



28 October, 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 – September 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 September 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

Q2 & H1 • FY26

JULY - AUGUST - SEPTEMBER



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 Q2 & H1 - FY 26

Revenue for Q2 • FY26

₹ **2,776.77**

Amount in Lakhs (INR)

4,046 Dealers as on
H1 • FY26

357 Direct Dealers as on
H1 • FY26

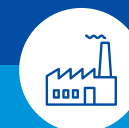
197 Distributors as on
H1 • FY26



Total Consolidated production Capacity
8,450 MTPA

Revenue for H1 • FY26

₹ **5,181.12**



Total Manufacturing Units
2 (Udaipur & Silvassa)

Total
Fulfilment
Centres

12

Total States and
Union Territories
Covered

22



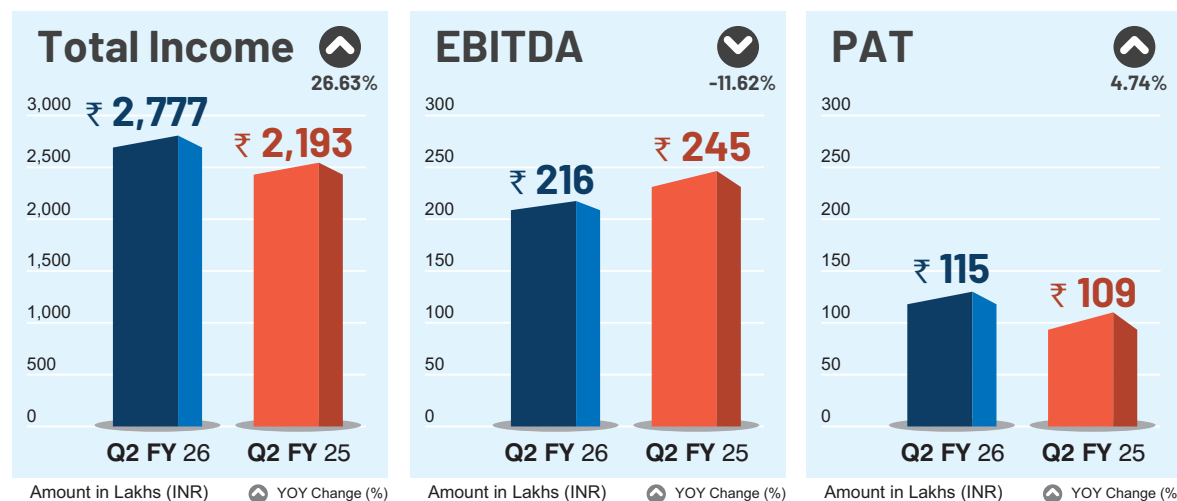
KEY STATS

Financial Highlights for the Quarter & Half-Year ended 30th September 2025

	Q2 FY26	Q2 FY25	YoY(%)	H1FY26	H1FY25	YoY(%)
Total Income	2,776.77	2,192.89	26.63%	5181.12	4316.01	20.04%
EBITDA	216.45	244.91	-11.62%	490.31	489.98	0.07%
EBITDA (%)	7.80%	11.17%	-337 bps	9.46%	11.35%	-189 bps
PAT	114.88	109.44	4.97%	269.40	260.64	3.36%
PAT (%)	4.14%	4.99%	-85 bps	5.20%	6.04%	-84 bps

