



29 July, 2025

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 : Business Update Report –June 30, 2025

Scrip Code No. : PILITA/ 500327

Dear Sir/Madam,

Pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Business Update Report of the company for the Quarter ended on June 30, 2025.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED

Narendra Bhanawat
(Whole Time Director)
DIN : 00146824

Encl: a/a

PIL ITALICA LIFESTYLE LIMITED

BUSINESS UPDATES

Q1 • FY26

APRIL - MAY - JUNE



ITALICA®



COMPANY OVERVIEW ✦

KEY HIGHLIGHTS ✦

KEY STATS ✦

DOMESTIC FOOTPRINT ✦

PRODUCT AND BRAND PHILOSOPHY ✦

BRAND VISIBILITY ✦

SOCIAL MEDIA SNAPSHOTS ✦

COMPANY OVERVIEW



PIL Italica Lifestyle Limited is a leading force in the lifestyle furniture industry, renowned for its seamless blend of cutting-edge design and everyday functionality. With a trusted legacy in moulded plastic furniture, the brand is now diversifying into a full-spectrum provider of modern, stylish, and versatile furniture solutions, tailored for today's discerning consumers and dynamic living spaces.

Headquartered in Udaipur, Rajasthan, PIL Italica operates its flagship manufacturing facility in Udaipur, alongside a strategically acquired unit in Silvassa, a move that marked a significant milestone in its inorganic growth journey. With corporate offices in Mumbai and operational hubs in Delhi, the company is well-positioned to cater to a growing national demand through a robust pan-India distribution network.

At PIL Italica, we believe furniture goes beyond functionality, it is a true expression of one's lifestyle. Our brand reflects this belief by seamlessly combining comfort, aesthetics, and innovation in every design. Over the years, Italica has earned the trust of millions, consistently raising the bar for design and usability in the furniture landscape.

From modern urban homes to commercial environments and institutional spaces, PIL Italica operates at the intersection of form and function, crafting products that don't just furnish spaces – they elevate everyday experiences.

KEY HIGHLIGHTS FOR Q1 - FY 26

Revenue for Q1 • FY26

₹ **2,404.35**

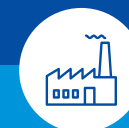
Amount in Lakhs (INR)

358 New Dealers added
for Q1 • FY26

35 New Distributors & Dealers
added for Q1 • FY26



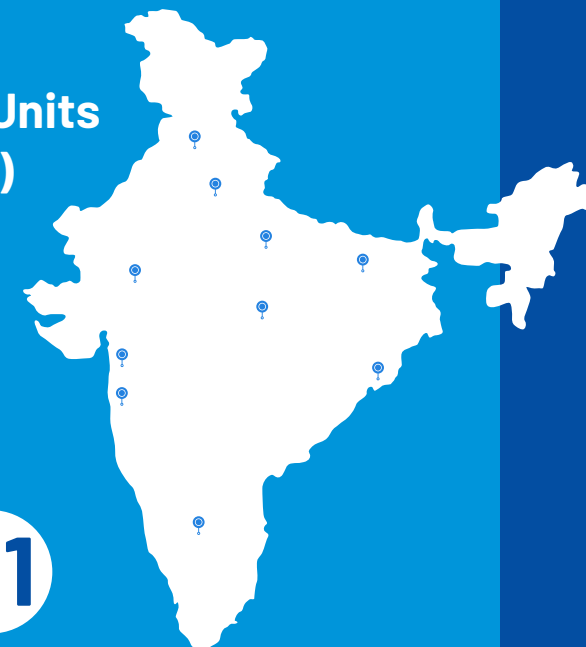
Total Consolidated production Capacity
8,450 MTPA



Total Manufacturing Units
2 (Udaipur & Silvassa)

