

Date: 13.11.2024

Ref no. SLL/SE/43-2024

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/Ma'am,

Sub: - Earnings Press Release for the Q2 and H1 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 Half year ended 30th September 2024. Consequent to that the Earnings call shall be held on 14th November 2024.

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

Enclosed: As above

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: U19116KA2007PLC044090 | **Phone:** 080 6895 7200 | **E-mail:** compliance@stanleylifestyles.com | **Website:** www.stanleylifestyles.com

Q2 FY2025 Revenue from Operations Rs. 1,030 Mn

Q2 FY2025 EBITDA Rs. 185 Mn with margins of 18.0%

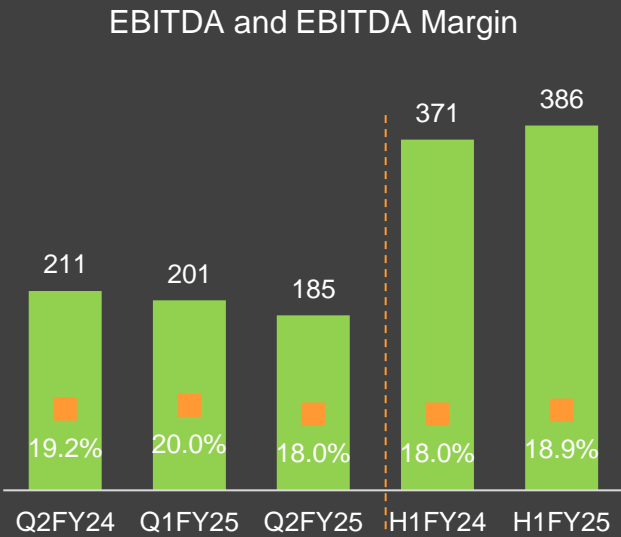
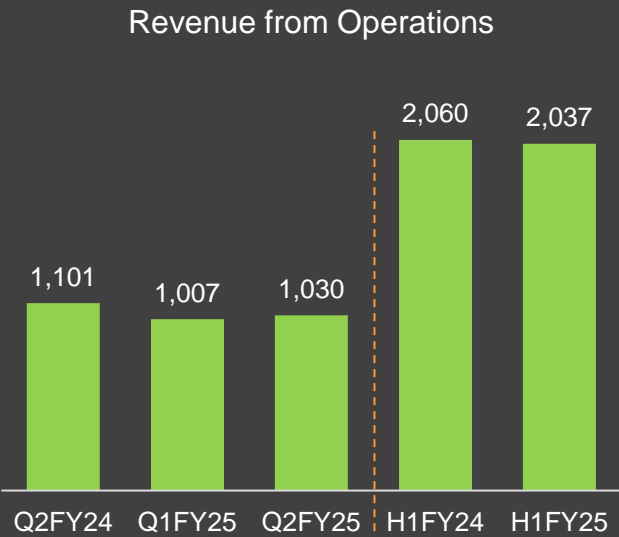
Q2 FY2025 PAT Rs. 57 Mn with margins of 5.5%

Bengaluru, 13th November 2024: 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 30th September 2024.

Q2 and H1 FY25 Financial Performance:

Rs. in Mn	Q2FY25	Q2FY24	Y-o-Y (%)	Q1FY25	Q-o-Q (%)	H1FY25	H1FY24	Y-o-Y (%)
Revenue from Operations	1,030	1,101	(6.4)%	1,007	2.3%	2,037	2,060	(1.1)%
EBITDA	185	211	(12.3)%	201	(8.0)%	386	371	4.0%
Margin%	18.0%	19.2%		20.0%		18.9%	18.0%	
PBT	88	115	(23.5)%	58	51.7%	146	162	(9.9)%
Margin%	8.5%	10.4%		5.8%		7.2%	7.9%	
PAT (Ind AS)	57	87	(34.5)%	38	50.0%	95	122	(22.1)%
Margin%	5.5%	7.9%		3.8%		4.7%	5.9%	
PAT (IGAAP)	76	88	(13.7)%	52	46.5%	128	136	(5.8)%
Margin%	7.4%	8.0%		5.1%		6.3%	6.6%	

Q2 and H1 FY2025 Financial Highlights:



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



“During the first half of FY2025, Stanley Lifestyles reported Revenue from Operations of INR 2,037 million, despite our B to C business growing by 3.0% year on year, our overall sales declined by 1.1% compared to H1 of the previous year.