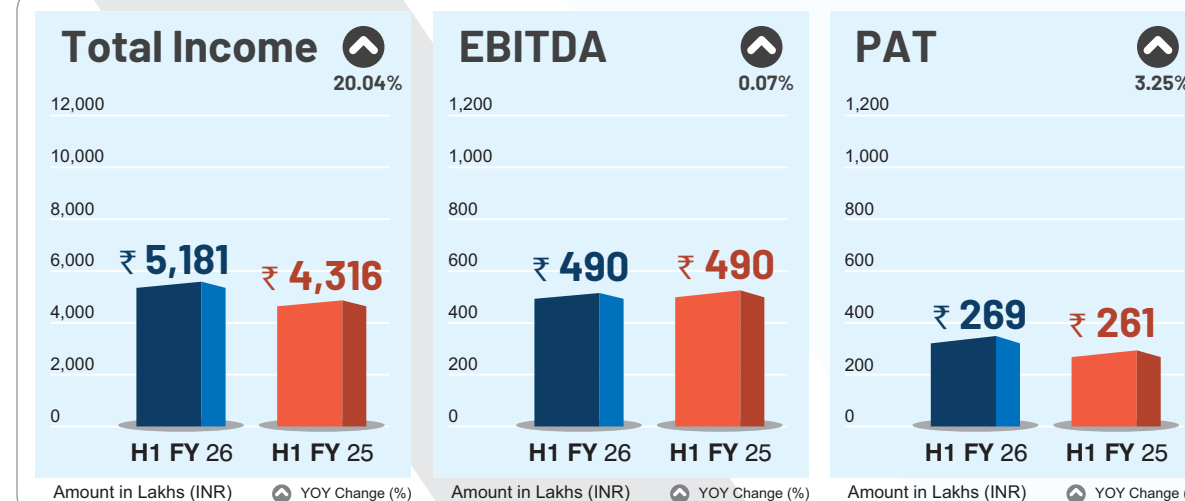
Q2 • FY 2026

Amount in Lakhs (INR)



H1 • FY 2026

Amount in Lakhs (INR)



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 September 2025

4046

Dealers

22

States and
Union Territory

357

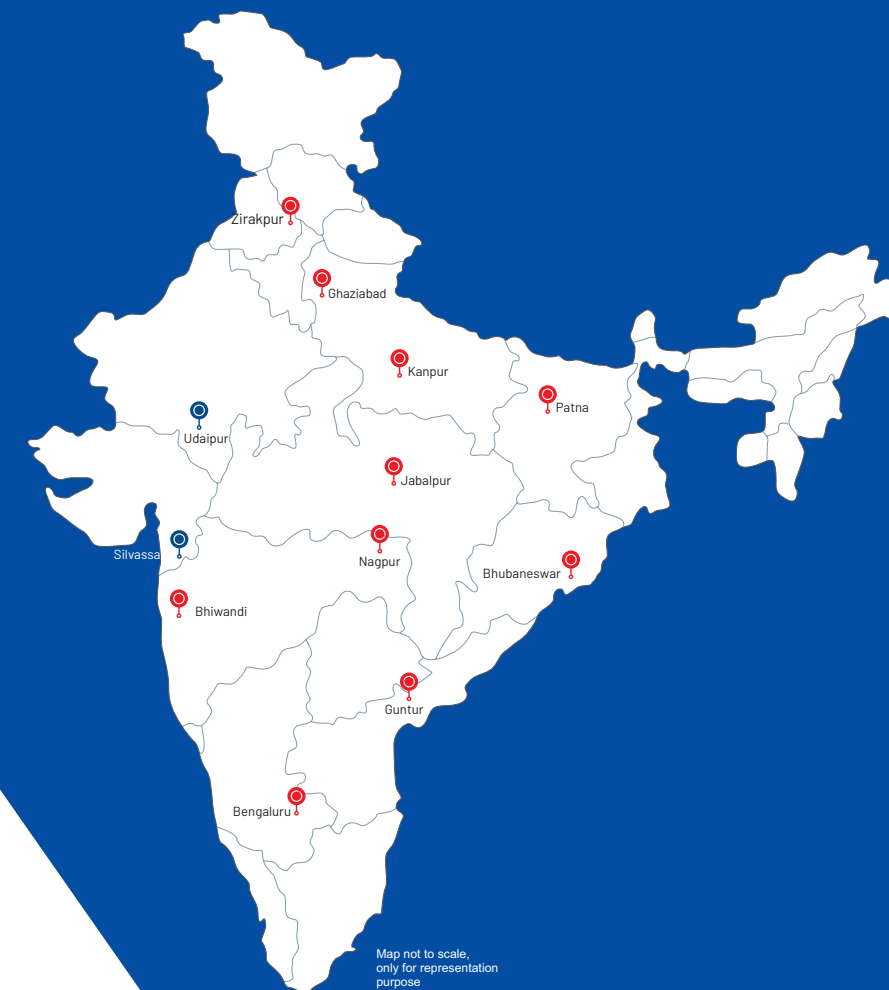
Direct Dealers

12

Fulfilment Centres

197

Distributors





ITALICA®

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.



