

Date: 13.08.2025

Ref no. SLL/SE/63-2025

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| To, National Stock Exchange of India Limited ("NSE") Listing Department Exchange Plaza, C-1 Block G, Bandra Kurla Complex Bandra [E], Mumbai – 400051 | To, BSE Limited ("BSE") Listing Department Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001 |
| NSE Scrip Symbol: STANLEY | BSE Scrip Code: 544202 |
| ISIN: INE01A001028 | ISIN: INE01A001028 |

Dear Sir/Ma'am,

SUB: EARNINGS CALL PRESENTATION ON THE FINANCIAL RESULTS OF Q1 - FY 2025-26

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Earnings Call Presentation of the financial results of the Company for the quarter ended June 30, 2025 that will be circulated to the Investors/Analysts for the Earnings Call scheduled on August 13, 2025.

We request you to kindly take this on your record.

Thanking You,

For Stanley Lifestyles Limited

Sunil Suresh
Managing Director
DIN: 01421517

Enclosed as above

Stanley Lifestyles Limited

Registered Office: SY No. 16/2 and 16/3 Part, Hosur Road, Veerasandra Village, Attibele Hobli, Anekal Taluk, Bangalore, Karnataka-560100

CIN: L19116KA2007PLC044090 | **Phone:** 080 6895 7200 | **E-mail:** compliance@stanleylifestyles.com | **Website:** www.stanleylifestyles.com

STANLEY®
Makers Of Beautiful



Earnings Presentation Q1 FY26

13 August 2025



Managing Director's Message



"During the first quarter of FY26, global trade developments, particularly the recent US tariff policies, have weighed on broad market sentiment. While the Indian luxury furniture sector remains structurally strong, these macro headwinds have created a more cautious consumer environment, leading to lower discretionary spending in certain segments.

The underlying real estate market continues to provide long-term growth opportunities. In H1 2025, luxury housing recorded significant expansion, with sales in the Rs. 10–20 crore price range rising by 128% and Rs. 20–50 crore homes doubling YoY. However, delays in property handovers, a trend that has persisted over recent quarters, continue to defer purchase decisions for premium home interiors. Additionally, the recent wave of layoffs in the IT sector is expected to temporarily affect sales in certain key urban markets where technology professionals form a meaningful part of our customer base.

Despite these headwinds, we started FY26 on a positive note with strong growth in both the retail and B2B segments. Revenue from Operations was Rs. 1,087 million, an increase of 7.9% over Q1 FY25.

The retail business contributed Rs. 640 million, up 25.2% YoY, led by the performance of Stanley Level Next and Sofas & More, which grew by 20.0% and 50.7% respectively.

All new stores opened in FY25 have achieved breakeven, reflecting the effectiveness of our location selection and execution strategy.

This quarter also saw the addition of two new Sofas & More stores, one each in Surat and Mangalore. As of 30th June 2025, Stanley Lifestyles operates 68 stores, comprising 43 COCO stores and 25 FOFO stores, with COCO stores accounting for 60% of revenue in Q1 FY26.

On profitability, Gross Profit increased by 16.6% YoY to Rs. 624 million, with margins expanding by 428 basis points to 57.4%. Localisation, manufacturing efficiencies and in house manufacturing have allowed us to optimise production costs while broadening the product mix. EBITDA grew 11.9% to Rs. 225 million, with a margin of 20.7%, while PAT increased more than 2x to Rs. 78 million, with a margin of 7.2%.

We also made notable strategic advances in line with our growth vision. With Stanley Retail Limited acquiring complete ownership of Shrasta Decor Private Limited, we have strengthened our presence in Hyderabad. This step allows us to streamline operations, unify brand representation and improve decision-making efficiency in this key market. Hyderabad is an important growth hub, and we will invest in growing the Hyderabad market to achieve our long-term growth strategy.

Additionally, We are pleased to welcome J K Sharath as our Group CFO. His deep understanding of the Company, along with his strong financial, strategic skills and multidisciplinary experience will be a great addition to our Leadership team. He will play key role in driving our transformation agenda and Lead Stanley into its next chapter of growth and long-term value creation.

While broader market sentiment remains cautious, our product portfolio is not directly exposed to the categories impacted by the US tariffs, and we do not expect any material impact on our business from these changes. Looking ahead, we remain on track to open 15 new stores in FY26, with an emphasis on high-potential real estate catchments in major metros and emerging urban clusters. The focus continues to be on strengthening the COCO format and offering curated collections that align with the evolving preferences of affluent homebuyers.