Total Fulfilment
Centres **10**

Total States and
Union Territories
Covered **21**

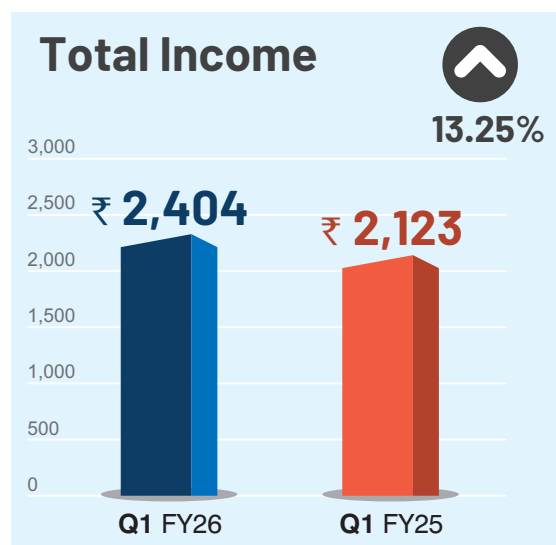


KEY STATS

Financial Highlights for the Quarter ended 30th June 2025

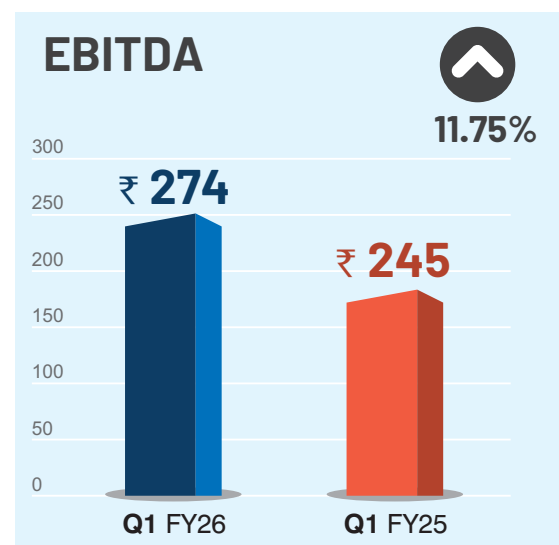
	Q1 FY26	Q1 FY25	YoY%	FY25
Total Revenue	2,404.35	2,123.12	13.25%	10,083.18
EBITDA	273.86	245.07	11.75%	1,004.77
EBITDA Margin	11.39%	11.54%	-15bps	9.96%
PBT	206.57	171.31	20.58%	700.92
PBT Margin	8.59%	8.07%	52bps	6.95%
PAT	154.52	151.20	2.20%	524.26
PAT Margin	6.43%	7.12%	-69bps	5.20%

Amount in Lakhs (INR)



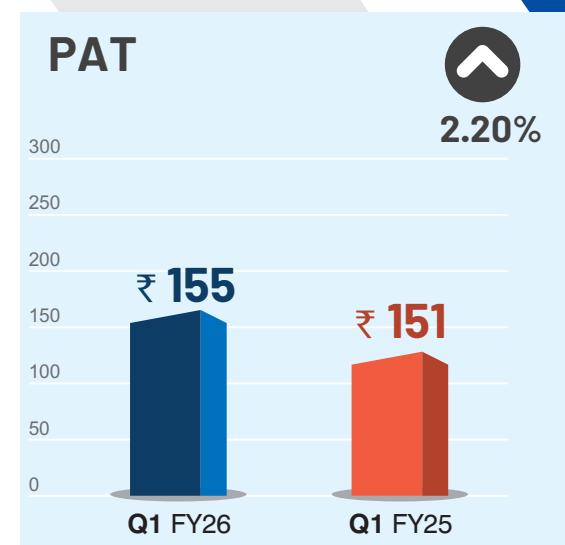
Amount in Lakhs (INR)

YOY Change (%)



Amount in Lakhs (INR)

YOY Change (%)



Amount in Lakhs (INR)

YOY Change (%)

DOMESTIC FOOTPRINT

From local roots to global reach

From the bustling streets of Mumbai to the tranquil hills of Shimla, PIL Italica's presence can be felt across the length and breadth of India. We have spread our wings far and wide to serve our customers with the highest level of satisfaction. With the mantra of 'think global, act local', we have expanded our reach to even the remotest corners of the country. With customer relationships that go beyond transactions, PIL Italica has become a symbol of trust and reliability among its stakeholders. Our sights are set on the future and we are determined to take our presence to even greater heights and touch the lives of more people across the globe.

