digital marketing with a consumer-oriented approach.



# EXPANSION PLAN OVERVIEW

The Board has made a strategic decision to enhance the production capabilities by acquiring additional injection moulding machines equipped with the latest technology, as well as new moulds and dyes. This initiative aims to produce value-added products such as furniture, crates, and waste bins.

## Objective

To enhance productivity, we will replace older machinery with state-of-the-art equipment, streamlining operations to lower production costs. This initiative will also expand our production capacity by **1,600 MTPA**, **increasing our total capacity from 8,450 MTPA to 10,050 MTPA**, through a phased implementation process.

**The expansion will be executed in two phases, with completion targeted by March 2026.**

## Marketing and Distribution

In addition to upgrading machinery, we will invest in building a robust marketing infrastructure and distribution network across India to support our expanded production capacity.

## Financial Overview

Estimated Capital Expenditure:  
**~INR 25 crore.**

## Funding Strategy

The investment will be financed through a combination of internal accruals and external funding, including term loans and other debts.



# KEY HIGHLIGHTS FOR Q3 & 9M – FY 25

Revenue for Q3 • FY25

₹ **3,067.70**

Amount in Lakhs (INR)

Revenue for 9M • FY25

₹ **7,383.71**

Amount in Lakhs (INR)

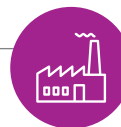
**31** New Dealers added  
for Q3 • FY25

**15** New Distributors added  
for Q3 • FY25



Total Consolidated production Capacity

**8,450 MTPA**



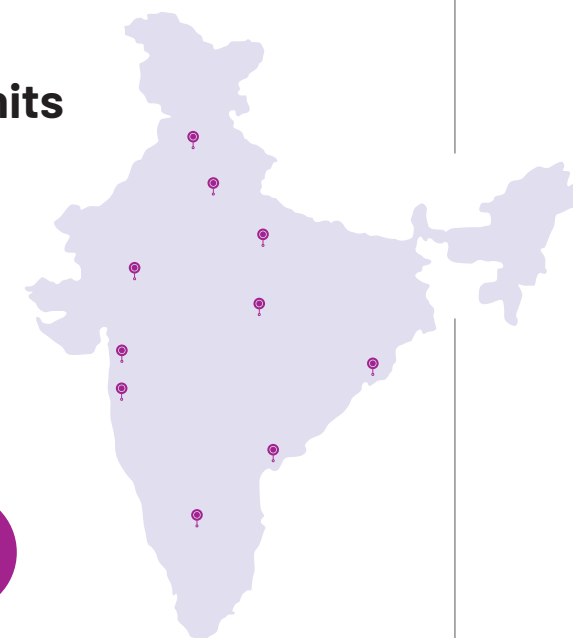
Total Manufacturing Units  
**2 (Udaipur & Silvassa)**