With a differentiated brand portfolio, integrated manufacturing capabilities and a growing presence in India's luxury furniture market, Stanley Lifestyles is well positioned to capture the opportunities ahead in FY26."



Q1 FY26 Highlights

COCO

- Q1 FY26 Revenue is Rs. 640 Million compared to Rs. 511 Million in Q1 FY25, up by 25% YoY
- The growth was driven by consistent demand for premium and luxury furniture in key urban markets
- 6 new stores are opened, and 2 stores are closed since Q1 FY25.

FOFO

- Q1 FY26 Revenue is Rs. 125 Million as compared to Rs. 137 Million in Q1 FY25, down by 9% YoY
- New Sofas & More stores were opened in Surat and Mangalore
- Stanley Boutique Store in Bund Garden, Pune has been converted to COCO store.
- 5 new stores are opened, and 4 stores are closed since Q1 FY25.

Others

- Other business is down by 10% in Q1 FY26 compared to Q1 FY25 due to impact on accessories business, realignment in credit policies from credit to cash and carry model, impacting volumes.
- Shipped the first export order to Germany in Q1 FY26



Consolidated Financial Results: Q1 FY26

| Particulars | Q1 FY25 Rs Million | Q1 FY26 Rs Million | YoY Change |
|----------------|-----------------------|-----------------------|---------------|
| Revenue | 1,007 | 1,087 | 7.9% ↑ |
| Gross Profit | 535 | 624 | 16.6% |
| Gross Profit % | 53.1% | 57.4% | 428 bps ↑ |
| EBITDA | 201 | 225 | 11.9% |
| EBITDA % | 20.0% | 20.7% | 74 bps ↑ |
| PBT | 58 | 104 | 79.3% |
| PAT | 38 | 78 | 105.3% |
| PAT % | 3.8% | 7.2% | 340 bps ↑ |

- Revenue growth of 7.9% YoY driven by strong performance in retail.
- Localisation, manufacturing efficiencies and in-house manufacturing led to increase in Gross Profit margin.
- New stores opened in FY25 have achieved breakeven.

EBITDA and PAT Grew 9.8% and 104.4% YoY Respectively in Q1 FY26



Revenue by Product Category

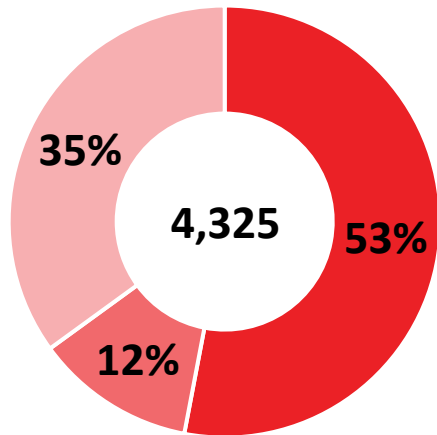
| Particulars | Q1 FY25 Rs Million | Q1 FY26 Rs Million | YoY Change | Q4 FY25 Rs Million |
|------------------------------|-----------------------|-----------------------|---------------|-----------------------|
| Sofa/Seatings | 509 | 652 | 28.1% ↑ | 706 |
| Automotive & Others | 36 | 31 | (12.8%) | 38 |
| Beds & Mattress | 53 | 56 | 6.5% | 62 |
| Case Goods | 189 | 155 | (18.1%) ↓ | 182 |
| Kitchen & Cabinetry | 90 | 83 | (7.3%) | 34 |
| Leather Automotive Interiors | 131 | 110 | (16.0%) ↓ | 106 |
| Total Revenue | 1,007 | 1,087 | 7.9% ↑ | 1,128 |

- Revenue in seatings improved due to growth in contract manufacturing and strong momentum in Sofas & More
- Case goods segment is transitioning from being largely import dependent to predominantly in-house manufacturing.