as on June 2025

3775

Dealers

21

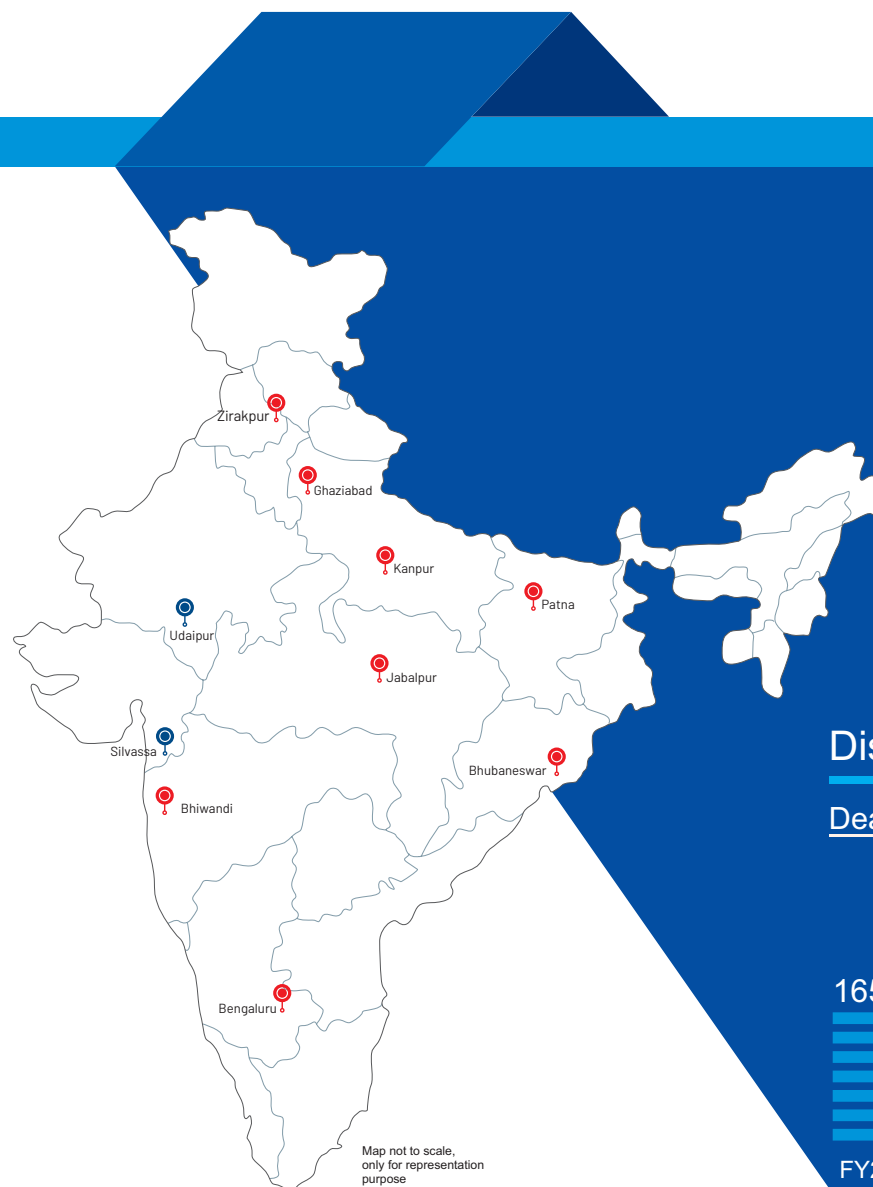
States and
Union Territory

592

Distributors & Direct Dealers

10

Fulfilment Centres



Traction for the period April – June 2025

358

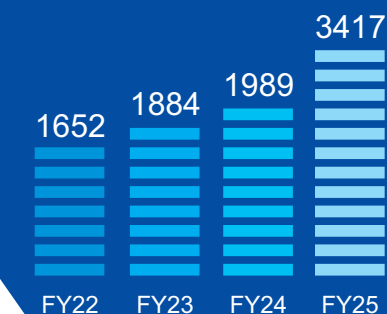
New Dealers
appointed across India

35

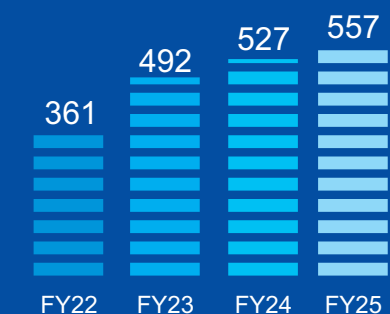
New Distributors
and Direct Dealers
appointed across India

Distribution Network (#)

