

Date: 11.11.2025

Ref no. SLL/SE/102-2025

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 Q2 - 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 September 30th, 2025, that will be circulated to the Investors/Analysts for the Earnings Call scheduled on November 12th, 2025.

We request you to kindly take this on your record.

Thanking You,

For Stanley Lifestyles Limited

Rasmi Ranjan Naik
Company Secretary & Compliance Officer
M No.: F7599

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

(BSE: 544202; NSE: STANLEY)

Earnings Presentation

Q2 & H1 FY26



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Aspiring to transform every Customer to become a Loyal Brand Ambassador

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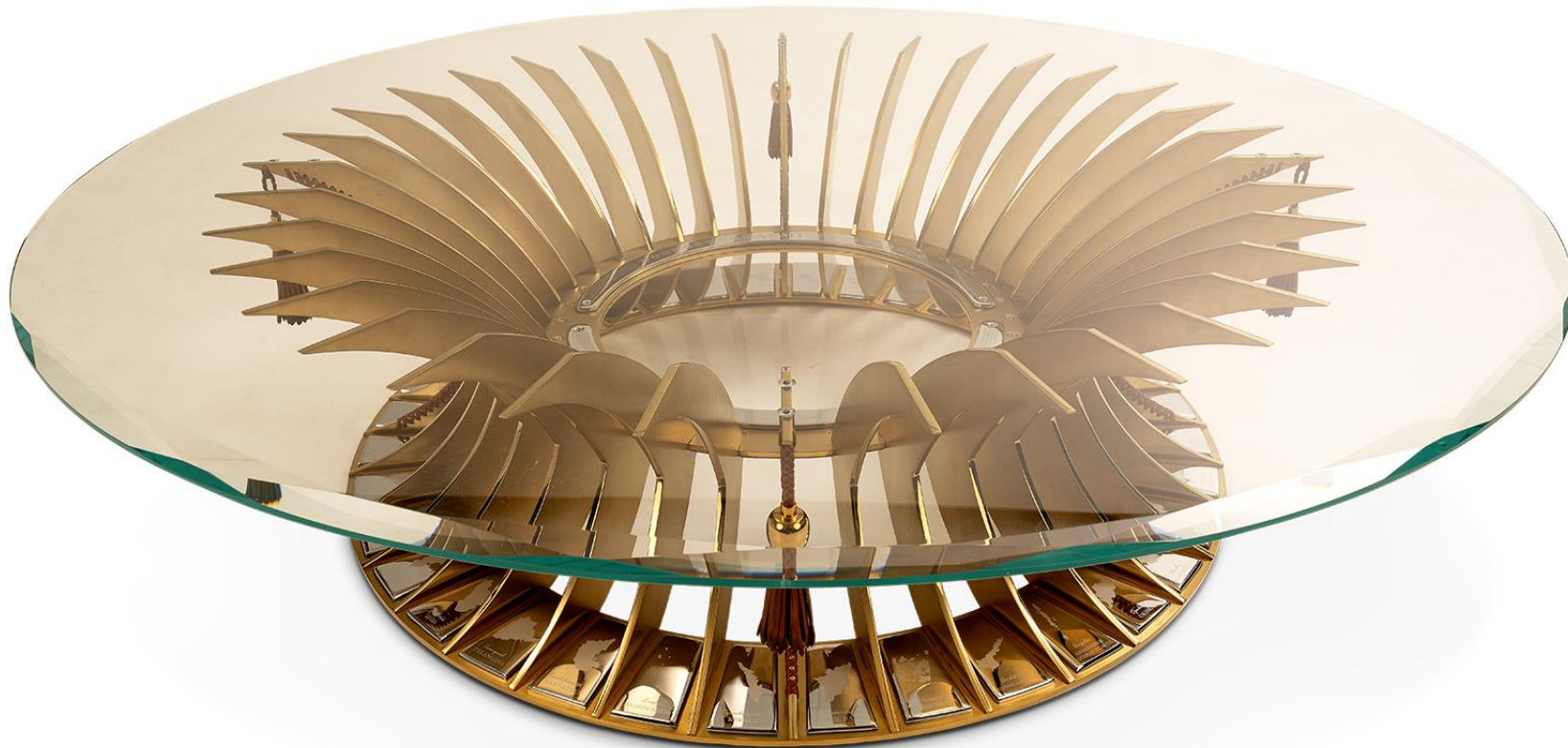
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Q2 & H1 FY26 Result Highlights



ASMI — a limited edition commemorating 75 years of Independence, showcasing the unity of 28 states and 8 union territories of India, guided by four handcrafted tassels symbolizing North, South, East, and West.