This was due to a combination of factors including reduced store footfall due to unusually heavy rainfalls in our major retail markets. Change in one of our business verticals from credit to cash and carry and reduced pull from our B to B customers. Although, the Indian luxury residential property sales continue to grow exponentially, the ongoing delays in property handovers by builders continue to postpone the timing of actual furniture purchases.

With more than 17 stores being below 18 months and under the gestation period of 30 months and due to the ratio of new stores under gestation period, we continue to incur higher operation costs which has put pressure on our current profitability, however this will even out as the stores start to mature as we move forward.

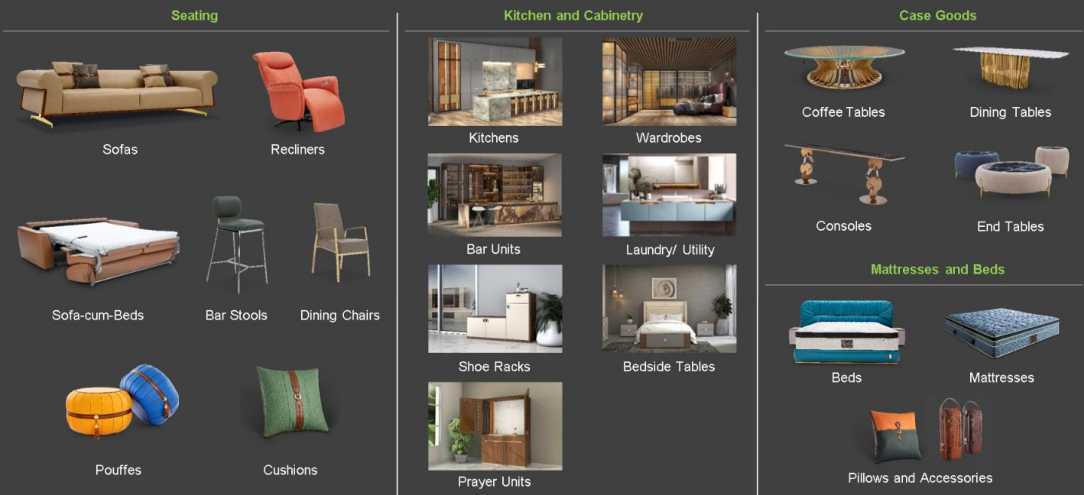
We have managed to reduce our marketing spends compared to the same period last year. Our cost of imported raw materials were impacted by adverse foreign exchange movement and increased shipping costs. From a profitability perspective we delivered EBITDA for H1 FY25 of INR 386 million with a margin of 18.9% and Profit After Tax was INR 95 million.

On the B to C retail front, we expanded our footprint by opening three new stores in H1 FY25 across each of our brands: Stanley Level Next (Ahmedabad), Stanley Boutique (Chennai) and Sofas and More (Chennai). This brings our net total store count to 64 as at the end September 2024, comprising 39 Company Owned and Company Operated (COCO) stores and 25 Franchise Owned and Franchise Operated stores (FOFO). Our COCO stores contributed 58% of revenue in H1 FY25, reflecting Stanley Lifestyles’ focus on direct consumer engagement and operational quality control.

We have stayed to our annual plan and all the stores budgeted have been successfully launched till date and we are confident of achieving all planned new store rollout for this financial year. With a better than previous year order book at the start of H2 FY2025, we remain positive to have better business in remaining quarters of this year.

In the medium term, India’s luxury residential property market which is driven by an increasingly affluent demographic, is expected to follow an exciting and high growth trajectory. Sales of high-end residences, valued at INR 4 Crore or more, increased by 38% in the first nine months of 2024 compared to last year. This expanding market of upscale homeowners is creating a strong momentum for quality furnishings that align with their lifestyle aspirations. With our well-established brand positioning in premium and luxury furniture space, bespoke offering and innovative designs, Stanley Lifestyles is uniquely positioned to capitalise on these powerful consumer trends.

Management’s top priorities include expanding our retail network strategically, localisation of raw materials and continuing to launch contemporary furniture collections for our target customer base. In summary, Stanley Lifestyles strategy is to deliver value to both our customers and stakeholders while reinforcing our position as India’s leading brand in premium home interiors and high-end luxury furniture space.”



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>		9	10,027
<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>		40	6,538

1. The store count is as of 30th September 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 September 30, 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 39 Company Owned and Company Operated (COCO) stores and 25 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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