Revenue from Operation Grew 7.9% YoY

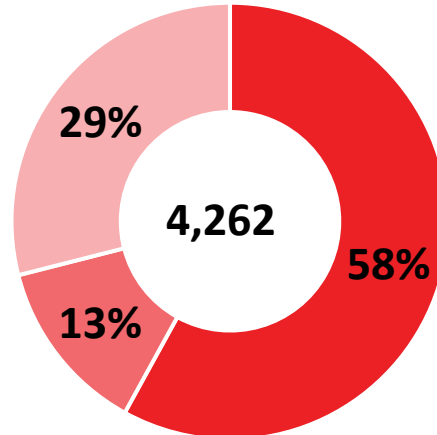


Revenue by Business Category



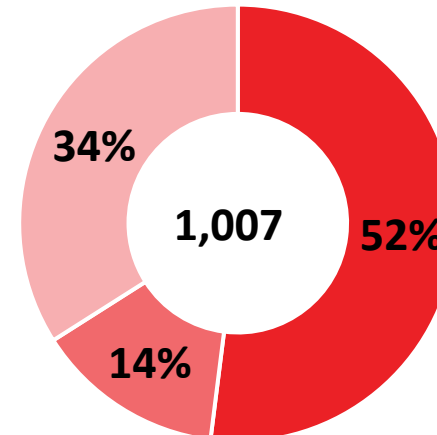
FY24

42 Stores
25 Stores
67 Stores



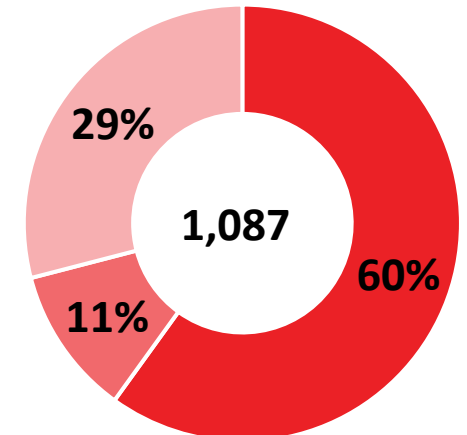
FY25

44 Stores
24 Stores
68 Stores³



Q1 FY25

40 Stores
24 Stores
64 Stores



Q1 FY26

44 Stores
25 Stores
69 Stores⁴

■ COCO² ■ FOFO ■ Others¹

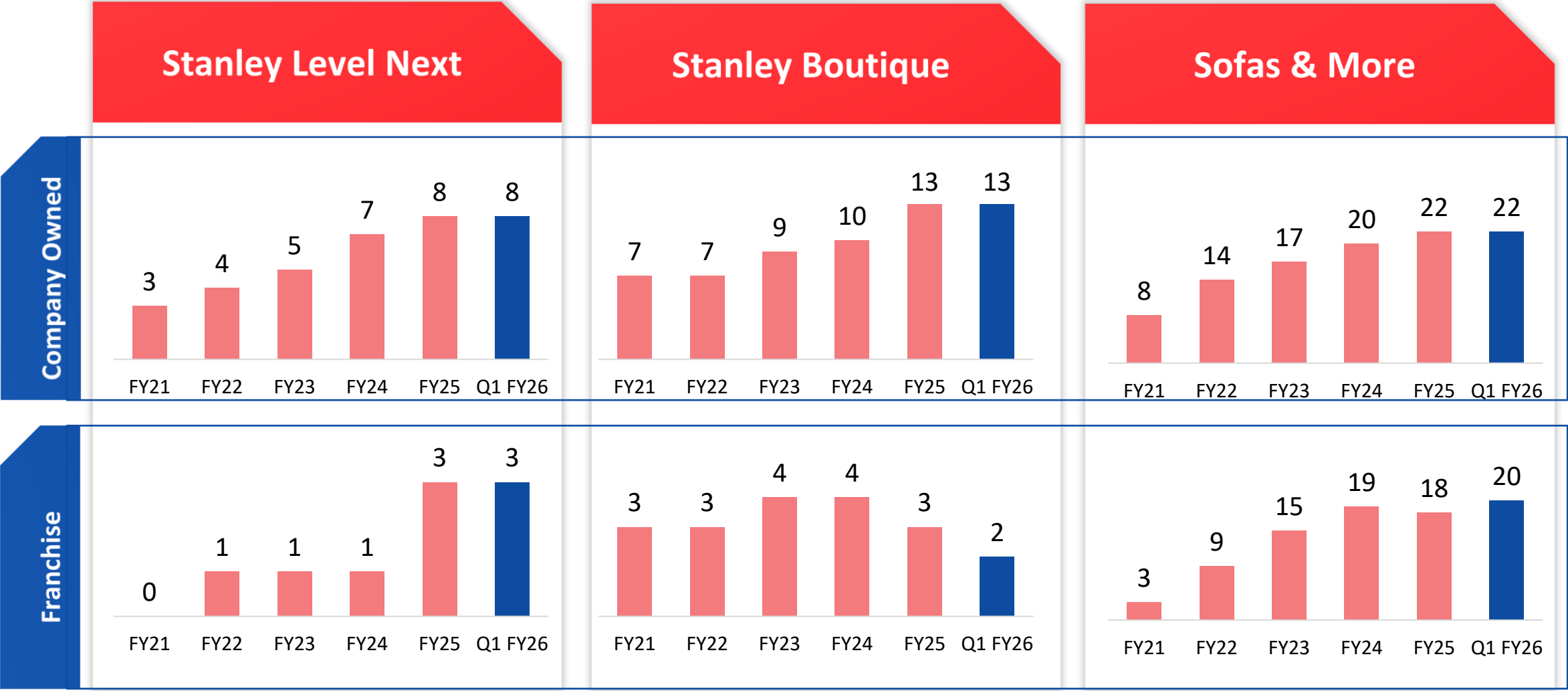
Contribution from COCO business has improved majorly due to SSSG

