

DETAILS OF BUSINESS

PIL Italica Lifestyle Limited (formerly known as Peacock Industries Limited) was incorporated in 1992. It is engaged in the manufacturing of Plastic Moulded Furniture. It is among the leading manufacturer of plastic moulded furniture in India. It is an ISO 9001:2008 certified company. It is the only company in India, in the moulded furniture segment, whose products are CE certified. Its factory is located in Udaipur, Rajasthan. Its shares are listed on the Bombay Stock Exchange (BSE) and National Stock Exchange (NSE). It came out with its IPO in the year 1992.

The product manufactured by the Company includes:

1. Arm Chairs
2. Without Arm Chairs
3. Baby Chairs
4. Tables
5. Stools
6. Patla
7. Sun Loungers
8. Trolleys
9. Waste Bins
10. Storage Bins

The Company markets its products under the brand name of "ITALICA FURNITURE". It has a network of more than 1500 distributors, dealers and retail outlets spread across North, Central and West India.

The Company's goal is to maintain and enhance its position in the Moulded Furniture segment. In future, it is looking to diversify into other similar line of products and businesses in order to deliver greater value to all its stakeholders. Italica Furniture also manufactures durable and comfortable outdoor plastic furniture which can be used at various outdoor venues like gardens, swimming pools and beaches.

Plastic is increasingly playing a vital role both directly and indirectly in our daily life. It acts as a cost effective and environment friendly replacement to most of the products. From furniture and household to packaging to material handling to construction, it is used in almost every industry and every sector.