

Date: 27.05.2025 Ref no. SLL/SE/37-2025

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

Dear Sir/Ma'am,

<u>SUB: EARNINGS PRESENTATION ON THE FINANCIAL RESULTS OF Q4 AND FY</u> 2024-25

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Earnings Call Presentation of the financial results of the Company for the quarter and financial year ended March 31, 2025 that will be circulated to the Investors/Analysts for the Earnings Call scheduled on May 27, 2025.

We request you to kindly take this on your record.

Thanking You,

For Stanley Lifestyles Limited

Akash Shetty Company Secretary and Compliance Officer M. No.11314

Enclosed as above







LARGEST PREMIUM AND LUXURY FURNITURE BRAND





Scale

- Among the few home-grown super-premium and luxury consumer brands in India operating at scale in terms of manufacturing as well as retail operations²
- Present across various price points through our various brands²
- Largest in terms of number of stores and the fastest in terms of revenue growth²



Footprint

- Largest network of retail outlets Retail presence in India was thrice the size of nearest competitor in the luxury/ super-premium furniture industry^{2,}
- Various store formats which allows us to target various markets ensuring enhanced brand visibility



Vertically Integrated Model

- Among the top 4 completely Integrated Indian super-premium & luxury furniture manufacturing company²
- Integrated model provides us with the ability to have complete control over our processes
- Operating two manufacturing facilities with combined total area of 3 lakh+ square feet



High level of profitability

- Only company in the segment operating at a significant scale while maintaining such a high level of profitability²
- · Consistently profitable over the last 10 years

26 Years

A leading homegrown luxury brand

Multiple

Store formats catering to a different segment of the market

24/68

Cities / Stores across brands³

6/16/14/14/95

New stores added across brands in FY21 / FY22 / FY23 / FY24/ FY25

21.5%

FY21-25 Revenue CAGR

28.7%

FY21-25 EBITDA CAGR

97.3%

FY21-25 PAT CAGR

#

One of the highest PAT margins 1,2,4

Notes:

- . FY23
- z. Reuseel Repuit
- 3. As of March 31, 2025 and includes Company Owned and Company Operated Stores, Franchisee Owned Franchisee Operated Stores and One Stanley Personnel Store
- 4. Among major Indian furniture companies
- 5. 8 stores were closed in FY2025 including 2 D8 Stores

MANAGING DIRECTOR'S MESSAGE



"The financial year gone by was an important milestone for the Company, marked by the successful completion of our Initial Public Offering in June 2024. The listing has strengthened our financial base, enabling us to drive our strategic priorities across the premium and luxury home interiors market.

For FY25, Stanley Lifestyles reported Revenue from Operations of INR 4,262 million. The COCO retail business, which continues to be the key driver, grew by 12.7% QoQ and 13.5% YoY for FY25-Q4, the full year the growth stand at 8.5%, supported by consistent demand for premium and luxury furniture in key urban centres. Among our brand portfolio, Stanley Level Next led the performance with 15.5% YoY growth, while Stanley Boutique degrow by 9.2% YoY and Sofas & More grew by 11.8% YoY. We have witnessed some rebound in the footfall traction in Q3 and Q4.

Our distribution business vertical saw short-term disruption due to a realignment in credit policies from credit to cash & carry model impacting volumes. This vertical is now stabilizing, and we expect growth momentum to return by Q3 FY26 as channel partners adjust to the revised terms. Meanwhile, the B2B segment remained flat throughout the year. Although there is an encouraging volume of enquiries, the conversion cycle is elongated, and we anticipate similar trends in FY26. This business will continue to be nurtured with a focus on project-driven execution timelines.

On the profitability front, the localisation efforts and manufacturing efficiencies through in-house manufacturing has been progressing well, leading to an improvement of 237-bps in gross margins. The gross margin expanded to 56.3% in FY25 compared to 53.9% in FY24.

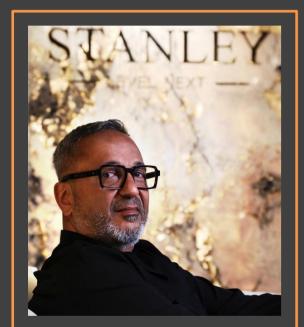
As of FY25, we have 68 stores across India, comprising 44 COCO stores and 24 FOFO stores. COCO stores contributed 61% of total revenue, reinforcing our control over brand presentation, customer engagement and service quality. That said, our retail expansion during the year was measured. Despite the availability of IPO funds, the rollout plan was moderated due to a mismatch between expected rental terms and shortage of Grade A retail locations. Several high-traffic zones saw rental expectations that did not align with our business model, leading to delayed store launches.