Note:

1. Others includes contract manufacturing, leather trading etc.
2. COCO includes Stanley Personal store.
3. 8 stores were closed in FY25 including 2 D8 Stores
4. 1 store was closed in Q1 FY26
5. Revenue numbers are in Rs. Million



Store Breakup

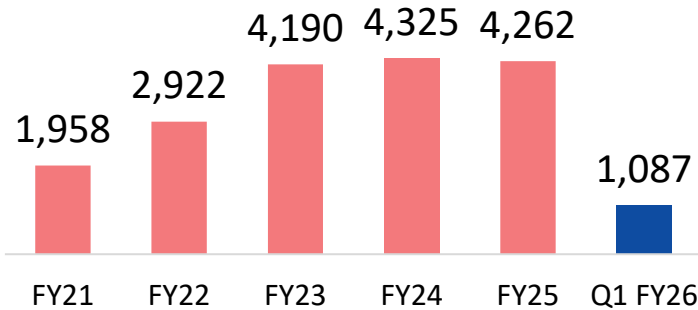


Note: As of June 30, 2025, excludes one Stanley Personnel Store

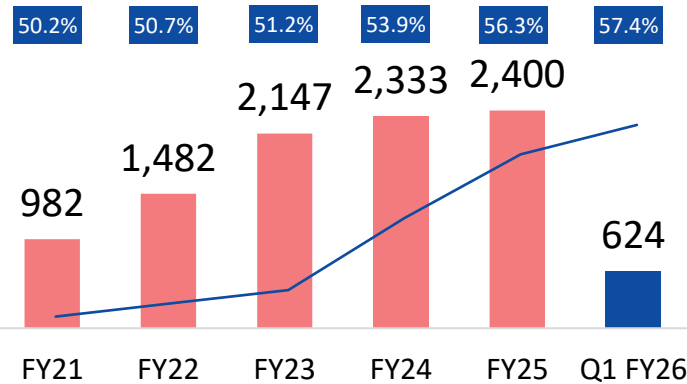


Efficient Business Model with track record of delivering financial growth

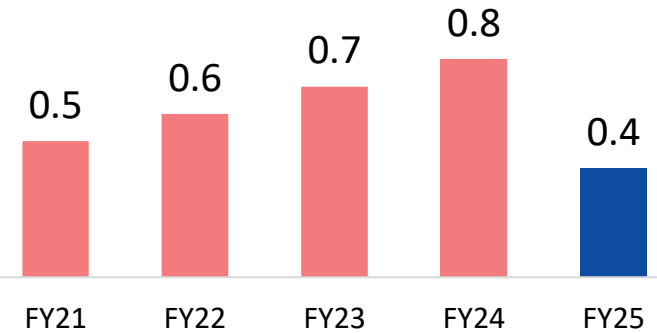
Revenue (Rs. Million)



