



12 May, 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 : Business Update Report -March 31, 2025**

**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, 2025.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

**For PIL ITALICA LIFESTYLE LIMITED**

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

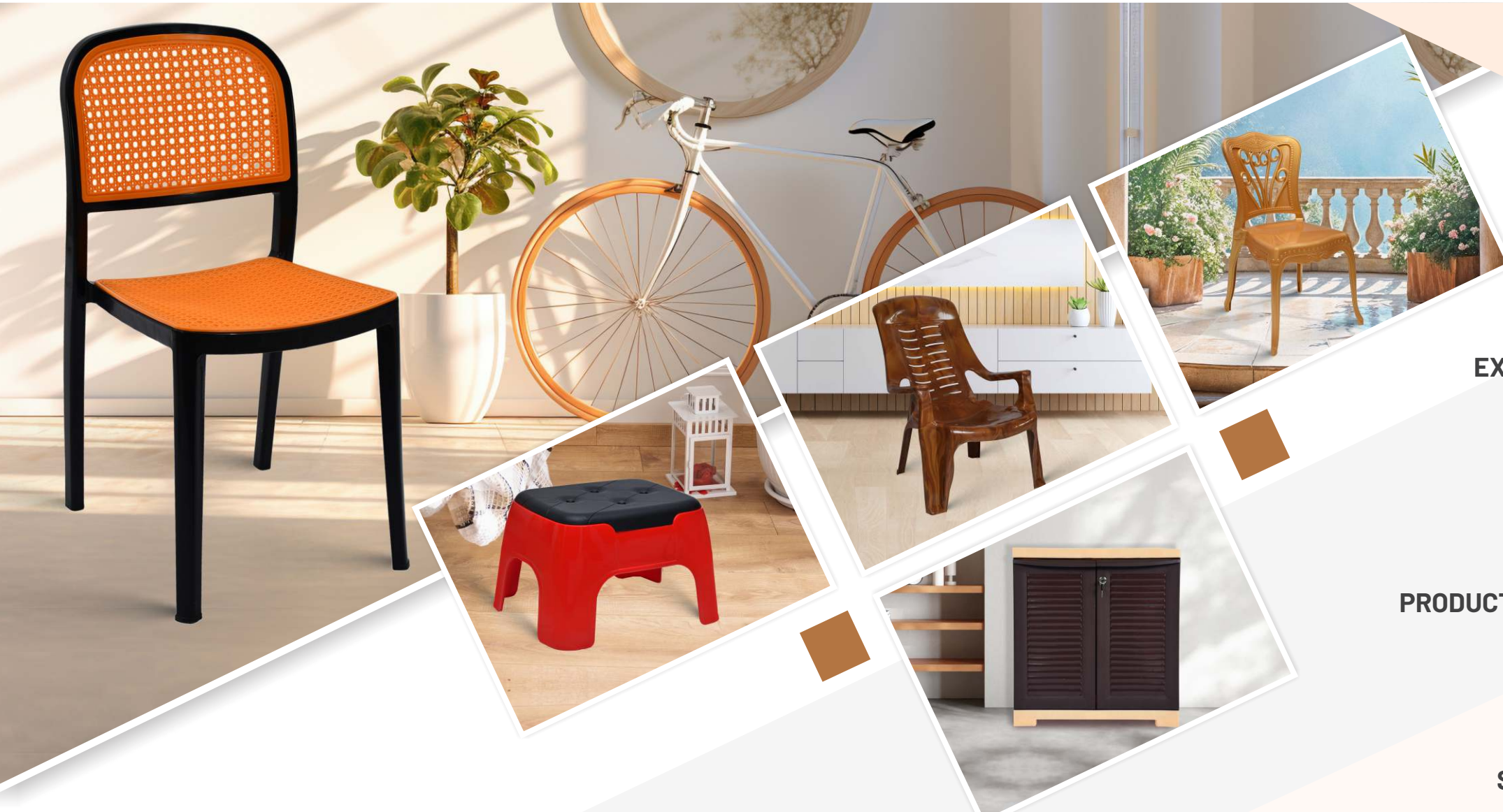
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PIL ITALICA LIFESTYLE LIMITED