Dealers



Distributors and Direct Dealers



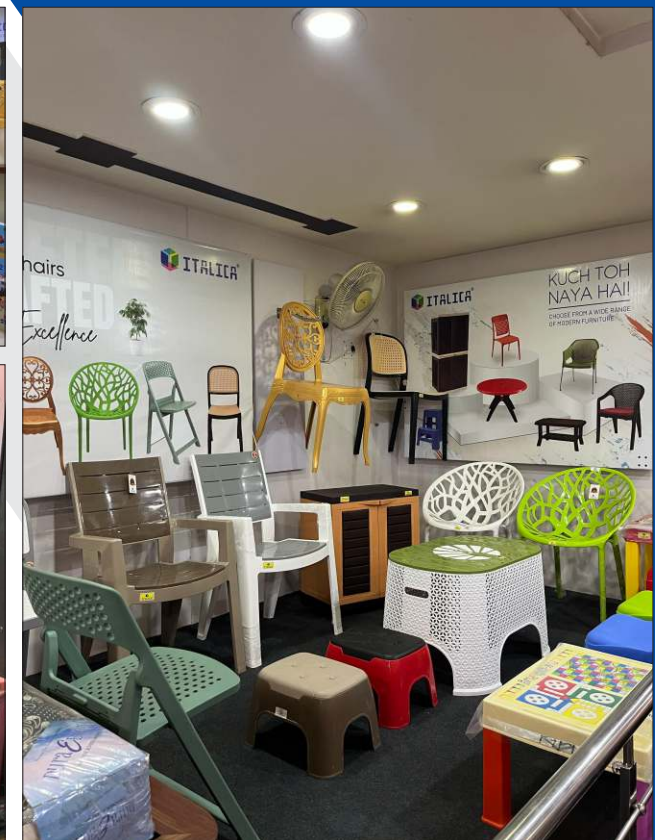
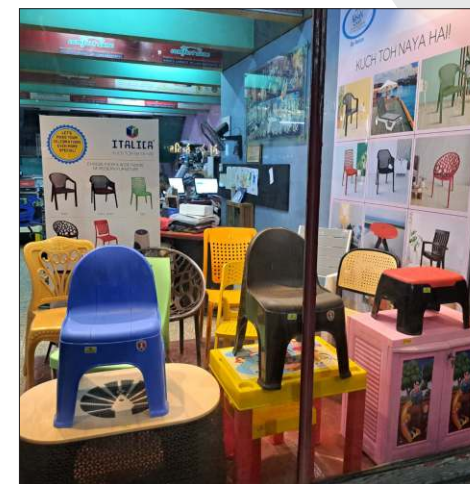
PRODUCT AND BRAND PHILOSOPHY

The Company blends comfort with functionality, offering a thoughtfully curated portfolio that spans moulded plastic furniture, material handling solutions, and waste management products. This diverse range is driven by a deep commitment to ergonomic excellence and aesthetic innovation, positioning the brand as a category leader in redefining spaces. With a focus on evolving customer needs, the Company continues to deliver products that seamlessly integrate utility, design, and modern sensibilities.



BRAND VISIBILITY

DISPLAY AND WIN CONTEST



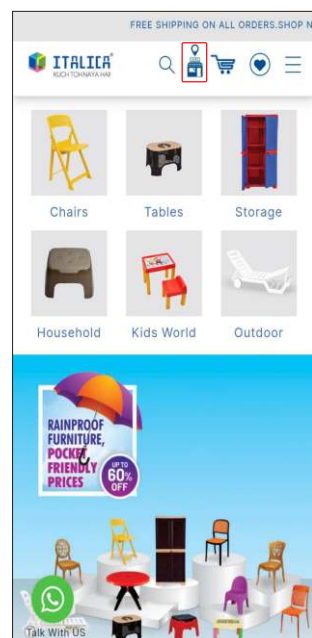
BRAND VISIBILITY

STORE LOCATOR

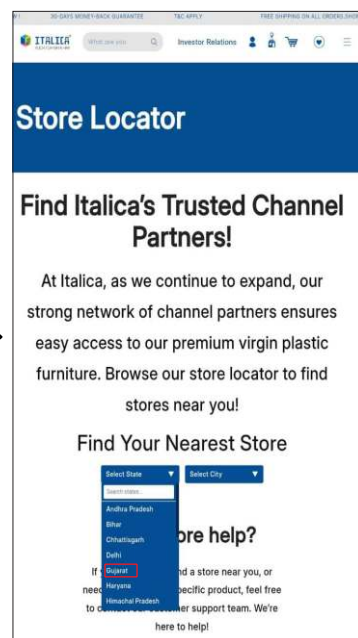
Introducing the Italica Store Locator!