Management's Comment on the results

"We are pleased to report growth in both Q2 and H1 FY26, supported by strong execution and continued consumer demand. Revenue from Operations stood at ₹2,141 mn in H1FY26. Gross Profit Margin improved 330 bps YoY and is around 58%, EBITDA margin expanded by 320 bps in H1 FY26 to 22.1%.

We continued to elevate the Stanley retail experience by adding 7 COCO and 2 FOFO stores in H1FY26 with the retail business contributing 70% of total revenue during H1 FY26.

'Stanley Boutique Homes' (SBH) has been launched as a sub-brand under the 'Stanley Boutique' umbrella, expanding our footprint in the luxury living segment. SBH offers a complete home solution under the luxury segment. The first-ever 'Stanley Boutique Homes' store was recently inaugurated in Kanakapura road, Bengaluru."

As global consumer preferences increasingly shift towards premium and experiential luxury, our brand's focus on craftsmanship and exclusivity positions us strongly for sustained relevance and growth in the future. We also strengthened our leadership in the luxury lifestyle retail space by expanding internationally into Colombo, Sri Lanka.

As we progress, we are on course to add more new stores in FY26, prioritizing high-affluence metros and emerging urban clusters. Our focus remains on deepening the COCO network and curating timeless collections that reflect evolving luxury sensibilities"

Mr. Sunil Suresh
Founder and Managing Director



First- Ever Stanley Boutique Homes ("SBH")

Kanakapura Road, Bengaluru

Location

10,000 Sq. Ft.

Area





New Store Launch in Pisoli, Pune

Stanley Boutique

3,000 Sq. Ft.

Area

Sofas & More

7,000 Sq. Ft.

Area



New Store Launch in Annasalai, Chennai

Stanley Boutique

2,550 Sq. Ft.

Area

Sofas & More

5,940 Sq. Ft.

Area





New Store Launch in Bund Garden, Pune

Stanley Boutique

2,800 Sq. Ft.