NEW ARRIVALS

NEW LAUNCH PRODUCTS - UTILITY PRODUCTS

NEW ARRIVAL*
STEP LADDERS

ITALICA®

NEW PRODUCT LAUNCH
ITALICA CLIMBER



4 Steps Ladder
Open Dimensions: 600 mm(L) x 470 mm(W) x 1385 mm(H)
Closed Dimensions: 85 mm(L) x 470 mm(W) x 1480 mm(H)

5 Steps Ladder
Open Dimensions: 620 mm(L) x 470 mm(W) x 1630 mm(H)
Closed Dimensions: 85 mm(L) x 470 mm(W) x 1770 mm(H)

Applications:

- Safe and Secure
- Wide Anti Skid Qi-Steel Steps
- Heavy Duty Metal Body
- No-Slip Rubber Pads

NEW ARRIVAL*
STEP LADDERS

ITALICA®

NEW PRODUCT LAUNCH
ITALICA STEPPER



4 Steps Ladder
Open Dimensions: 600 mm(L) x 470 mm(W) x 1385 mm(H)
Closed Dimensions: 85 mm(L) x 470 mm(W) x 1480 mm(H)

6 Steps Ladder
Open Dimensions: 1080 mm(L) x 470 mm(W) x 1880 mm(H)
Closed Dimensions: 115 mm(L) x 470 mm(W) x 1985 mm(H)

5 Steps Ladder
Open Dimensions: 1040 mm(L) x 470 mm(W) x 1675 mm(H)
Closed Dimensions: 115 mm(L) x 470 mm(W) x 1770 mm(H)

Applications:

- Safe and Secure
- Wide Anti Skid Qi-Steel Steps
- Heavy Duty Metal Body
- No-Slip Rubber Pads

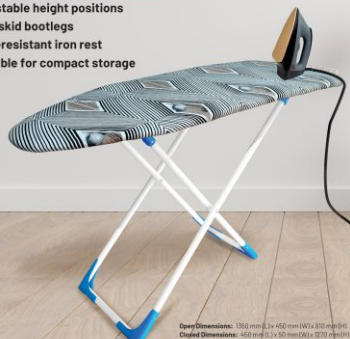
NEW ARRIVAL*
IRON STAND

ITALICA®

NEW PRODUCT LAUNCH
ITALICA STEAMER
HEIGHT ADJUSTABLE IRONING STAND

For a smooth ironing experience!

- Adjustable height positions
- Anti-skid bootlegs
- Heat-resistant iron rest
- Foldable for compact storage



Open Dimensions: 1350 mm(L) x 450 mm(W) x 810 mm(H)
Closed Dimensions: 450 mm(L) x 50 mm(W) x 1270 mm(H)

NEW ARRIVAL*
CLOTHES DRYER

ITALICA®

NEW PRODUCT LAUNCH
ITALICA BUTTERFLY RACK
FOLDABLE CLOTHES DRYING STANDS

- Easily Foldable and space saving
- Strong and Lightweight frame
- Symmetrical Design
- Ideal for both Indoor and Outdoor use



Open Dimensions: 1340 mm(L) x 735 mm(W) x 1700 mm(H) | Closed Dimensions: 1180 mm(L) x 775 mm(W) x 120 mm(H)

NEW ARRIVAL*
CLOTHES DRYER

ITALICA®

NEW PRODUCT LAUNCH
ITALICA JUMBO RACK
FOLDABLE CLOTHES DRYING STANDS

- Easily Foldable and space saving
- Strong and Lightweight frame
- Symmetrical Design
- Ideal for both Indoor and Outdoor use

Versatile Drying for Every Garment



Dimensions:
Open Dimensions: 620 mm(L) x 650 mm(W) x 1530 mm(H) | Closed Dimensions: 1070 mm(L) x 860 mm(W) x 180 mm(H)

NEW ARRIVALS

NEW LAUNCH COLOURS

NEW ARRIVAL
PLASTEEL SERIES

Launching New Colours in
Marvello 11



YELLOW **WHITE**

Dimensions: 850 mm (H) x 410 mm (W) x 415 mm (D)

Applications:

- Balcony
- Terrace
- Patio Garden
- Pool-Side
- Cafes & Restaurants

NEW ARRIVAL
PREMIUM SERIES

Launching New
Walnut Colour in
9201



- Sturdy and Durable
- Elegant Look
- Modern & Contemporary Style
- Stackable Chair
- Suitable for both Indoor and Outdoor

Dimensions:
563 mm (W) x 440 mm (D) x 785 mm (H)

Packing: 12 Chairs in a Bundle

Applications:

- Events
- Balcony
- Terrace
- Cafes & Restaurants

NEW ARRIVAL
DESIGNER SERIES

Launching
New Colours in
5115



WHITE & COPPER GOLD **COFFEE & COPPER GOLD**

Dimensions:
890 mm (H) x 570 mm (W) x 430 mm (D)

Applications:

- Balcony
- Terrace
- Patio Garden
- Pool-Side
- Cafes & Restaurants

NEW ARRIVAL
STOOLS

Launching New Coffee & Brown Colour in
FLIP 6003



- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Easy to Clean & Maintain
- Also used as Storage or Smart Laundry Basket

Stool Standard Packing 12 pcs

Dimensions: 460 mm (H) x 300 mm (W) x 398 mm (L)

NEW ARRIVALS

NEW LAUNCH COLOURS



NEW ARRIVAL*
PREMIUM SERIES

ITALICA®

Launching New Coffee Colour in
9006

- Comfortable
- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Stackable Chair
- Suitable for both Indoor and Outdoor

Dimensions:
463 mm (W) x 442 mm (D) x 880 mm (H)

Packing: 12 Chairs in a Bundle

Applications:









NEW ARRIVAL*
SPINE CARE SERIES

ITALICA®

Launching New Coffee Colour in
9007

- Comfortable
- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Stackable Chair
- Suitable for both Indoor and Outdoor

Dimensions:
430 mm (W) x 570 mm (D) x 897 mm (H)

6 Chairs in a Bundle

Applications:







3 YEARS WARRANTY



Wedding CHAIRS

ITALICA®
KUCH TOH NAYA HAI!

3 YEARS WARRANTY

REGAL 2101

CROWN 2151

COLOURS AVAILABLE: GOLD & WHITE

Dimensions: 870 mm (H) | 400 mm (W) | 410 mm (D)

Customer Care +91 93144 11101
www.italica.com

PIL ITALICA LIFESTYLE LIMITED
• Mumbai • New Delhi • Udaipur • Silvassa • Bengaluru • Bhiwandi
• Bhubaneswar • Ghaziabad • Jabalpur • Kanpur • Patna • Zirakpur

BRAND VISIBILITY - VAN CAMPAIGNS

VAN CAMPAIGNS

KATIHAR, BIHAR



MUZAFFARPUR, BIHAR



AURANGABAD, MAHARASHTRA



BRAND VISIBILITY - VAN CAMPAIGNS

VAN CAMPAIGNS

MANGALORE, KARNATAKA



AGRA, UTTAR PRADESH



VIZAG, ANDRA PRADESH



BRAND VISIBILITY



CHANNEL PARTNER MEET - CELEBRATING 30 YEARS OF MAANSAGAR (NEEMUCH)



BRAND VISIBILITY - EXHIBITIONS

EXHIBITION - MUMBAI



BRAND VISIBILITY - EXHIBITIONS

EXHIBITION - GOA



EXHIBITION - GUJARAT



BRAND VISIBILITY - STORE BRANDING

STORE BRANDING

AURANGABAD



JALNA



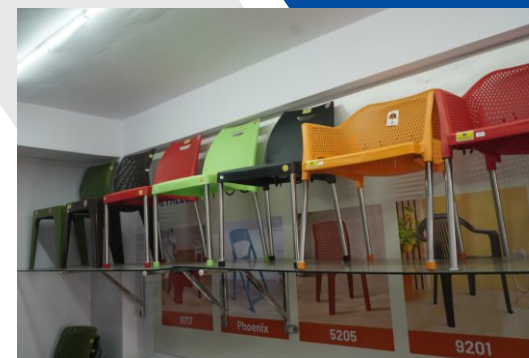
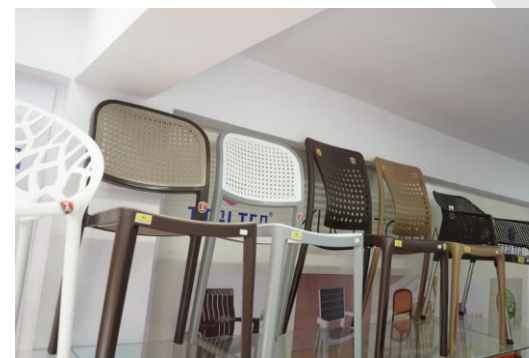
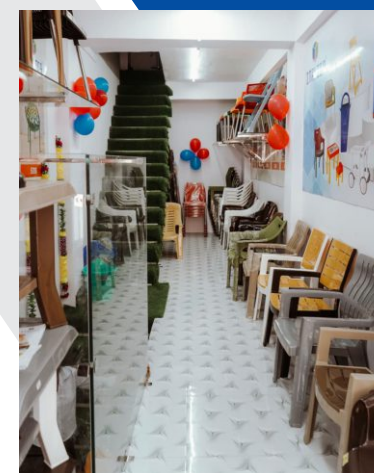
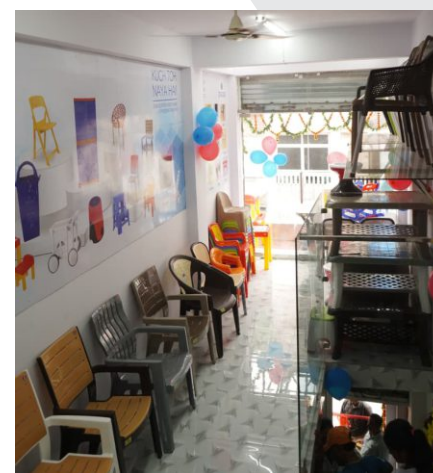
BRAND VISIBILITY - STORE BRANDING