On the demand front, while structural indicators remain favorable, footfall remained less than expectations, primarily owing to lower-than-expected residential handovers. We view this as a temporary lag rather than a demand deficit. The premium and luxury residential real estate sector is experiencing strong sales traction, and we continue to monitor housing handover schedules closely.

Looking ahead, we are on track to opening 5 stores (3 COCO & 2 FOFO) in Q1 FY26, with a full-year target of 15 new stores with 3 stores planned relocation. Our focus remains on expanding in high-opportunity real estate clusters, improving inventory efficiencies at the store level and enhancing customer engagement through curated offerings.

Additionally, the entry of imported furniture which is a major competition is poised for disruption, with the government's emphasis on BIS certification coming into effect from March'26.

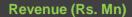
With a strong presence of retail stores in major metros supported by well-established fully integrated manufacturing capacity, Stanley Lifestyles is well-placed to capitalise on emerging opportunities in India's premium and luxury furniture landscape."

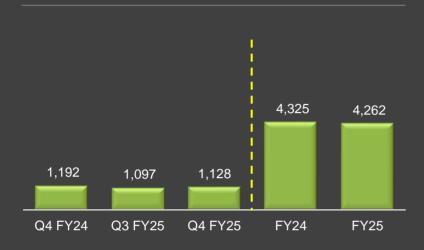


Mr. Sunil Suresh

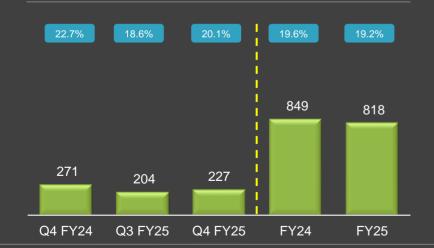
Q4 FY25 FINANCIAL PERFORMANCE







EBITDA (Rs. Mn) / Margin (%)



Gross Profit (Rs. Mn) / Margin (%)

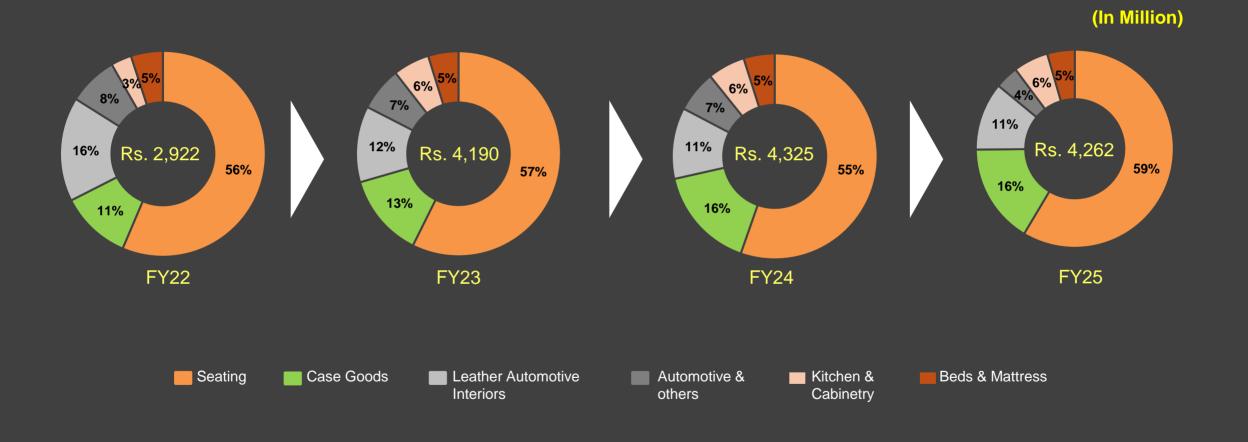


PAT (Rs. Mn) / Margin (%)