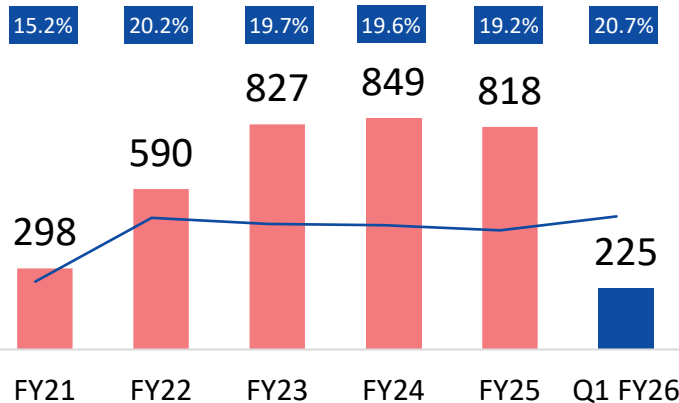
Gross profit (Rs. Million)/ Margin%



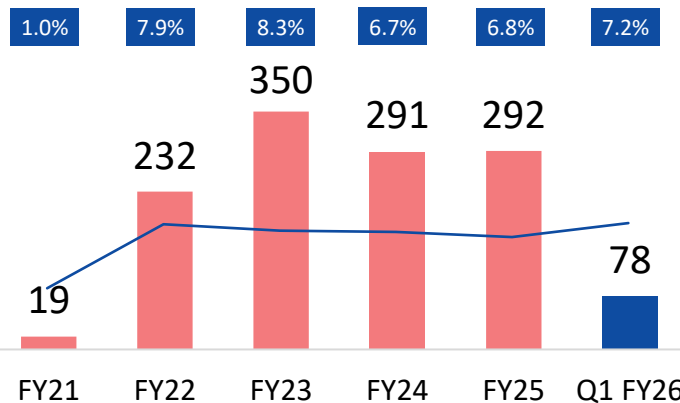
Debt/ Equity Ratio (x)



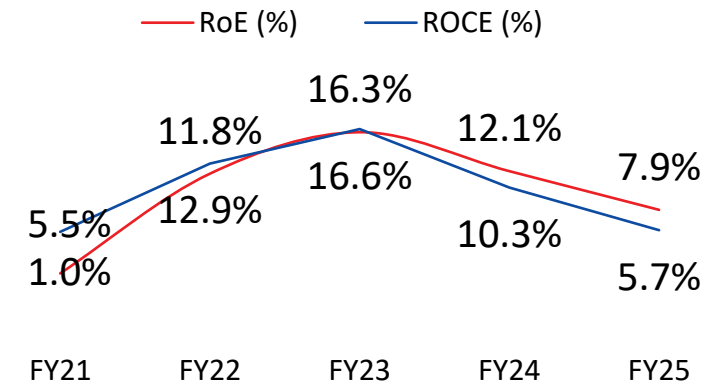
EBITDA (Rs. Million)/ Margin%



PAT (Rs. Million)/ Margin%



ROE/ ROCE



Q1 FY26 Income Statement

| Rs. Million | Q1 FY25 | Q1 FY26 | Y-o-Y (%) | Q4 FY25 | Q-o-Q (%) |
|----------------|------------|------------|--------------|------------|--------------|
| Revenue | 1,007 | 1,087 | 7.9% | 1,128 | (3.6)% |
| COGS | 472 | 463 | | 478 | |
| Gross Profit | 535 | 624 | 16.6% | 650 | (4.0)% |
| Employee Cost | 141 | 159 | | 164 | |
| Other Expenses | 193 | 240 | | 259 | |
| EBITDA | 201 | 225 | 11.9% | 227 | (0.9)% |
| Other Income | 17 | 46 | | 42 | |
| Depreciation | 107 | 118 | | 119 | |
| Finance Cost | 53 | 49 | | 42 | |
| PBT | 58 | 104 | 79.3% | 108 | (3.7)% |
| Tax | 20 | 26 | | 0 | |
| PAT | 38 | 78 | 105.3% | 108 | (27.8)% |
| Basic EPS | 0.73 | 1.38 | | 1.84 | |





New Store
Openings



Sofas & More newly launched Store at Surat, Gujarat



Sofas & More newly launched store at Mangalore, Karnataka

A modern living room interior featuring a light-colored leather sofa, a wooden coffee table, and large potted plants. A red rectangular overlay is positioned in the center, containing the text "Marketing Campaigns". The room has a white wall with two framed floral artworks, a floor lamp, and a patterned rug.

Marketing Campaigns

SOFAS & MORE

STANLEY



Hudson - 3str + Daybed
EMI Starts @ ₹ 36,522



Hudson - 1str
EMI Starts @ ₹ 11,622



Hudson - 2str
EMI Starts @ ₹ 19,156



Hudson - Home Theatre
EMI Starts @ ₹ 26,322



Hudson - 3str
EMI Starts @ ₹ 25,189

Sale **FLAT 50% OFF***
— LAST 3 DAYS —

Your Sofa, Your Way.

Choose from 28 different configurations and 72 colour options, customized and crafted with 100% Genuine 1.4 to 1.6 mm thick top-grain Italian tannage leather.