Total  
Fulfilment  
Centres

**10**

Total States and  
Union Territories  
Covered

**19**

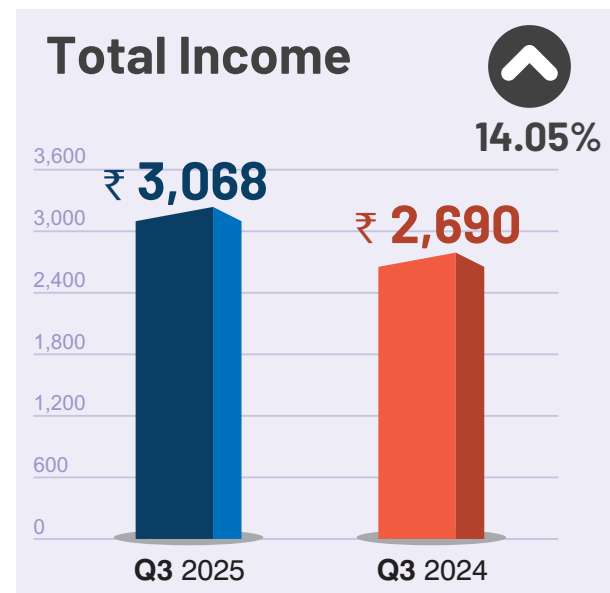


# KEY STATS

## Financial Highlights for the Quarter and Nine Month ended 31<sup>st</sup> December 2024

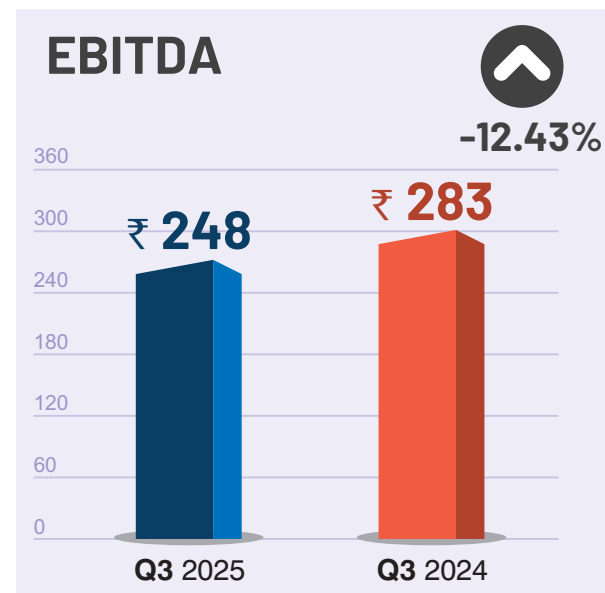
	Q3FY25	Q2FY25	QoQ	Q3FY24	YoY	9MFY25	9MFY24	YoY
Total Revenue	3,067.7	2,192.89	39.89%	2,689.67	14.05%	7,383.71	7,230.56	2.12%
EBITDA	248.26	244.91	1.37%	283.49	-12.43%	738.24	676.21	9.17%
EBITDA Margin %	8.09%	11.17%	-308 bps	10.54%	-245 bps	10.00%	9.35%	65 bps
PAT	156.43	109.44	42.94%	182.41	-14.24%	417.07	406.77	2.53%
PAT Margin %	5.10%	4.99%	11 bps	6.78%	-168 bps	5.65%	5.63%	2 bps

Amount in Lakhs (INR)



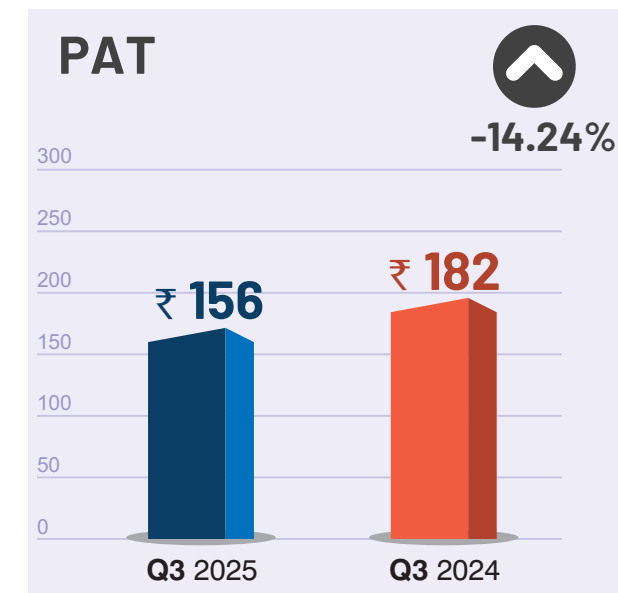
Amount in Lakhs (INR)

YOY Change (%)



Amount in Lakhs (INR)

YOY Change (%)



Amount in Lakhs (INR)

YOY Change (%)