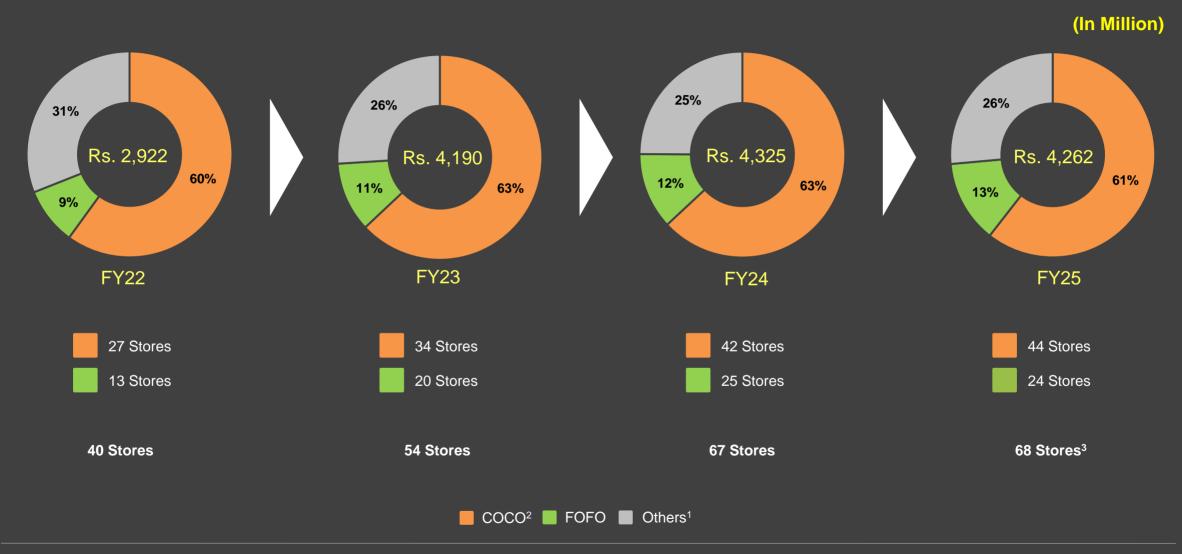
REVENUE CONTRIBUTION BY PRODUCT CATEGORIES





REVENUE CONTRIBUTION BY STORE CATEGORY





Note:

[.] Others includes contract manufacturing and B2B

^{2.} COCO includes two D8 stores and one Stanley Personal store in FY22, FY23, FY24 and FY25

^{3. 8} Stores were closed in FY2025 including 2 D8 Stores

STORE CATEGORY BREAKUP



Company Owned













Franchise







Q4 and FY25 INCOME STATEMENT

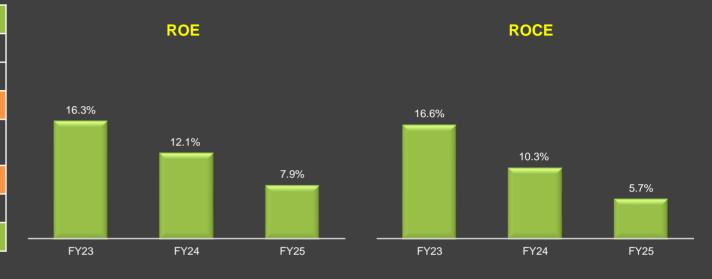


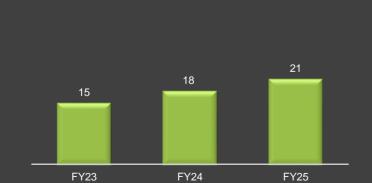
Rs. Million	Q4FY25	Q4FY24	Y-o-Y (%)	Q3FY25	Q-o-Q (%)	FY25	FY24	Y-o-Y (%)
Revenue	1,128	1,192	(5.4)%	1,097	2.8%	4,262	4,325	(1.5)%
Cost of Materials Consumed	348	359		446		1,536	1,743	
Purchase of stock in trade	42	121		102		280	360	
Changes in Inventories	88	39		(89)		47	(110)	
Employee Cost	164	150		164		625	572	
Other Expenses	259	252		269		956	911	
EBITDA	227	271	(16.2)%	204	11.2%	818	849	(3.7)%
Margin	20.1%	22.7%		18.6%		19.2%	19.6%	
Other Income	42	23		57		172	113	
Depreciation	119	104		111		444	381	
Finance Cost	42	48		41		182	191	
PBT	108	142	(23.9)%	110	(1.3)%	364	390	(6.9)%
Margin	9.6%	11.9%		10.0%		8.5%	9.0%	
Tax	0	39		21		72	99	
PAT (Ind AS)	108	103	4.9%	89	21.4%	292	291	0.2%
Margin	9.6%	8.6%		8.1%		6.8%	6.7%	
PAT (IGAAP)	117	132	(11.3)%	100	17.1%	345	345	0.0%
Margin	10.4%	11.0%		9.1%		8.1%	8.0%	
Basic EPS	1.84	1.98		1.52		5.22	5.83	