Area

Sofas & More

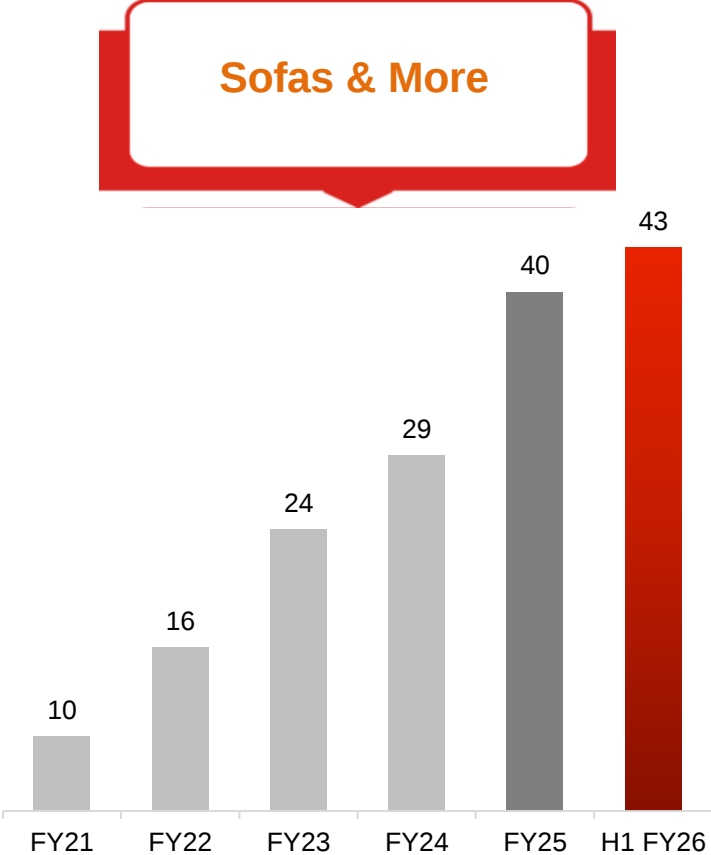
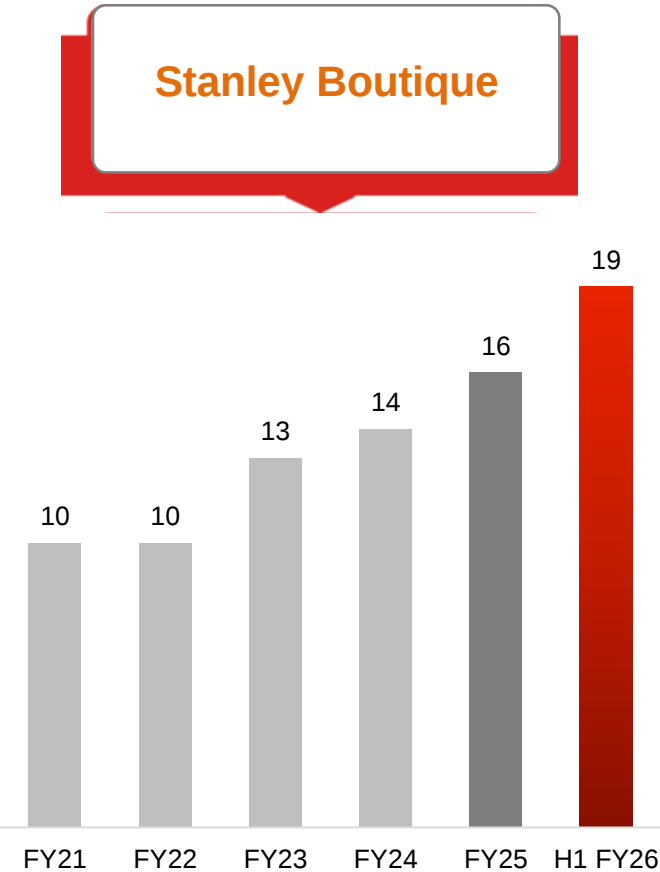
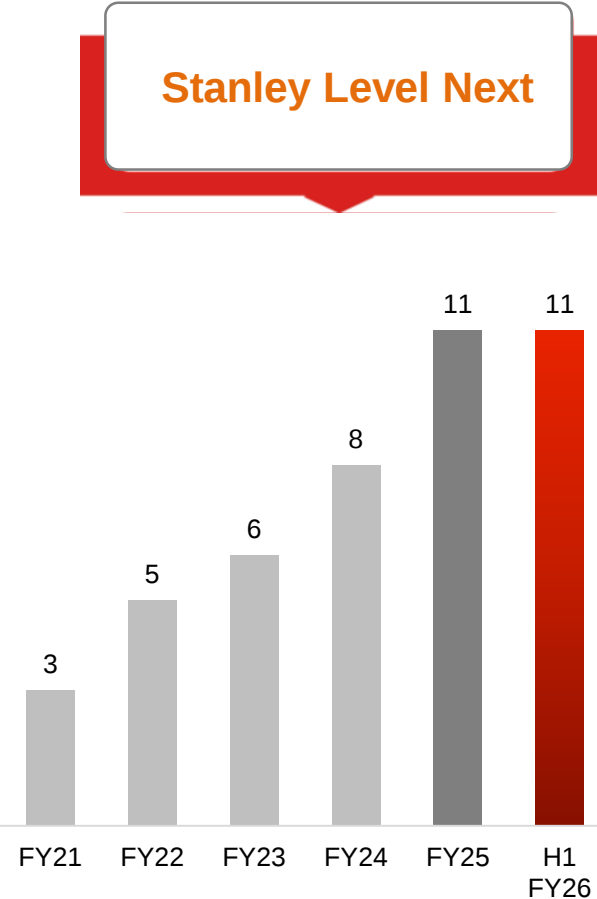
1,200 Sq. Ft.