# DOMESTIC FOOTPRINT

## 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 December 2024

**2069**

Dealers

**578**

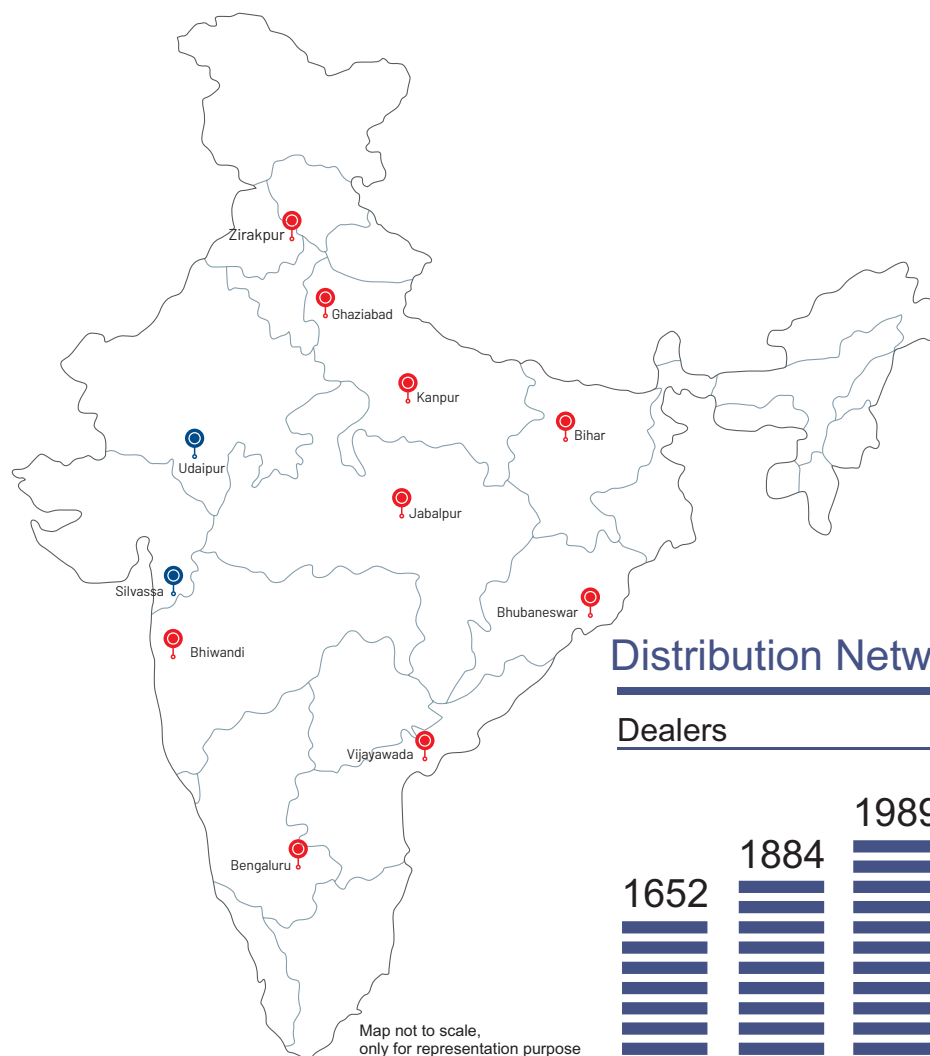
Distributors

**18+1** (Union Territory)

States present in

**10**

Fulfilment centres



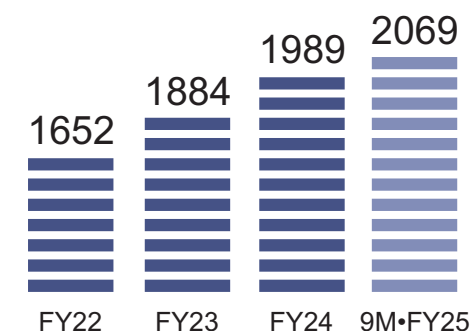
Traction for the period October - December 2024

**31** New Dealers appointed across India

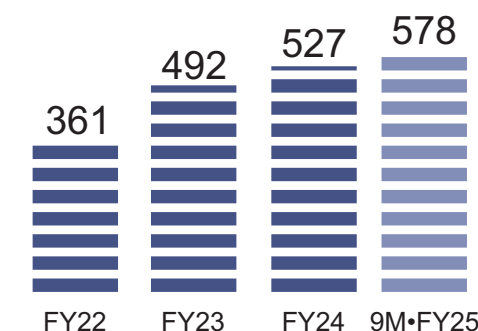
**15** New Distributors appointed across India

## Distribution Network (#)

Dealers



Distributors



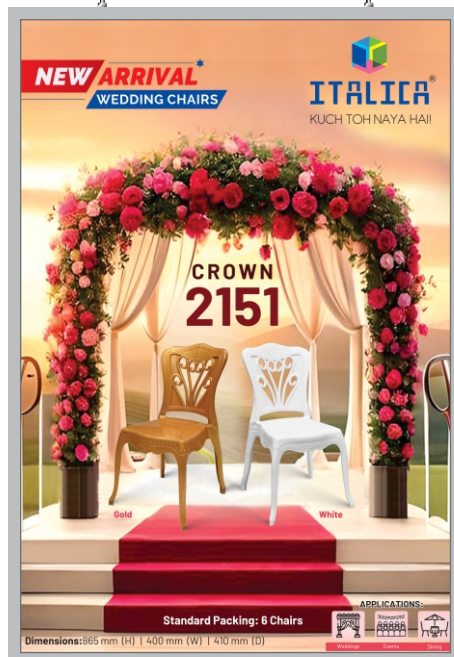
## PRODUCT AND BRAND PHILOSOPHY

The Company blends comfort with functionality, offering a comprehensive portfolio that spans plastic furniture, material handling products and waste management solutions. This diverse product range, underpinned by a commitment to ergonomic design and aesthetic appeal, positions the company as a leader in redefining spaces with products that meet the evolving needs of customers.





# NEW ARRIVALS





# BRAND VISIBILITY

## Newspaper Advertisements in Rajasthan Patrika (All Editions)

With the objective of increasing brand awareness and to be a part of the consideration set of consumers, we published full page and quarter page newspaper advertisements in Rajasthan Patrika (All Editions) during Diwali.





# BRAND VISIBILITY

## Store on Wheels Campaign

With the objective of reaching maximum retail points, we had run 'Store on wheels' campaign in Eastern part of India.



## Arch Gate Campaign

With the objective of increasing brand awareness and to be a part of the consideration set of consumers, we ran an Arch Gate campaign during Diwali in prominent markets of Northern and Eastern parts of India.