Rs. Million	FY23	FY24	FY25
Short Term Debt	91	262	16
Long term Debt	2	9	7
Total Debt	94	271	23
(-) Cash & Cash Equivalent	734	526	1,401
Net Debt	(640)	(255)	(1,378)
Total Equity	2,238	2,581	4,755
Net Debt/Equity (x)	(0.3)	(0.1)	(0.3)





Trade Receivables Days



Inventory Days



Trade Payables Days



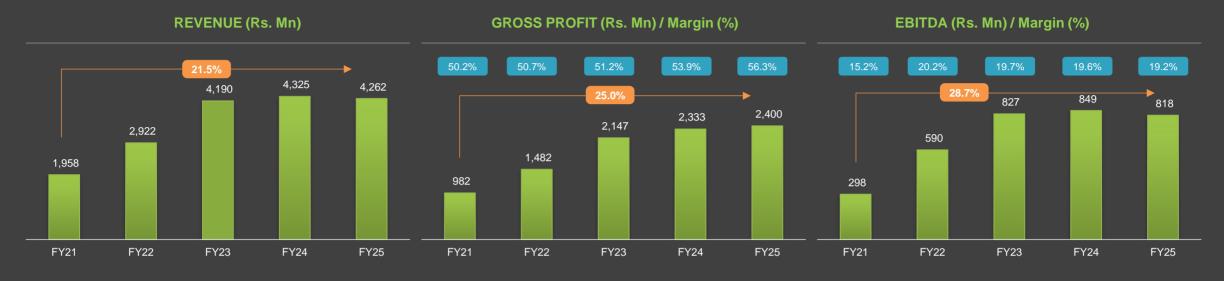


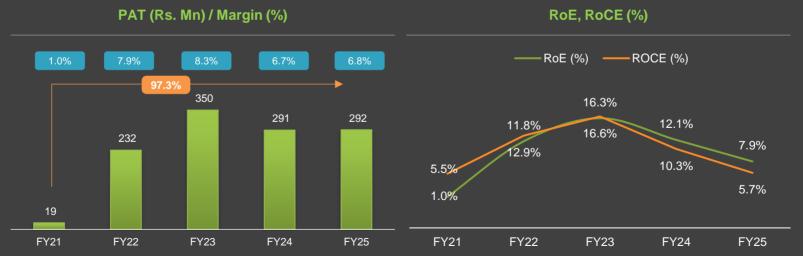
Rs. Million	FY2025	FY2024
Equity and liabilities		
Equity		
Equity share capital	114	103
Other equity	4,529	2,367
Total equity attributable to equity holders	4,643	2,470
Non-controlling interests	112	111
Total equity	4,755	2,581
Liabilities		
Non-current liabilities		
Financial liabilities		
(i) Borrowings	7	9
(ii) Lease liabilities	1,633	1,554
(iii) Asset retirement obligations	53	49
Provisions	12	9
Total non-current liabilities	1,705	1,621
Current liabilities		
Financial liabilities		
(i) Borrowings	16	262
(ii) Lease liabilities	235	218
(iii) Trade payables		
a) Total outstanding dues to micro and small	31	34
enterprises		37
b) Total outstanding of creditors other than	313	465
micro and small enterprises		
(iv) Other financial liabilities	65	172
Other current liabilities	277	248
Provisions	34	25
Current tax liabilities (net)	18	16
Total current liabilities	989	1,440
Total liabilities	2,694	3,061
Total equity and liabilities	7,449	5,642

