



PIL ITALICA LIFESTYLE LIMITED
Updates for the quarter ended 31st December, 2017

Udaipur, 6th February, 2018: PIL ITALICA LIFESTYLE LIMITED (PILL), a pioneer in manufacturing of plastic moulded furniture, crates and bins, announced its Unaudited Financial Results on 6th February, 2018 for 3rd quarter and nine months ended as on 31st December, 2017.



(A) About PIL ITALICA LIFESTYLE LIMITED:

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 brand 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 26-year-old brand.

(B) Summarized Financial Highlights for quarter ended as on 31st December, 2017

PARTICULARS	Quarter ended 31.12.2017	Quarter ended 31.12.2016	(Rs .in lacs)
			GROWTH PERCENT
Revenue	2,002	1,440	39%
Operating Profit	172	71	142%
Profit Before Tax	194	274	-29%
Profit After Tax	154	274	-44%

(C) **Summarized Financial Highlights for nine months ended as on 31st December, 2017**

(Rs. in lacs)

PARTICULARS	Nine Months ended 31.12.2017	Nine Months ended 31.12.2016	GROWTH PERCENT
Revenue	5,527	4,274	30 %
Operating Profit	193	217	-11 %
Profit Before Tax	359	379	-5%
Profit After Tax	285	379	-25%

(D) **Key Company Developments**

At the onset of third quarter the company witnessed a substantial rise in the production of our latest range of crates to industrial and catering sector along with food and vegetable vendors. This range has seen a steady growth since its introduction as we strive to give the most durable and sturdy products to all our customers.

While we have been consistent with our efforts in supporting the Swachh Bharat initiative and spreading awareness in all areas including rural and urban, Italica will now introduce new range of dustbins and storage bins in various designs and colours in the 80 ltrs and 110 ltrs capacity range.

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



Italica is also extremely ***proud to be associated with ITC's E-Choupal initiative*** and do our bit to help the farmer community in India. We have started dispatching our furniture i.e. chairs, tables and stools to the Choupal warehouses.

Another milestone achieved in this quarter is the growth of the brand on major e-commerce platforms. At Italica, we believe in the power of technology and we are hopeful that in the years to come, we will be able to reach with every part of the country because of this power. Our products have already gained popularity on Pepper fry, Amazon, Industry buying, etc. and in a short span of time Italica has become a preferred brand for furniture for customers.

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 endeavour to maintain and enhance its position in the furniture market and increase focus on the range of Crates and Bins.

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

We, at Italica, are making complete 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***