THE 5 STAR STANLEY ADVANTAGE

- ★ Widest range of modern designs, colours and options.
- ★ Customizable to your exact requirements.
- ★ Unmatched quality delivered by a 3 decade experienced manufacturing brand.
- ★ Peace of mind with industry best Warranty.
- ★ Unmatched after sales service available nationwide.



SOFAS & MORE

STANLEY

This Season, Score Big On
COMFORT!



GREAT MOTION SOFA
FLAT 50% DISCOUNT SALE* LAST FEW DAYS LEFT



Zero Gravity Recliner

High tensile steel recliner mechanism with zero gravity with built in single and twin motor.



Your Sofa, Your Way.

Choose from 28 different configurations and 72 colour options, customized and crafted with 100% Genuine 1.4 to 1.6 mm thick top-grain Italian tannage leather.



Manufacturer Warranty

Best After-Sales Service available nationwide, with industry best Warranty.



ELVIS
Twin motor

MRP: ₹ 2,19,200
Offer Price ₹ 1,09,600



HUDSON
Twin motor

MRP: ₹ 2,29,900
Offer Price ₹ 1,14,950



LUNA
Twin motor

MRP: ₹ 2,06,600
Offer Price ₹ 1,02,800



ZOYA

MRP: ₹ 1,46,100
Offer Price ₹ 1,25,500

STANLEY

Z E R 

GRAVITY RECLINERS

UPTO **40%** OFF*



HEAVEN

LIKE COMFORT, YOU WILL
FALL IN LOVE WITH.



STANLEY
Makers Of Beautiful



sale

Off Season Limited Period

End's 15th April



Kitchens • Wardrobes • Sofas • Recliners • Beds • Mattresses • Dining Tables • Armchairs • Bespoke

STANLEY
Makers Of Beautiful



sale

Off Season Limited Period

End's 26th April



Kitchens • Wardrobes • Sofas • Recliners • Beds • Mattresses • Dining Tables • Armchairs • Bespoke



About Stanley Lifestyles



VISION

Create Outstanding Products
that have the Power to
Make Lives Beautiful.

MISSION

Move Beyond Furniture by
Offering Complete Home
Solutions, Exceptional
Service and Quality
Assurance of a Deep-Rooted
Manufacturing Brand.

WHY WE EXIST

To emerge as an Indian
luxury lifestyle brand
capable of designing,
developing and
manufacturing to
international specifications
& standards.

Stanley Growth Journey

1999

Started manufacturing automotive leather seat at a garage in Bengaluru

2001

Launched Stanley's first furniture store

2005

Rapid expansion across India with partner owned and operated stores

2012

Onboarded Toyota as a B2B customer

2016

Partnered with **IKEA** for sofa manufacturing and exports

2017

Opened anchor store in Electronic City, Bengaluru

2019

- Secured funding from OIIF
- Launch of 'Sofas & More by Stanley'

2020

Launch of Full Home solution

2024

Listed on BSE and NSE

2025

Launch of Stanley Boutique Homes in Kanakpura, Bengaluru



Largest Premium and Luxury Furniture Brand



Scale

- Among the few home-grown super-premium and luxury consumer brands in India
- Operating at scale in terms of manufacturing as well as retail operations¹
- Present across various price points through our various brands¹
- Largest in terms of number of stores and the fastest in terms of revenue growth¹



Footprint

- Largest network of retail outlets – Retail presence in India was thrice the size of nearest competitor in the luxury/ super-premium furniture industry¹
- Various store formats which allows us to target various markets ensuring enhanced brand visibility



Vertically Integrated Model

- Among the top 4 completely Integrated Indian super-premium & luxury furniture manufacturing company¹
- Integrated model provides us with the ability to have complete control over our processes
- Operating two manufacturing facilities with combined total area of 3 lakh+ square feet



High level of profitability

- Only company in the segment operating at a significant scale while maintaining such a high level of profitability¹
- Consistently profitable over the last 10 years

Notes:

1. Redseer Report



Brand Luxury

Largest and the fastest growing brand in the luxury/super- premium furniture segment



Comprehensive Offerings

Comprehensive home solutions provider with offerings across categories and price points



Strategic presence

Pan-India presence with Strategically located stores.



Manu-Retail

Vertically integrated manufacturer with skilled craftsmanship



Innovation

Focus on design-led product innovation



Experienced Management

Promoter-led company with Experienced professional & senior management team



Performance track record

Efficient business model with track record of delivering financial growth.