Rs. Million	FY2025	FY2024
Assets		
Non-current assets		
Property, plant and equipment	893	840
Capital work-in-progress	376	382
Goodwill on consolidation	26	26
Right of use assets	1,603	1,557
Intangible assets	53	43
Intangible assets under development	9	16
Financial assets		
(i) Other financial assets	919	143
Deferred tax assets (net)	192	128
Current tax assets (net)	41	33
Other non-current assets	26	24
Total non-current assets	4,138	3,192
Current assets		
Inventories	1,404	1,422
Financial assets		
(i) Trade receivables	240	257
(ii) Cash and cash equivalents	477	71
(iii) Bank balances other than (ii) above	924	455
(iv) Other financial assets	130	22
Other current assets	136	223
Total current assets	3,311	2,450
Total assets	7,449	5,642

EFFICIENT BUSINESS MODEL WITH TRACK RECORD OF DELIVERING FINANCIAL GROWTH









ABOUT STANLEY LIFESTYLES



STANLEY GROWTH JOURNEY





Opened first retail store

Incorporated as a partnership firm in the name of 'Stanley Seating'

under the "Stanley Boutique" format in Bengaluru, Karnataka Opened first FOFO store in Kochi, Kerala

Incorporation of a subsidiary 'SDPL' through a joint venture agreement. Opened first COCO store in Hyderabad SOFAS & MORE

Opened its first store under 'Sofas & More by Stanley' format

Store count increased to 25 stores

Store count of the Company increased to more than 50

Store count crossed 68 with 9 new stores in

9 new stores i FY25²

2025



'Stanley Seating' was converted from a partnership firm to a private limited company in the name of 'Stanley Lifestyles Limited' Opened first store in Chennai, Tamil Nadu. Opened first COCO store in Bengaluru, Karnataka Raised funding from Oman India Joint Investment Fund II STANLEY

LEVEL NEXT

Opened the first store

under 'Stanley Level Next format to offer luxury

products

Opened first COCO store in Delhi Listed on BSE and NSE

2024



68 stores¹

Significantly expanded our network of stores Stanley Level Next | Stanley Boutique | Sofas & More



2 Manufacturing Facilities Developed a vertically integrated model that gives us control over our processes | 3 lakh+ sq. ft. of manufacturing area

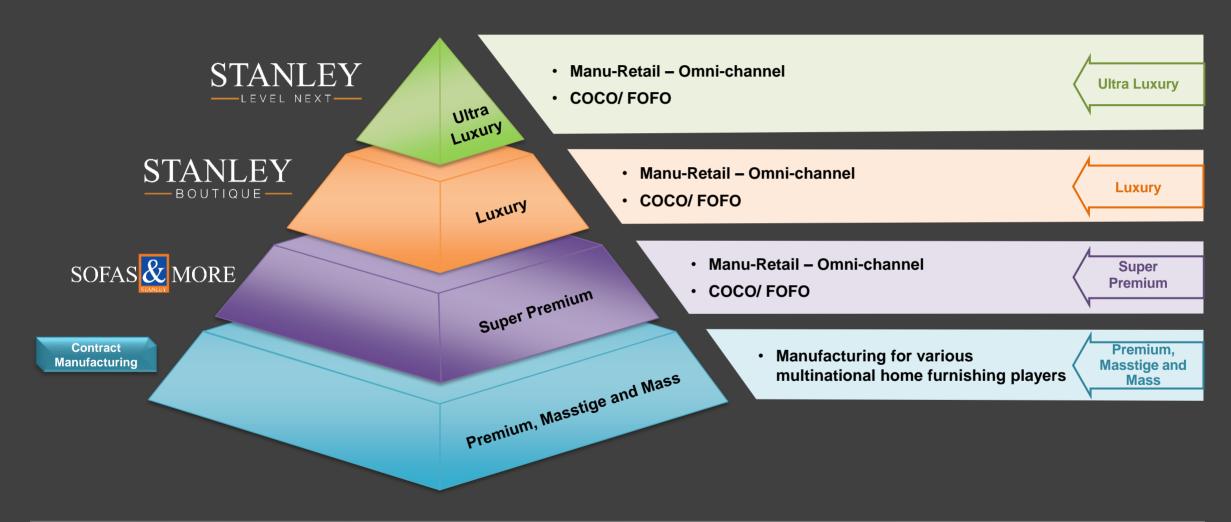
Note: FOFO - Franchisee Owned and Franchisee Operated Stores, COCO - Company Owned and Company Operated Stores