### For Durga Puja



### For Diwali



**We participated in exhibitions & trade fairs in Lucknow, Prayagraj, and Chennai in this quarter to showcase our latest innovations, connect with industry leaders, and explore new business opportunities.**



# SOCIAL MEDIA SNAPSHOTS

Our customers take center stage in the heart of our brand. Their stories are the testament to our journey. Their experiences speak volumes about the quality and excellence we promise.



**ITALICA**  
KUCH TOH NAYA HAI

COMFORT VENTILATION

**23% OFF**  
T&C Apply

**ORDER NOW**

5115 Designer Chair

Best Quality Virgin Plastic | 2 Years Manufacturing Warranty

42 likes  
1 day ago



**ITALICA**  
KUCH TOH NAYA HAI

WE CARE FOR YOUR SPINE

**31% OFF**  
T&C Apply

**ORDER NOW**

2109 Spine Care Chair

Recommended By Doctors

60 likes  
1 day ago



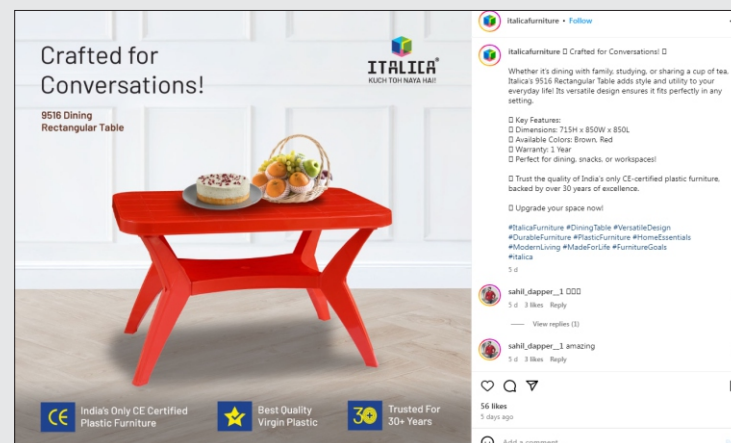
**FURNI FACTS**

**ITALICA**  
KUCH TOH NAYA HAI

**DID YOU KNOW?**

The Monobloc chair is a lightweight stackable polypropylene chair, usually white in color, often described as the world's most common plastic chair.

62 likes  
3 January



**ITALICA**  
KUCH TOH NAYA HAI

Crafted for Conversations!

9516 Dining Rectangular Table

**23% OFF**  
T&C Apply

**ORDER NOW**

India's Only CE Certified Plastic Furniture | Best Quality Virgin Plastic | Trusted For 30+ Years

56 likes  
1 day ago



**ITALICA**  
KUCH TOH NAYA HAI

Relax in the lap of nature!

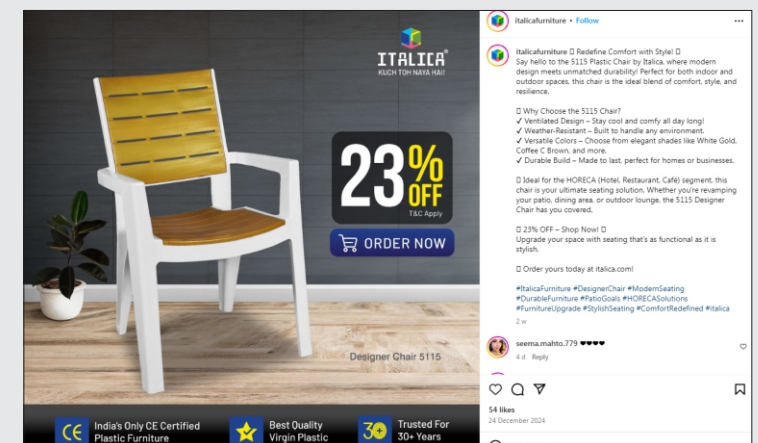
9321 Armless Plastic Chair

**23% OFF**  
T&C Apply

**SHOP NOW**

India's Only CE Certified Plastic Furniture | Best Quality Virgin Plastic | Trusted For 30+ Years

59 likes  
1 day ago



**ITALICA**  
KUCH TOH NAYA HAI

Redefined Comfort with Style!

5115 Designer Chair

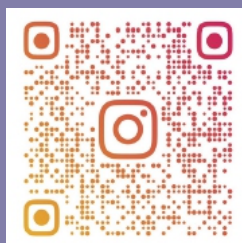
**23% OFF**  
T&C Apply

**ORDER NOW**

India's Only CE Certified Plastic Furniture | Best Quality Virgin Plastic | Trusted For 30+ Years

54 likes  
24 December 2024





PIL ITALICA LIFESTYLE LIMITED

**Investor Grievance:** [corporate@italica.com](mailto:corporate@italica.com)

[www.italica.com](http://www.italica.com)  Italica  Italica