STORE BRANDING

GUJARAT



HAMIRPUR



BRAND VISIBILITY - STORE BRANDING

STORE BRANDING

PANIPAT

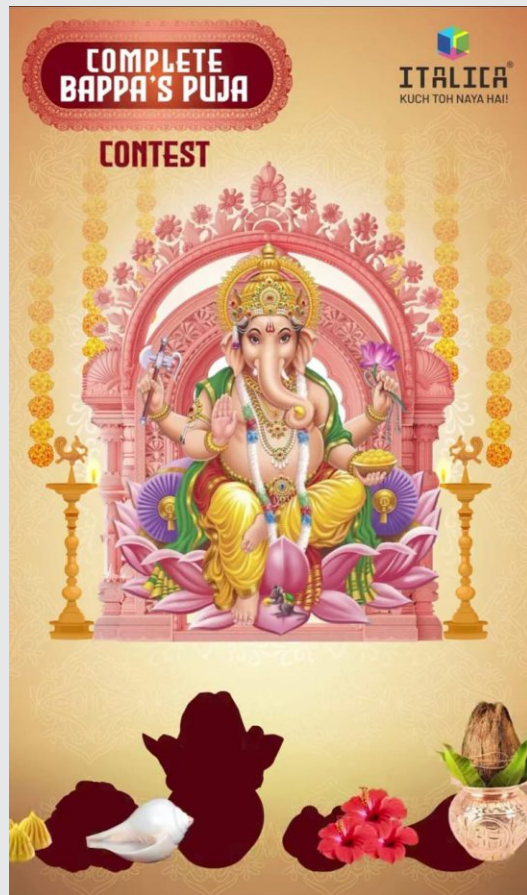


PUNJAB

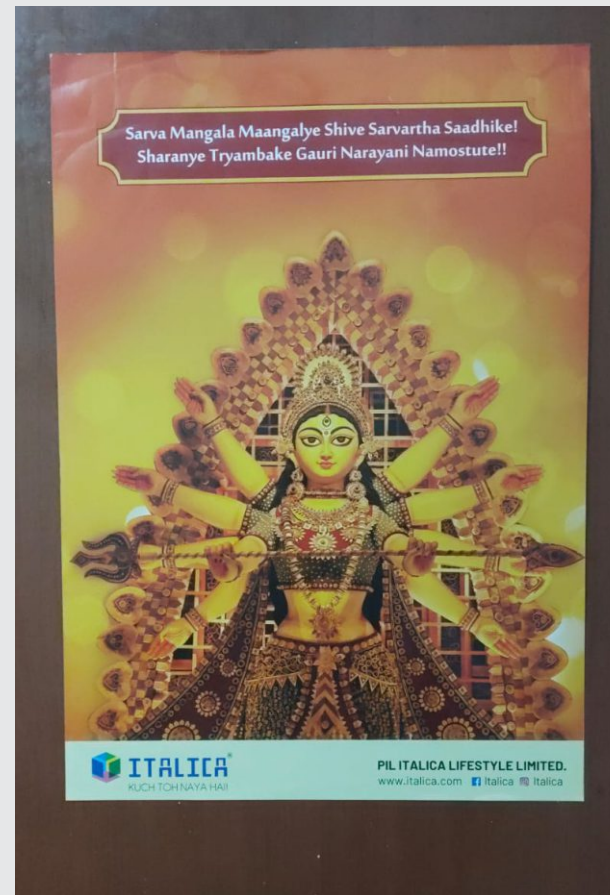


BRAND VISIBILITY

FESTIVE CAMPAIGNS GANESH CHATURTHI



NAVRATRI



BRAND VISIBILITY

NEWSPAPER AD - RAJASTHAN PATRIKA



कुछ तो नया है!