We launched a brand-new feature on our website — **The Store Locator** — designed to help customers easily find the nearest authorised Italica channel partner along with their contact details.

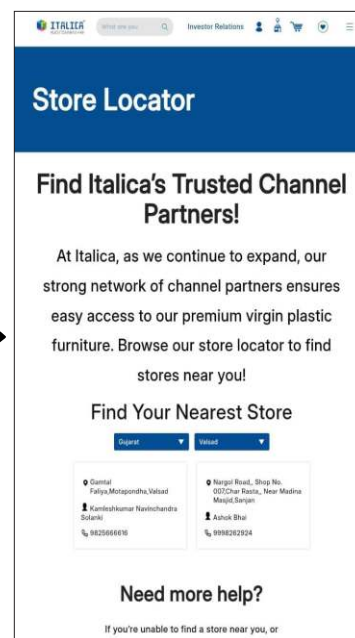
How to Use the Store Locator:



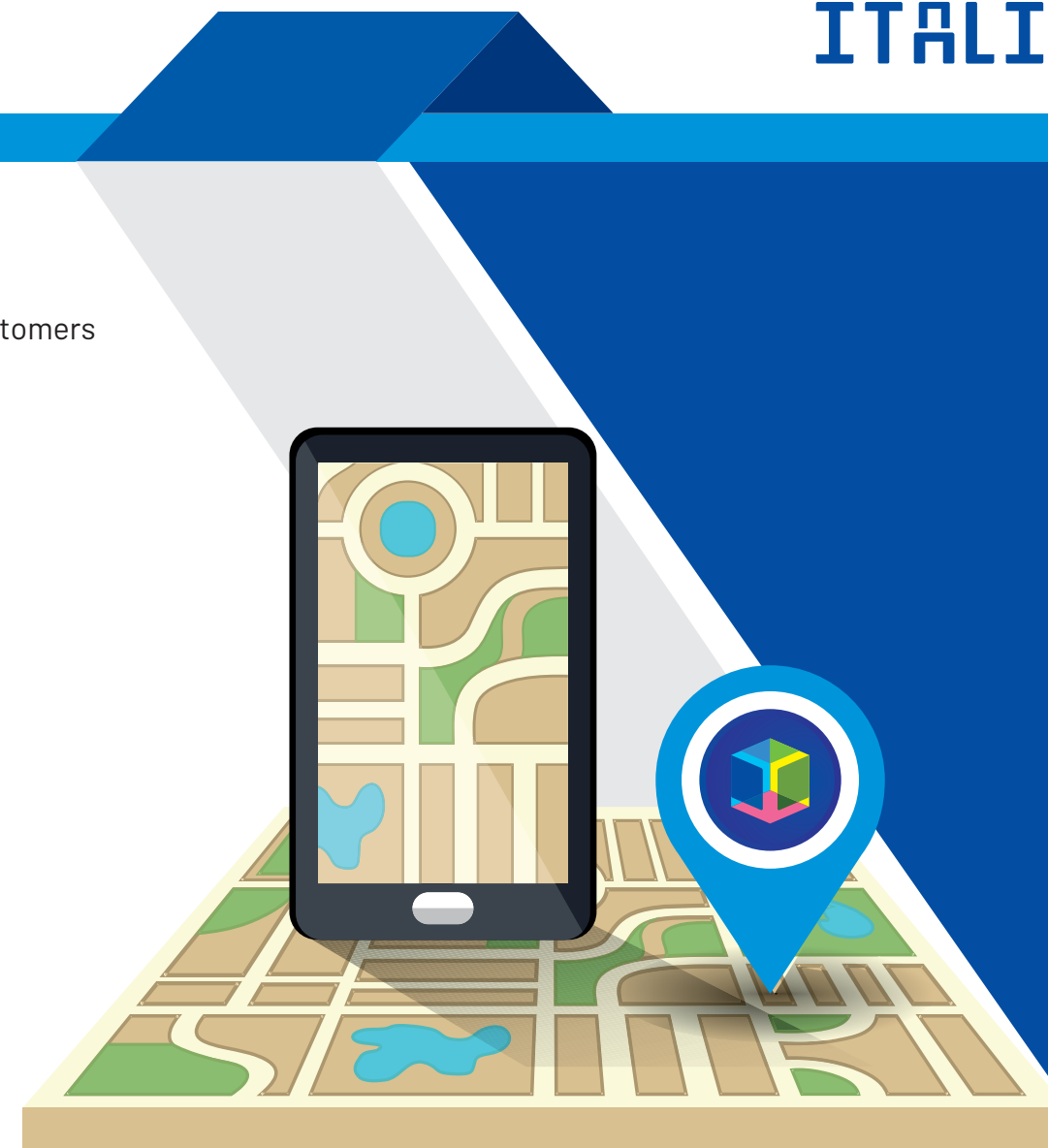
Visit www.italica.com
Click on the 'Store Locator'
tab at the top



