

1st October, 2019

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
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Sub : Launch of new LOGO and new premium range of Furniture Products
Ref : Scrip Code No.: PILITA/ 500327

Dear Sir / Madam,

We are pleased to inform you that the Company is launching its new LOGO and new premium range of Furniture Products w.e.f. 1st October, 2019.

A brief description about the new LOGO and new premium range of Furniture Products is annexed herewith as Annexure 1.

Thanking you,
Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED



Aditi Parmar
(Company Secretary)
M. No.: A37301



Encl: Annexure 1

LAUNCH OF NEW LOGO



As a part of new brand identity, ITALICA unveils its new logo.

The main objective behind redesigning the logo is to create new visual identity that reflects the existing name, vision and values of the company. The new brand identity is also created to resonate with the company's future endeavors and to give a refreshing aesthetic appeal.

The main concept behind our new ITALICA logo is a **CUBE**. Inspired from the shapes of walls and furniture's, Cube represents a space with the base, walls and roof. It conveys that our varied range of products are not only limited to households but also be used in industries and varied other purposes.

The bright and vibrant colors which signifies the objectives of ITALICA:

Blue – Trust

Green - Eco friendly



Yellow - Optimism

Pink - Creative

ITALICA has been in the plastic moulded furniture industry from generations, providing innovative, durable and superior quality products. We understand the value of aesthetics that furniture brings home.

LAUNCH OF NEW PREMIUM RANGE OF FURNITURE PRODUCTS

Italica proudly announces its new premium range of furniture products in varied areas such as chairs, tables, stools. These products will be available in the open market from October 1st, 2019.

We are pleased to introduce our new series under the category known as “*Plasteel Series*” with model no. “1206” without arm and “1215” with arm chair.

Our Luxury series has been designed keeping in mind comfort and aesthetics required by our customers. Our new addition of Model No. “2274” falls under our Luxury series.

We have introduced new model “9007” under our Spine series in continuation with our existing range. Our spine care series is especially designed to support vertebral column of human body and is highly recommended by doctors.

Our unique collection under the Stool and Patla series is highly functional, space saver and can be used for official, residential and general purpose. Model no. “9711” is our new addition under this category. It is India’s first stool with five legs.



2274

9007

9711

1215

1206

In addition, we have a varied range of chairs, tables, stools under our Luxury, Premium and Comfort and Baby Series. We also have a beautiful range in Sun Lounger and Trolley.

Details of all our products and their catalogues can be downloaded from our website www.italica.com.