



PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001:2015 Certified Company)

CIN : L25207RJ1992PLC006576

February 02, 2019

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| The Manager-Listing Department National Stock Exchange of India Limited, 'Exchange Plaza', C-1, Block -G Bandra Kurla Complex, Bandra -East Mumbai-400051 | Listing Department BSE Limited Phiroze Jeejeebhoy Towers 25 th Floor, Dalal Street Mumbai- 400001 |
|--|---|

Name of Company: PIL ITALICA LIFESTYLE LIMITED

Sub: Quarterly Business Update Report for the third quarter (Q3) ended on December 31, 2018

Ref: Scrip Code No.: PILITA/ 500327

Dear Sir,

Pursuant to the Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Quarterly Business Update Report of the company which will also be sent to the shareholders of the company, for the third quarter (Q3) and nine months ended on December 31, 2018.

Kindly take the above on your records.

Thanking you,

Yours faithfully,
For PIL ITALICA LIFESTYLE LIMITED


Chirag Gupta
(Company Secretary)
M. No. A50843



Encl: As above



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PIL ITALICA LIFESTYLE LIMITED
Updates for quarter ended on 31st December 2018



Udaipur, 2nd February 2019: PIL ITALICA LIFESTYLE LIMITED (PILL), a 26-year old global brand has successfully spearheaded manufacturing of plastic moulded furniture, crates and bins in India. The company announced its Unaudited Financial Results on 2nd February 2019 for Q3 FY 2018-19.

(A) About the Company:

PIL ITALICA LIFESTYLE LIMITED (PILL) is an ISO-9001:2015 accredited company by International Certification Services Pvt. Ltd. PILL is the first and only company in India in the plastic furniture industry whose products are CE certified.

The company is in its 26th year of operation and since its inception Italica Furniture has become one of the leading brands in the plastic furniture market in India. We have a basket of over 150+ varieties of plastic moulded products in the affordable and the premium categories thereby making us one of the largest players in this industry. The gamut of products includes chairs, premium chairs, tables, trolley, sun loungers and newly introduced crates, storage bins and waste bins that have been moulded using cutting-edge technology and advanced manufacturing techniques.

Durability, Comfort, Style and Innovation are the pillars that defines our brand's legacy.

(B) Summarized Financial Highlights for quarter ended on 31st December 2018

(Rs. in lacs)

| PARTICULARS | Quarter ended 31.12.2018 | Quarter ended 31.12.2017 | GROWTH PERCENT |
|-------------------|--------------------------|--------------------------|----------------|
| Revenue | 1,255.44 | 2,002.32 | -37% |
| Profit Before Tax | 43.84 | 193.88 | -77% |
| Profit After Tax | 20.06 | 154.49 | -87% |

****The financial performance of the company was affected due to the volatility in the prices of the raw materials that impacted the sales and profitability. The company is hopeful that it will come back to its normal growth path from the first quarter of the next financial year 2019-2020.***

(C) Key Company Developments in the third quarter



Spine Care-2109

The third quarter was a progressive time for the company in terms of product innovation. The company in the third quarter started the production of new crate mould size: **600*400*320*** and **600*400*220** to cater to the needs of industrial and catering sector along with food and vegetable vendors. The company has also started supplying the industrial crates to popular e-grocery platforms.

Ending 2018 on a high note, Italica is the first ever company to launch a special chair in the health category- '**Spine Care 2109**'. This ergonomically designed swingback chair for complete Spinal Support is a perfect solution to deal with back problems. Reinforced with glass fibre the chair is available in five radiant colors. We have also applied for a patent of this chair. The 'Spine Care' has received rave reviews not only from distributors, dealers and consumers but also from noted doctors who highly recommend this chair for spinal support.

Offering variety in different price range and category we have also introduced a new model – '**9006**' to offer the best to our consumers in the furniture category.

We are now moving into the direction of establishing a strong offering in the premium and luxury range of chairs with the upcoming product launches.



9006

**Warm Regards,
Daud Ali
Managing Director
PIL ITALICA LIFESTYLE LIMITED
Place: Udaipur**