Stanley Lifestyles Business Segments



Source: Redseer Report

Note: Manu-Retail – Manufacturing-Retail Model. Ultra-luxury: > Rs. 5 lakhs, Luxury: Rs. 3 – 5 lakhs, Super-Premium: Rs. 1.5 – 3 lakhs, Premium: Rs. 0.7 – 1.5 lakhs, Masstige: Rs. 0.3 – 0.7 lakhs, Mass: < Rs. 0.3 lakhs

Stanley Level Next



Stanley Level Next

No. of Stores

11 (COCO: 8, FOFO: 3)

Positioning

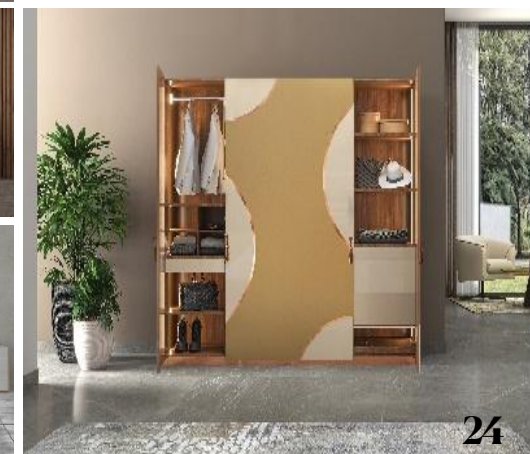
Ultra Luxury

Average Square Feet

11,121

Ticket Size

Rs. 0.5 Million and above



Stanley Boutique



Stanley Boutique

No. of Stores

15 (COCO: 13, FOFO:2)

Positioning

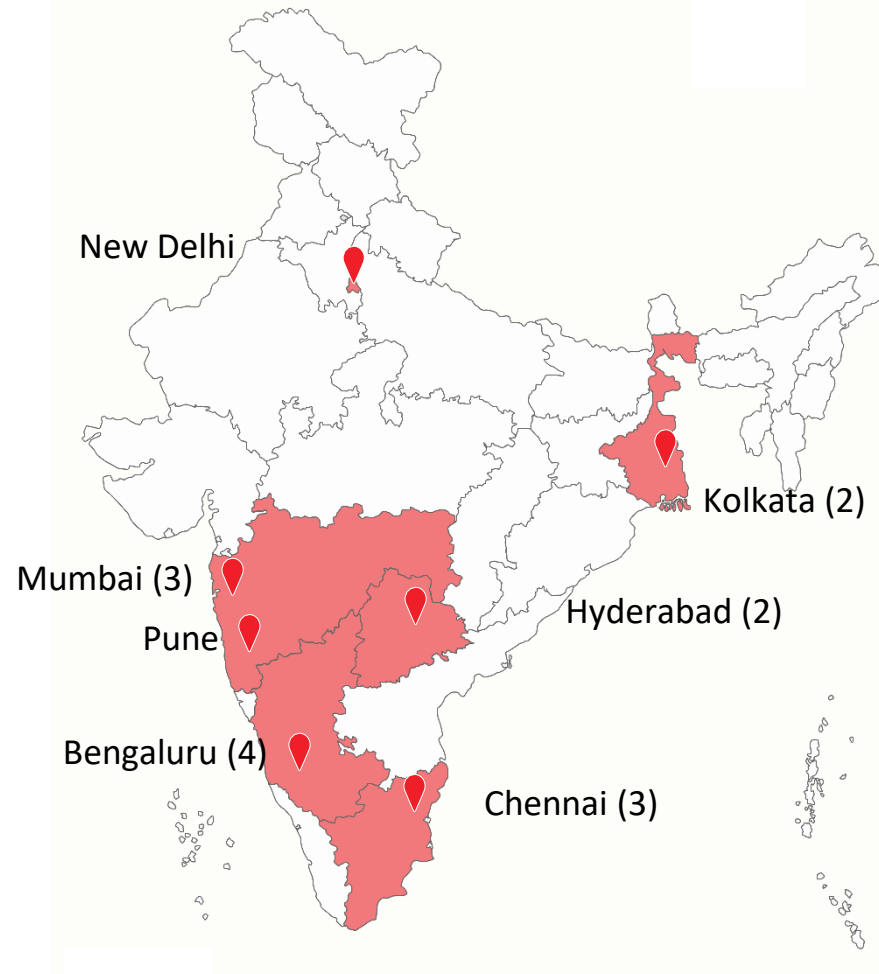
Luxury

Average Square Feet

5,908

Ticket Size

Rs. 0.30 – 0.50 Million



Sofas & More



Sofas & More

No. of Stores

42 (COCO: 22, FOFO: 20)

