



**PIL ITALICA LIFESTYLE LIMITED**  
***Updates for quarter ended on 30th June 2019***



**Udaipur, 09<sup>th</sup> August 2019:** PIL ITALICA LIFESTYLE LIMITED (PILL), a 27-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 09<sup>th</sup> August 2019 for Q1 FY 2019-20.

**(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 27<sup>th</sup> 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 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 brand's legacy.***

**(B) Summarized Financial Highlights for quarter ended on 30<sup>th</sup> June 2019**

(Rs. in Lakh)

PARTICULARS	Quarter ended 30.06.2019	Quarter ended 30.06.2018	GROWTH PERCENT
Revenue	1,367.18	1,919.66	-28 %
Profit Before Tax	102.24	160.41	-36 %
Profit After Tax	81.44	73.42	+11%

**(C) Key Company Developments in the first quarter**

The first quarter of FY 2019-2020 has been spent in a lot of research and development for the company. Adding to the existing range of chairs, Italica will introduce newest collection of premium chairs to mark the festive season. These new chairs will be launched in the month of September 2019.



Along, with the introduction of chairs, new industrial crates designs are also in the finalization stage and will be launched soon. Our industrial range of crates have been highly appreciated by our customers especially the e-commerce shopping portals such as Big Basket and Grofers. We are the most preferred supplier to these large grocery ecommerce companies. We have also fulfilled a huge order of crates from UDAAN which is one of India's largest B2B trading platform.



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