

Date: 13.02.2025

Ref no. SLL/SE/11-2025

To, National Stock Exchange of India Limited ("NSE") Listing Department Exchange Plaza, C-1 Block G, Bandra Kurla Complex Bandra [E], Mumbai – 400051	To, BSE Limited ("BSE") Listing Department Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001
NSE Scrip Symbol: STANLEY	BSE Scrip Code: 544202
ISIN: INE01A001028	ISIN: INE01A001028

Dear Sir/Madam,

**Sub: - Earnings Press Release for the Q3 and 9M FY 2024-25**

**Ref: Disclosure under Regulation 30 of SEBI (LODR) Regulations 2015**

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 as amended from time to time, we wish to inform you that, Stanley Lifestyles Limited ("the Company") has announced its Consolidated and Standalone Financial Results for the Quarter and Nine months ended 31<sup>st</sup> December 2024. Consequent to that the Earnings call shall be held on 14<sup>th</sup> February 2025.

Press release with respect to the said call is provided along with this disclosure.

Kindly treat this as an intimation under the applicable regulation of SEBI (Listing Obligation and Disclosure Requirements), Regulations, 2015.

Kindly take the information on your record.

Thanking You,

**For Stanley Lifestyles Limited**

**Akash Shetty**  
**Company Secretary and Compliance Officer**  
**FCS No.: 11314**

**Stanley Lifestyles Limited**

**Registered Office:** SY No. 16/2 and 16/3 Part, Hosur Road, Veerasandra village, Attibele Hobli, Anekal Taluk, Bangalore, Karnataka-560100

**CIN:** L19116KA2007PLC044090 | **Phone:** 080 6895 7200 | **E-mail:** [compliance@stanleylifestyles.com](mailto:compliance@stanleylifestyles.com) | **Website:** [www.stanleylifestyles.com](http://www.stanleylifestyles.com)

Q3 FY2025 Revenue from Operations Rs. 1,097 Mn

Q3 FY2025 EBITDA Rs. 204 Mn with margins of 18.6%

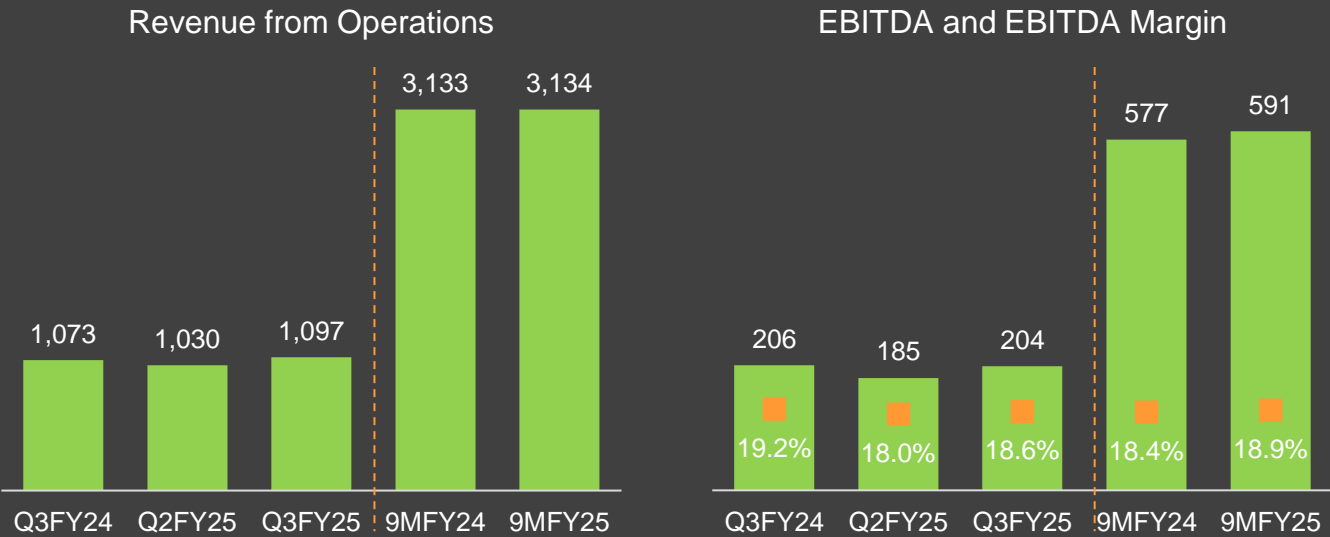
Q3 FY2025 PAT Rs. 89 Mn with margins of 8.1%