Select your state and
city to find nearby stores



Get contact details of
authorised channel
partner instantly



BRAND VISIBILITY

VAN CAMPAIGNS

The van showcases key products, including new launches, allowing dealers, retailers, and customers to experience them firsthand – enhancing product awareness and driving deeper engagement.



BRAND VISIBILITY

DEALERS MEET 2025

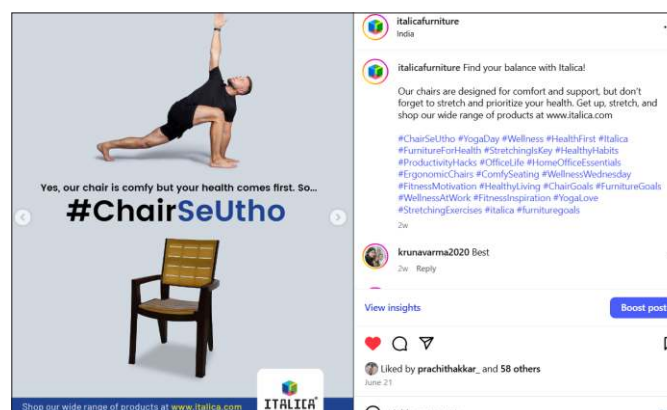
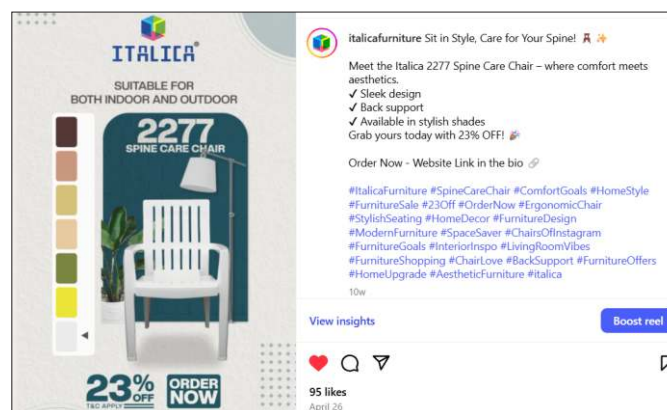
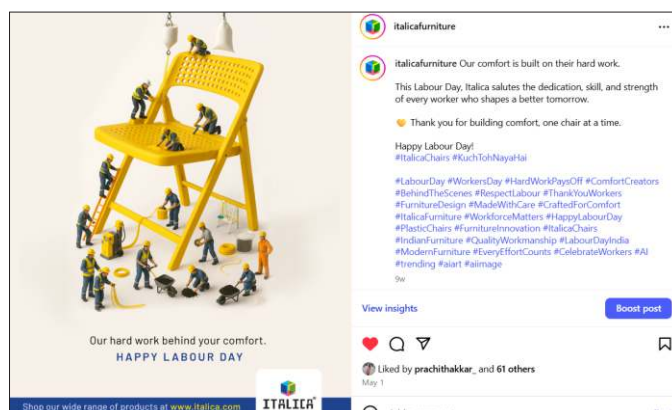


SHOP-IN-SHOP BRANDING



SOCIAL MEDIA SNAPSHOTS

Our customers take center stage in the heart of our brand.
 Their stories are the testament to our journey.
 Their experiences speak volumes about the quality and excellence we promise.





PIL ITALICA LIFESTYLE LIMITED

Investor Grievance: corporate@italica.com

www.italica.com  Italica  Italica

*Thank
you*