# BUSINESS UPDATES

Q4 & FY25

JANUARY - FEBRUARY - MARCH



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 Q4 & FY25

Revenue for Q4 • FY25

₹ **2,699.47**

Amount in Lakhs (INR)

Revenue for FY25

₹ **10,083.18**

Amount in Lakhs (INR)

Total Consolidated production Capacity

**8,450 MTPA**

**21**

New Dealers added  
for Q4 • FY25



**12**

New Distributors added  
for Q4 • FY25

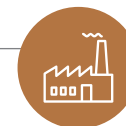
**1428**

New Dealers added  
for FY25



**30**

New Distributors added  
for FY25



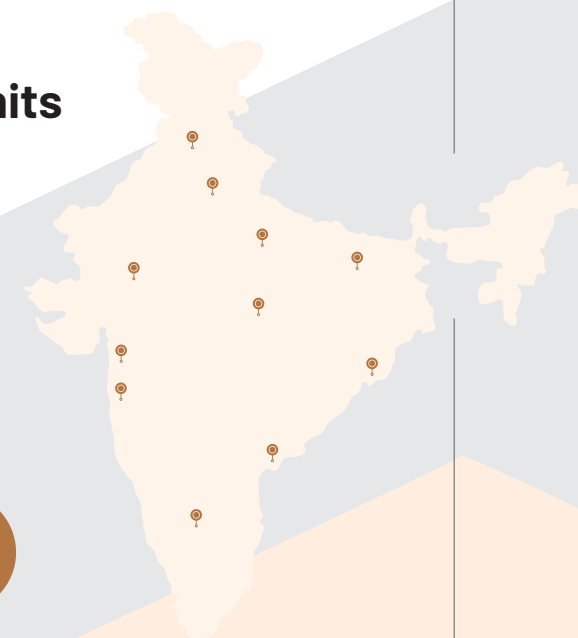
Total Manufacturing Units  
**2 (Udaipur & Silvassa)**

Total  
Fulfilment  
Centres

**11**

Total States and  
Union Territories  
Covered

**21**

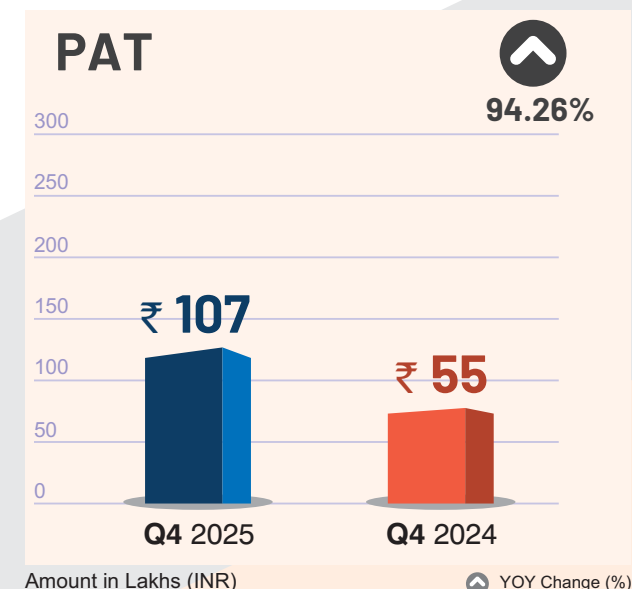
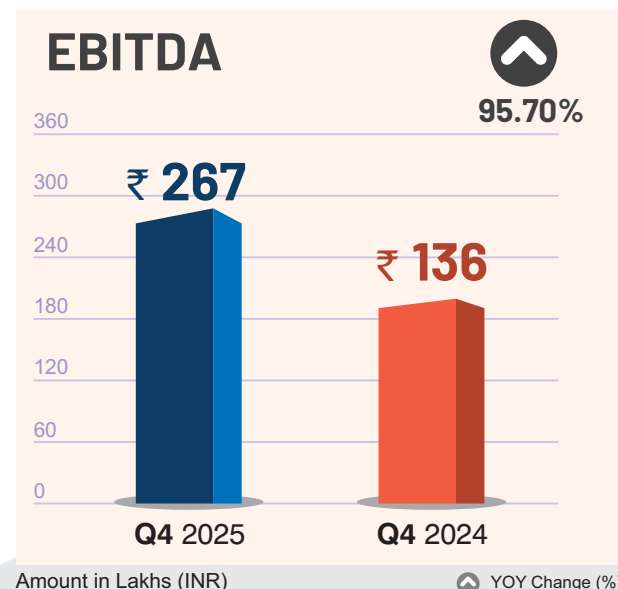
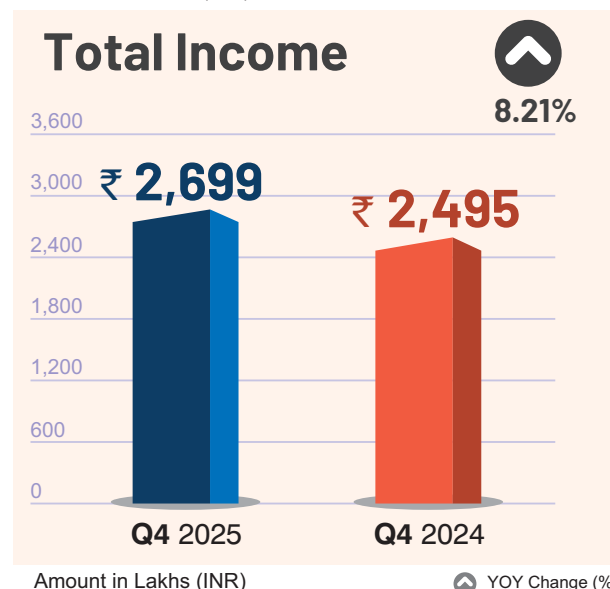


