



# PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001:2015 Certified Company)

CIN : L25207RJ1992PLC006576

November 14, 2017

<b>The Manager-Listing Department</b> National Stock Exchange of India Limited, 'Exchange Plaza', C-1, Block -G Bandra Kurla Complex, Bandra -East Mumbai-400051	<b>Listing Department</b> BSE Limited Phiroze Jeejeebhoy Towers 25 <sup>th</sup> Floor, Dalal Street Mumbai- 400001
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**Name of Company: PIL ITALICA LIFESTYLE LIMITED**

**Sub: Quarterly Business Update Report for the second quarter (Q2) ended on September 30, 2017**

**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 second quarter (Q2) and half year ended on September 30, 2017.

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 half year ended as on 30<sup>th</sup> September,2017*

**Udaipur, 14<sup>th</sup> November 2017:** PIL ITALICA LIFESTYLE LIMITED PILL ,a pioneer in manufacturing of plastic moulded furniture, crates and bins, announced its Unaudited Financial Results on 14<sup>th</sup> November,2017 for Q2 FY 2017-18 and half-year ended as on 30<sup>th</sup> September, 2017

### **(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.

Our brand, Italica Furniture, is 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 plastic 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 25-year-old brand***

### **(B) Summarized Financial Highlights for half year ended on September 30 ,2017**

Rs in lacs			
<b>PARTICULARS</b>	<b>Half year ended 30 09 2017</b>	<b>Half year ended 30 09 2016</b>	<b>GROWTH PERCENT</b>
Revenue	3,693	2,833	30%
Operating Profit	190	146	30%
Profit Before Tax	165	105	57%
Profit After Tax	131	105	25%

## **Key Company Developments**

During the second quarter of FY 2017-18 and half year ended as on 30<sup>th</sup> September 2017, we expanded our range of crates to cater to the industrial and catering sector along with the food and vegetable vendors. We provide the most durable and sturdy crates in multiple designs, sizes and colors.



Our efforts in supporting the Swachh Bharat initiative has been on-going and we are making continuous efforts in spreading awareness about this campaign by providing dust-bins even in the remotest of the areas. Italica manufactures storage and dustbins in capacity ranging from 30 liters to 120 liters.

We are also adding new varieties of furniture in our portfolio to provide a wider range of choice to our distributors, dealers and consumers.

Despite the increasing competition from the unorganized sector, our company is continuously trying to increase its presence in the untapped market. We are hopeful that we will be able to perform even better in future with the new product launches. Our company will endeavor to maintain and enhance its position in the furniture market and increase focus on the range of Crates and Bins.



The implementation of GST from July 01, 2017 has brought a big revolution in the indirect taxation system in our country. GST rates have been reduced from 28% to 18% w.e.f November 15, 2017 which is likely to create benefits to the customers of the company. Even though there have been few issues in the initial phase, in the long run, GST will prove to be highly beneficial. As more and more people will enter the tax system, the organized players in our industry will benefit from it. The threat from unorganized players will reduce over time. We believe that GST will have a positive impact on the company's performance in the long run. These revisions in rates are expected to reduce prices and increase consumption and thereby bring growth for the consumer and industry.

Your company continues to focus on improving and acquiring the latest technology, exploring and capitalizing growth opportunities with a vision to expand and enrich our capabilities to create a robust organization.

Your Company is making full efforts to deliver sustainable growth in the long term and enhance value to all the shareholders.

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