[.] As of March 31, 2025, includes one Stanley Personnel Store

^{2. 8} Stores were closed in FY2025 including 2 D8 Stores

STANLEY BUSINESS SEGMENTS









Industry Price Point ²	Presence	Stores	Products	Number of Stores ¹	Average Store Size (Sq. Ft.) ^{,3}
Ultra-Luxury (Home Solutions) (Rs. 0.50 Mn and above)	STANLEY LEVEL NEXT	State of the state	 Kitchen Wardrobe Sofa Recliner Dining Set Centre Table Side Table Console Bed and Mattress 	11	11,121
Luxury (Rs. 0.30 Mn – Rs. 0.50 Mn)	STANLEY BOUTIQUE	STANLEY STANLEY STANLEY STANLEY	 Sofa Recliner Dining Set Centre Table Side Table Console Bed and Mattress 	16	5,451
Super Premium (Rs. 0.15 Mn – Rs. 0.30 Mn)	SOFAS & MORE	Sept. State of the sept. Sept. State of the sept. Sept	 Sofa Recliner Dining Set Centre Table Side Table Console Bed and Mattress 	40	6,379

Source: Redseer Report

^{1.} Data as of March 31, 2025, excludes one Stanley Personnel Store

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

The average store size is an average size of the total number of stores as at March 31, 2025 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 & 16 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

STANLEY LEVEL NEXT





STANLEY

No. of Stores

PositioningUltra Luxury

Ticket Size

Rs. 0.5 Mn and above

Avg. Sq. ft 11,121

Stanley Level Next targets customers in the ultra luxury home solution price points

Locations

Ahmedabad

Cochin

Coimbatore

Hyderabad

🥎 Mumbai

New Delhi

🤒 Pune

Products

Kitchen

Wardrobe

Sofa

💽 Bengaluru (4)

Recliners

Dining Set

Centre Table

Side Table

Console

Beds &

Mattress



STANLEY LEVEL NEXT















STANLEY BOUTIQUE





STANLEY

No. of Stores

Positioning Luxury

Ticket SizeRs. 0.30 – 0.50 Mn

Avg. Sq. ft 5,451

Stanley Boutique targets customers in the luxury category price points

Locations

Pengaluru (4)

Chennai (3)

Hyderabad (2)

New Delhi

Products

Locations

Hyderabad (2)

Pune

Products

Sofa
Recliner
Dining Set
Centre Table
Side Table
Console
Beds &
Mattress



STANLEY BOUTIQUE















SOFAS & MORE





SOFAS & MORE

No. of Stores

Positioning Super Premium

Ticket SizeRs. 0.15 – 0.30 Mn

Avg. Sq. ft 6,379

Sofas & More by Stanley targets customers in the super premium price points

- Ahmedabad
- Bengaluru (15)
- Bhiwandi
- Calicut
- Cochin (2)

- Coimbatore
- **G**untur
- Hyderabad (3)
- Lucknow
- 📍 Madurai
- Pune

Locations

- Mysore
- Nellore
- New Delhi
- 💡 Raipur
- Salem
- Chennai (2)

- re Tirunelveli
- e Ç Tirupati
 - TrivandrumVijayawada
 - Vizag

Products

Sofa

Recliner

Dining Set

Centre Table

Side Table

Console

Beds &

Mattress



SOFAS & MORE



















1	STANLEY LEVEL NEXT	STANLEY BOUTIQUE	SOFAS & MORE	Total	coco	Franchise
Karnataka	4	4	16	24	23	1
Tamil Nadu	1	3	6	10	5	5
Maharashtra	2	4	2	8	6	2
Telangana	1	2	3	6	6	-
New Delhi	1	1	1	3	3	-
Other Cities	2	2	12	16	-	16
Total	11	16	40	67	43	24

^{1.} Data as of March 31, 2025, excludes one Stanley Personnel Store

MANUFACTURING PLANTS















Electronic City

Area (sq. ft.)