# KEY STATS

## Financial Highlights for the Quarter and year ended 31<sup>st</sup> March 2025

	Q4 FY25	Q4 FY24	YoY	FY25	FY24	YoY
Total Revenue	2,699.47	2,494.63	8.21%	10,083.18	9,725.19	3.68%
EBITDA	266.53	136.19	95.70%	1,004.77	812.40	23.68%
EBITDA Margin %	9.87%	5.46%	441 bps	9.96%	8.35%	161 bps
PBT	189.04	76.22	148.02%	700.92	619.79	13.09%
PBT (%)	7.00%	3.06%	395 bps	6.95%	6.37%	58 bps
PAT	107.19	55.18	94.26%	524.26	461.95	13.49%
PAT Margin %	3.97%	2.21%	176 bps	5.20%	4.75%	45 bps

Amount in Lakhs (INR)



# 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 March 2025

**3417**

Dealers

**557**

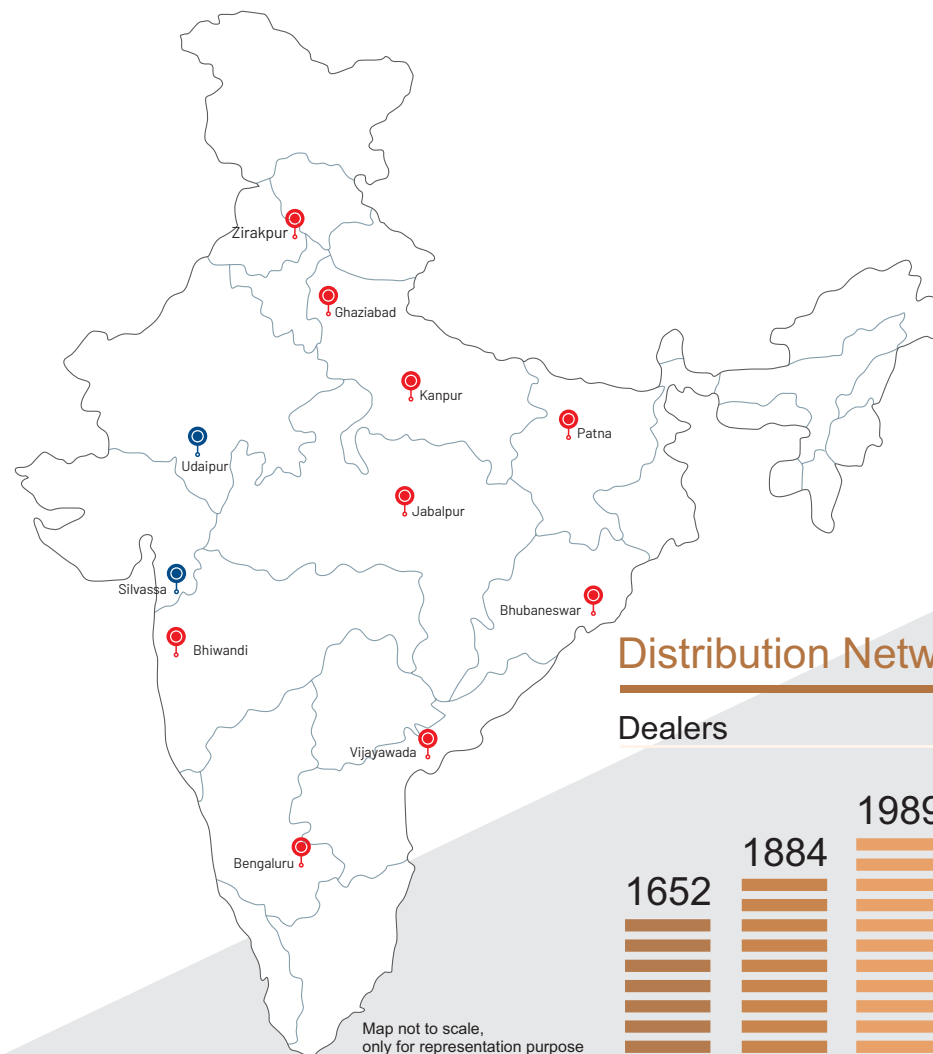
Distributors

**20+1** (Union Territory)

States present in

**11**

Fulfilment Centres



Map not to scale, only for representation purpose

Traction for the period January - March 2025

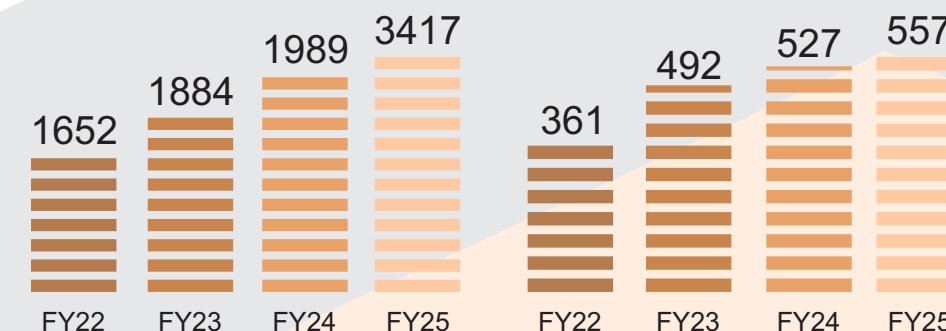
**21** New Dealers appointed across India

**12** New Distributors appointed across India

## Distribution Network\*

Dealers

Distributors



\*The number of dealers and distributors changed during the year due to new additions and some withdrawals.



# 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

**NEW ARRIVAL\***  
ARMLESS SERIES

**LAUNCHING NEW PRODUCT**  
**5253**

- Contemporary and modern style
- Breathable design for ventilation and comfort
- Attractive dual colour design
- Stackable for easy storage
- Suitable for both indoors and outdoors
- Meets international standards for safety and quality



Black & Orange

Colours Available:



Dimensions: 835 mm (H) x 420 mm (W) x 390 mm (D)

**Applications:**



Balcony Terrace Patio Garden Pool-Side Cafes & Restaurants

**NEW ARRIVAL\***  
PLASTIC TABLES

**LAUNCHING NEW PRODUCT**  
CENTRE TABLE  
**9525**



Brown & P Beige

Colours Available:



Dimensions: 475mm (H) x 490 mm (W) x 760 mm (L)

- Attractive two-tone versatile design
- Smooth curved corners for safety and style
- Sturdy and durable built
- Easy to clean and maintain
- Suitable for both indoors and outdoors
- Meets international standards for safety and quality

**Applications:**



Balcony Terrace Patio Garden Pool-Side Cafes & Restaurants

**NEW ARRIVAL\***  
KIDS WORLD

**LAUNCHING NEW PRODUCT**



Ivory

**KIDS MULTIPURPOSE TABLE**  
**5232**

Dimensions: 335 mm (H) x 433 mm (W) x 567 mm (L)

- Compact design allows kids to sit comfortably on the floor and use the table
- Ludo and Snakes & Ladders games integrated on the table top, providing entertainment for kids
- Vibrant colors and fun designs make learning and playtime exciting
- High-quality plastic material ensures strength and stability
- Smooth, rounded edges prevent scratches and injuries
- Meets international standards for safety and quality

**Applications:**



Balcony Terrace Patio Garden Pool-Side Cafes & Restaurants

**NEW ARRIVAL\***  
KIDS WORLD

**NEW PRODUCT**



**KIDS MULTIPURPOSE TABLE**  
**5230**

Colours Available:



Dimensions: 537 mm (H) x 567 mm (W) x 433 mm (D)

**Applications:**



Balcony Terrace Patio Garden Pool-Side Cafes & Restaurants



# BRAND VISIBILITY

## Dealers Meet at Kolkata



## Channel Partners (Distributors) Meet at Udaipur





# 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.



## Exhibitions

At Lagu Udyog Bharati Exhibition, Udaipur



At Material Handling Exhibition, Udaipur

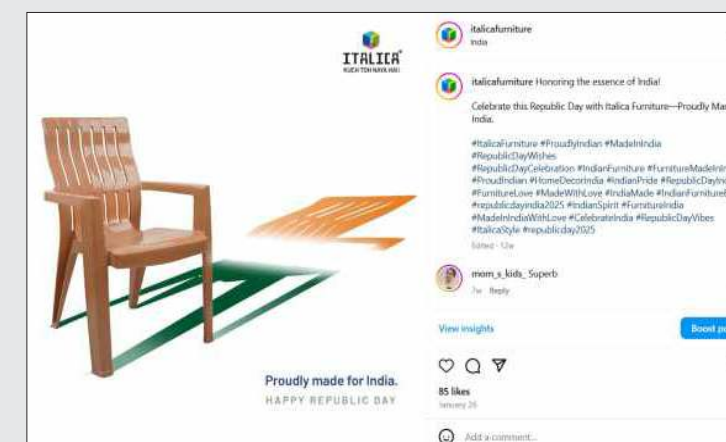
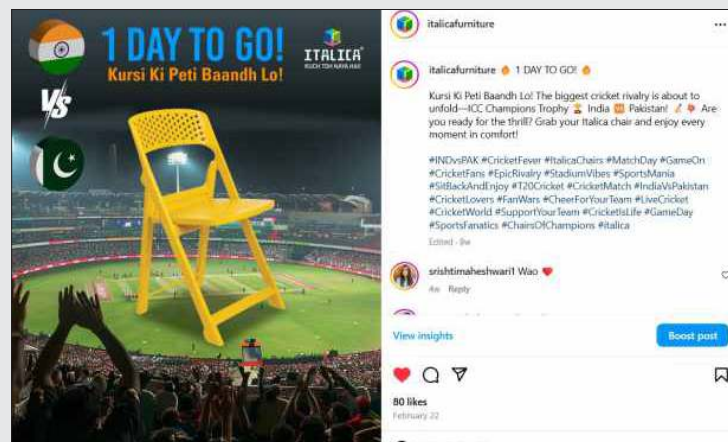


**We participated in exhibitions & trade fairs in Lucknow, Prayagraj, and Chennai in this quarter to showcase our latest innovations, connect with industry leaders, and explore new business opportunities.**



# 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.





Thank  
you



**PIL ITALICA LIFESTYLE LIMITED**

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

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