Positioning

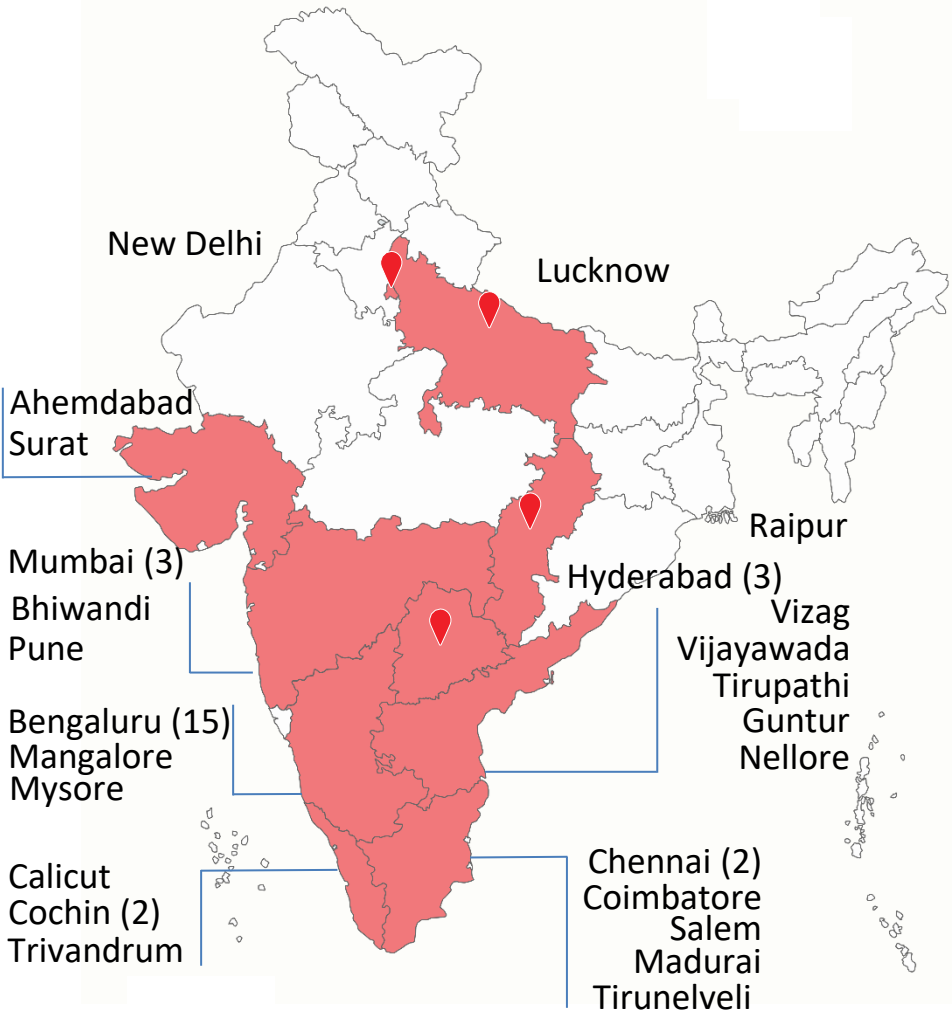
Super Premium

Average Square Feet

6,646

Ticket Size

Rs. 0.15 – 0.30 Million





Manufacturing Plants



Electronic City

Jigani

Area (sq. ft.)

1,97,643

1,03,243

Products

- Seating and Beds
- Kitchen & Cabinetry
- Cased Goods
- Mattress & Pillow
- Automotive (OEM)

Seating

Installed Capacity¹

1,63,200

1,44,000

Brands

- Level Next
- Boutique
- Sofas & More

- Sofa & More
- Contract Manufacturing

Employees

697

315

¹) Installed Capacity in numbers / set of components



Seating



Sofas



Bar Stools



Recliners



Sofa-cum-Beds

Kitchen & Cabinetry



Kitchens



Laundry/
Utility



Wardrobes



Bar Units

Case Goods



Coffee
Tables



Dining
Tables



Consoles



End Tables

Beds & Mattress



Beds



Mattresses



Pillows and
Accessories

Comprehensive home solutions provider with offerings across categories and price points

Disclaimer

This presentation contains statements that are “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to “Stanley Lifestyles” future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

Stanley Lifestyles undertakes no obligation to publicly revise any forward-looking statements to reflect future/ likely events or circumstances.

Thank You

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