Bengaluru, 13<sup>th</sup> February 2025: Stanley Lifestyles Limited (“Stanley” or the “Company”) (BSE: 544202; NSE: STANLEY), one of India’s largest integrated super premium and luxury furniture manufacturer and retailer, has announced its consolidated financial results for the Quarter ended 31<sup>st</sup> December 2024.

Q3 and 9M FY25 Financial Performance:

Rs. in Mn	Q3FY25	Q3FY24	Y-o-Y (%)	Q2FY25	Q-o-Q (%)	9MFY25	9MFY24	Y-o-Y (%)
Revenue from Operations	1,097	1,073	2.2%	1,030	6.5%	3,134	3,133	0.0%
EBITDA	204	206	(0.7)%	185	10.5%	591	577	2.4%
Margin%	18.6%	19.2%		18.0%		18.9%	18.4%	
PBT	110	84	30.7%	88	24.8%	256	246	4.1%
Margin%	10.0%	7.8%		8.5%		8.2%	7.9%	
PAT (Ind AS)	89	64	39.4%	57	56.6%	184	186	(1.1)%
Margin%	8.1%	6.0%		5.5%		5.9%	5.9%	
PAT (IGAAP)	100	78	28.2%	76	31.6%	228	214	6.5%
Margin%	9.1%	7.3%		7.4%		7.3%	6.8%	

Q3 and 9M FY2025 Financial Highlights:



Commenting on the performance Mr. Sunil Suresh, Managing Director said:



“Stanley Lifestyles continued its growth trajectory in Q3 FY25, driven by strong performance across its COCO retail and B2B business. The Company reported Revenue from Operations of INR 1,097 million, reflecting a 2.2% YoY growth and a 6.5% sequential increase. This growth was led by a 10.1% YoY increase in the COCO retail business and a 21.1% YoY increase in the B2B business.

Despite challenges in Q2 FY25 with reduced store footfalls, due to unusually heavy rainfall in key retail markets, and a shift in one of the business verticals from credit to a cash-and-carry model, the retail business grew by 6.6% YoY in 9M FY25.

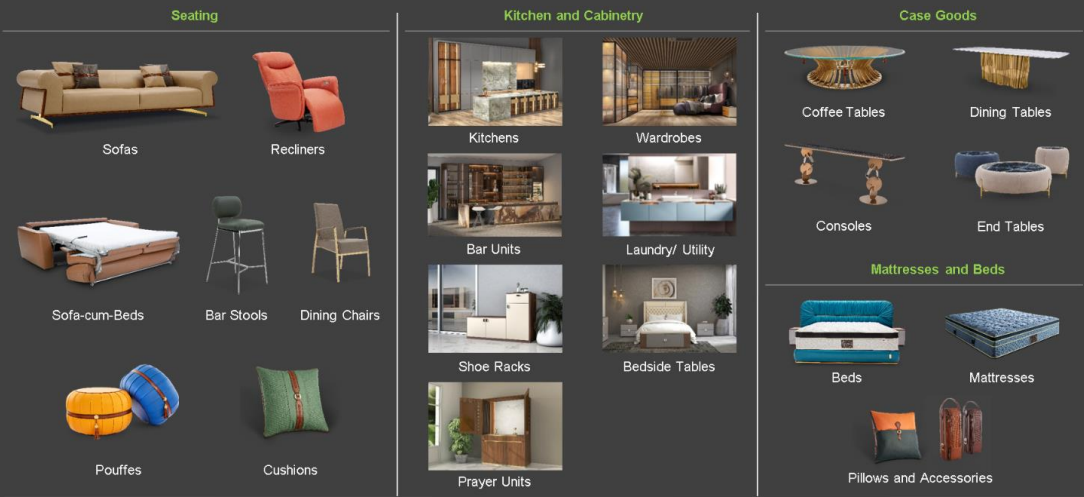
On the profitability front, the localisation efforts have been progressing well, leading to an improvement in gross margins. The gross margin expanded to 58.1% in Q3 FY25 compared to 54.7% in Q3 FY24. EBITDA for the quarter was INR 204 million, with a margin of 18.6%, while the PAT margin expanded to 8.1% in Q3 FY25, compared to 6.0% in Q3 FY24.