Products

Installed Capacity¹

Brands

Employees

1,97,643

- Seating and Beds
- Kitchen & Cabinetry
- Cased Goods
- Mattress & Pillow
- Automotive (OEM)

1,63,200

- Level Next
- Boutique
- Sofas & More

670

Jigani

1,03,243

Seating

1,44,000

- Sofa & More
- Contract
 Manufacturing

330

¹⁾ Installed Capacity in numbers / set of components

KEY COMPETITIVE STRENGTHS





Largest and the fastest growing brand in the luxury/super-premium furniture segment

Comprehensive home solutions provider with offerings across categories and price points

Pan-India
presence with
strategically
located stores

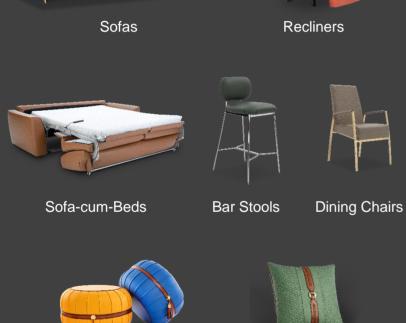
Focus on design-led product innovation

Vertically integrated manufacturer with skilled craftmanship capabilities Efficient business model with track record of delivering financial growth Promoter-led company with experienced professional and senior management team

COMPREHENSIVE HOME SOLUTIONS PROVIDER WITH OFFERINGS ACROSS CATEGORIES AND PRICE POINTS







Pouffes

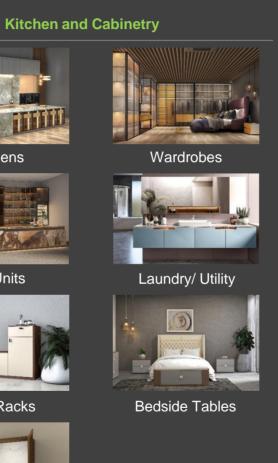
Cushions

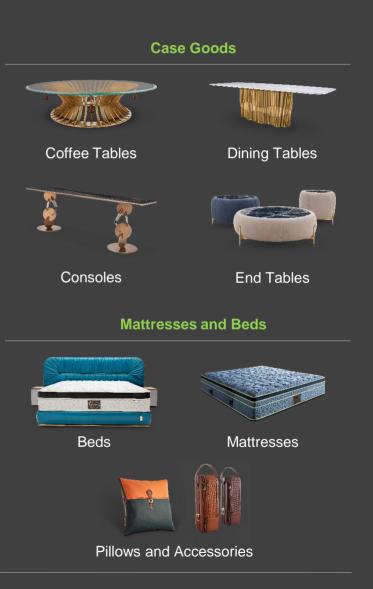












COMPANY STRATEGIES







Continue to expand our retail presence within India and abroad by leveraging the "Stanley" brand appeal





Continue to increase brand awareness





To evaluate and increase our presence in the B2B segment as well as enter into distribution arrangements





Further expand our product portfolio





To enter and expand into additional segments





Leverage technology to enhance customer experience and grow our operations

STANLEY MAKERS OF BEAUTIFUL

BOARD OF DIRECTORS



Building and scaling luxury brands in India is a challenging task, but our Promoters have successfully achieved it over the last two decades



Sunil Suresh *Managing Director*

 Has been associated with our Company as a Promoter and a Director since October 11, 2007



Girish Shrikrishna Nadkarni, Independent Director

- Has over 16 years of experience
- Holds a Bachelor's degree in Commerce from the University of Mumbai and has cleared the examination held by the Institute of Cost Accountant of India
- · Holds a Post Graduate Diploma in Management from the Indian Institute of Management, Ahmedabad
- · Currently serving as a Director on the board of Clair Advisors Private Limited



Shubha SunilWhole Time Director

- Has been associated with our Company as a Fromoter and Director since October 11, 2007
- Cleared the Bachelor's of Science examination held by Bangalore University, Karnataka
- Holds a Certificate of completion of the INSEAD Leadership Programme for Senior Executives from INSEAD



Ramanujam Venkat Raghavan, Independent Director

- Has over 18 years of experience
- Cleared the Bachelor's of Commerce examination held by Bangalore University
- Currently working with Shahi Exports Private Limited as the Chief Executive Officer and Director



Anusha Shetty, Independent Director

- Has over 17 years of experience
- Holds a Post Graduate Diploma in Management from T. A. Pai Management Institute, Manipal
- Currently working with Grey Group India as Chairperson and Group Chief Executive Officer

DISCLAIMER



This presentation contains statements that are "forward looking statements" including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to "Stanley Lifestyles" future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

Stanley Lifestyles undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.