आधुनिक फर्नीचर की विस्तृत श्रृंखला में से चुनें

आइए इस उत्सव को और भी खास बनाएं

ITALICA®

Regal 2101

Phoenix

2277

5253

5115

9508

9201

2109

1777

0525

5220

5234

Authorized Distributor

UDAIPUR • Shree Kalyan Marketing - 9414155105
• Preksha Sales - 7023290778

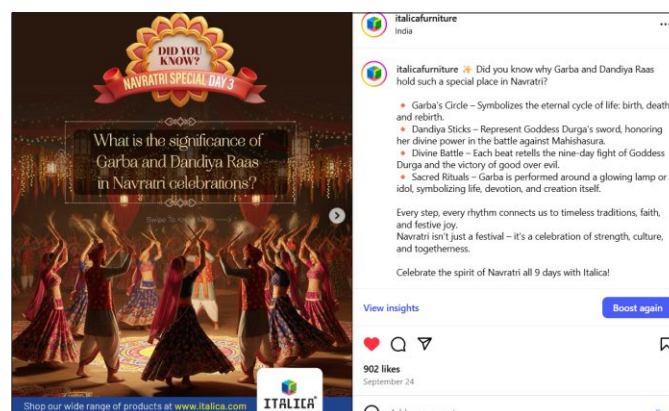
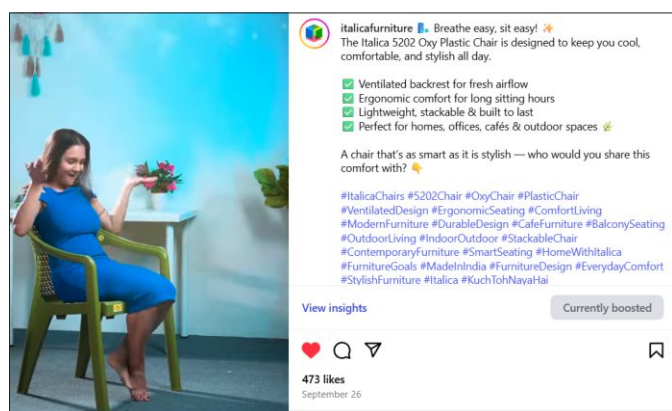
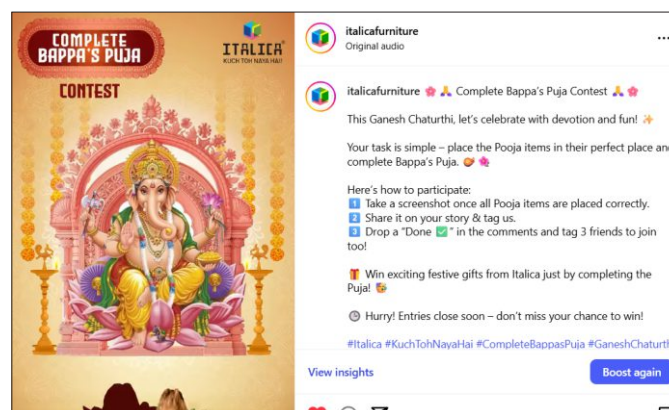
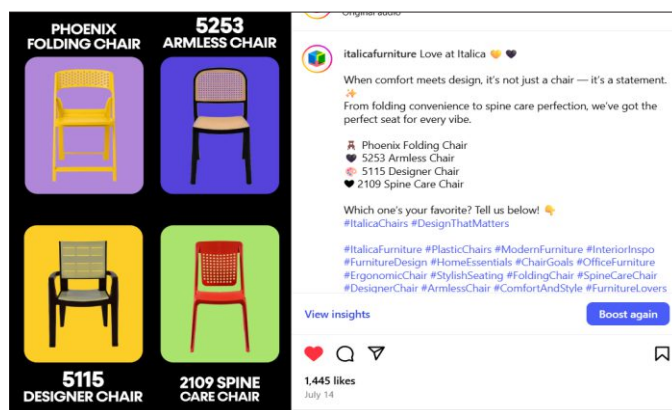
BRAND VISIBILITY

TRANSIT ADVERTISING - BHOPAL, MADHYA PRADESH



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.



SOCIAL INITIATIVES

As part of its commitment to community well-being and cultural heritage, PIL proudly sponsored food and beverages for thousands of pilgrims participating in the Kavadi Yatra in Udaipur, Rajasthan





PIL ITALICA LIFESTYLE LIMITED

Investor Grievance: corporate@italica.com

www.italica.com  Italica  Italica

*Thank
you*