Continuing the expansion strategy, the company added four new stores in Q3 FY25, two under the Stanley Level Next brand and two under Stanley Sofas and More. With this, our total store count is 68 stores, comprising 41 Company-Owned and Company-Operated (COCO) stores and 27 Franchise-Owned and Franchise-Operated (FOFO) stores. COCO stores contributed 60% of the total revenue during Q3 FY25.

Looking at the broader market, India’s economic transformation continues to create promising opportunities for the premium and luxury furniture segment. The rapid growth in luxury housing is a key driver of demand. Sales of apartments priced between INR 1–10 crore increased by 46% in 2024 and have grown nearly 500% since 2019. Similarly, apartments priced at INR 2–5 crore have registered a 400% growth since 2019. This trend is particularly strong in key urban markets such as Mumbai, Delhi-NCR, Bengaluru, Pune and Hyderabad. As the handover of luxury homes is expected to surge between 2025 and 2027, Stanley Lifestyles is well-positioned to cater to this growing segment with its curated range of luxury furniture and home solutions.

Looking ahead, Stanley Lifestyles remains committed to its growth strategy and continues to be on track with its store expansion plans. While some planned store launches for FY25 have been delayed due to rental inflation, making it challenging to secure properties at prime locations with favorable terms, these openings have been deferred to upcoming quarters. However, the company remains focused on executing its expansion pipeline while strengthening its brand positioning and product portfolio.

With a strong foundation, a dedicated team and the continued trust of our stakeholders, Stanley Lifestyles is well-positioned to achieve its growth objectives and create lasting value in the premium and luxury furniture market.”



Largest Premium and Luxury Furniture Brand in India

Market Positioning and Branding	Store Format	No.	Average Sq. Ft
<div>Ultra-Luxury</div> <div>(Rs. 0.50 Mn and above)</div> <div></div>		11	11,121
<div>Luxury</div> <div>(Rs. 0.30 Mn - Rs. 0.50 Mn)</div> <div></div>		15	5,801
<div>Super Premium</div> <div>(Rs. 0.15 Mn - Rs. 0.30 Mn)</div> <div></div>		42	6,482

1. The store count is as of 31<sup>st</sup> December 2024, excludes one Stanley Personnel Store

2. Industry price point and brand presence is segmented basis price of Sofa (3+2) and number of SKUs in each price range

3. The average store size is an average size of the total number of stores as at December 31, 2024 corresponding to each store format. Average store size excludes the area of the hybrid store located at Hosur Road, Bengaluru, Karnataka which houses Stanley Level Next spread across 63,165 square feet and Sofas & More by Stanley spread across 11,000 square feet and one Stanley Living Store in Airport Road, Bengaluru which houses Stanley Level Next spread across 27,000 square feet and Sofas & More by Stanley spread across 9,000 square feet

Two manufacturing facilities at Bengaluru, Karnataka with combined total area of 3 lakh+ sq. ft



Electronic City, Bengaluru



Jigani, Bengaluru

### About Stanley Lifestyles Limited:

Stanley Lifestyles (STANLEY) (BSE: 544202 | NSE: STANLEY), is one of India's largest integrated super premium and luxury furniture manufacturer and retailer, headquartered in Bengaluru. The Company has two manufacturing facilities at Bengaluru, Karnataka with combined total area of 3 lakh+ sq. ft. Stanley Lifestyles has established 41 Company Owned and Company Operated (COCO) stores and 27 Franchised stores across 25 cities in India.

### For further information, please contact:



**Mr. Pradeep Kumar Mishra**

Chief Financial Officer

Stanley Lifestyles Limited

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