Area



Driving Growth Through Strategic Store Expansion

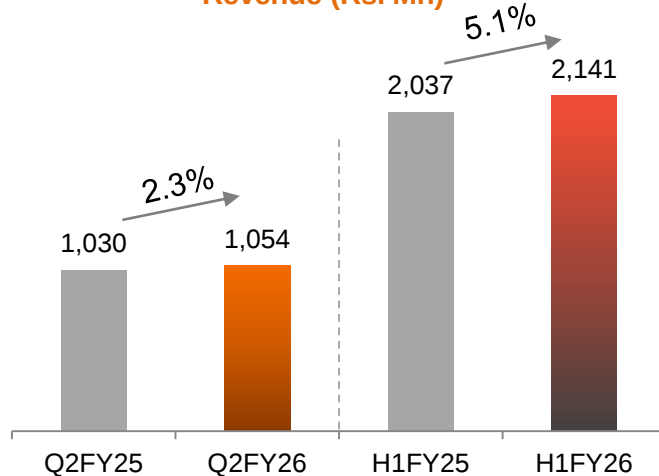
Total No. of Stores



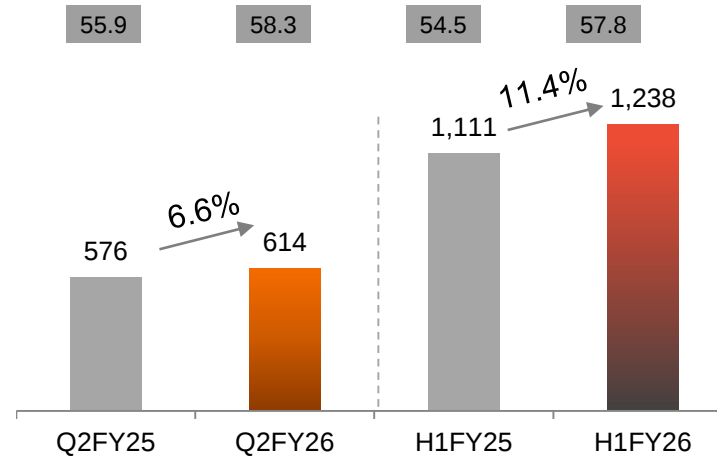
Note: As of September 30, 2025, excludes one Stanley Personnel Store

Consolidated Q2 and H1 FY26 Financial Performance

Revenue (Rs. Mn)



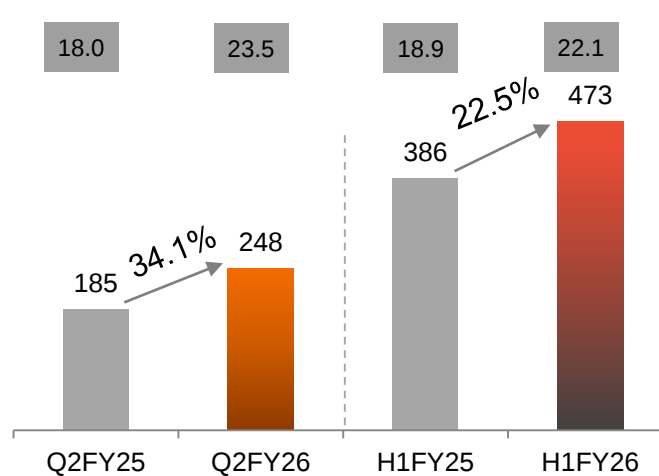
Gross Profit (Rs. Mn)/Gross Profit Margin(%)



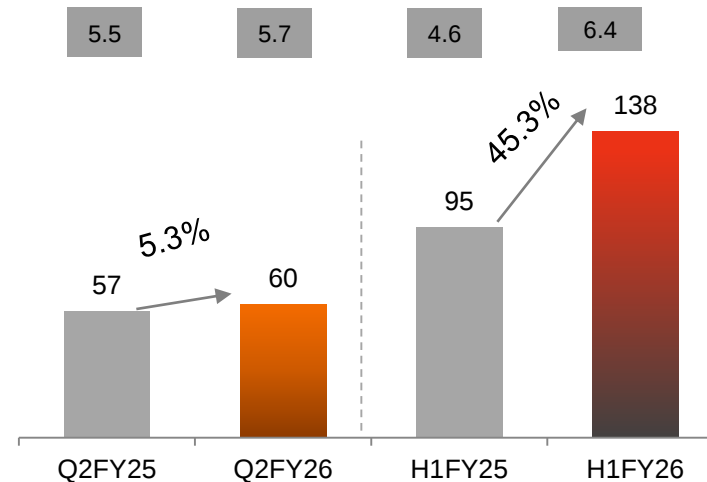
Revenue increased by 5.1% in H1 FY26 compared to H1 FY25, driven by growth in the retail business, led by a higher contribution from COCO stores

Gross Profit margin improved by 330 bps YoY in H1FY26, due to procurement efficiencies, localization, insourcing of manufacturing processes and enhanced product mix

EBITDA (Rs. Mn)/ EBITDA Margin(%)



PAT (Rs. Mn)/ PAT Margin(%)



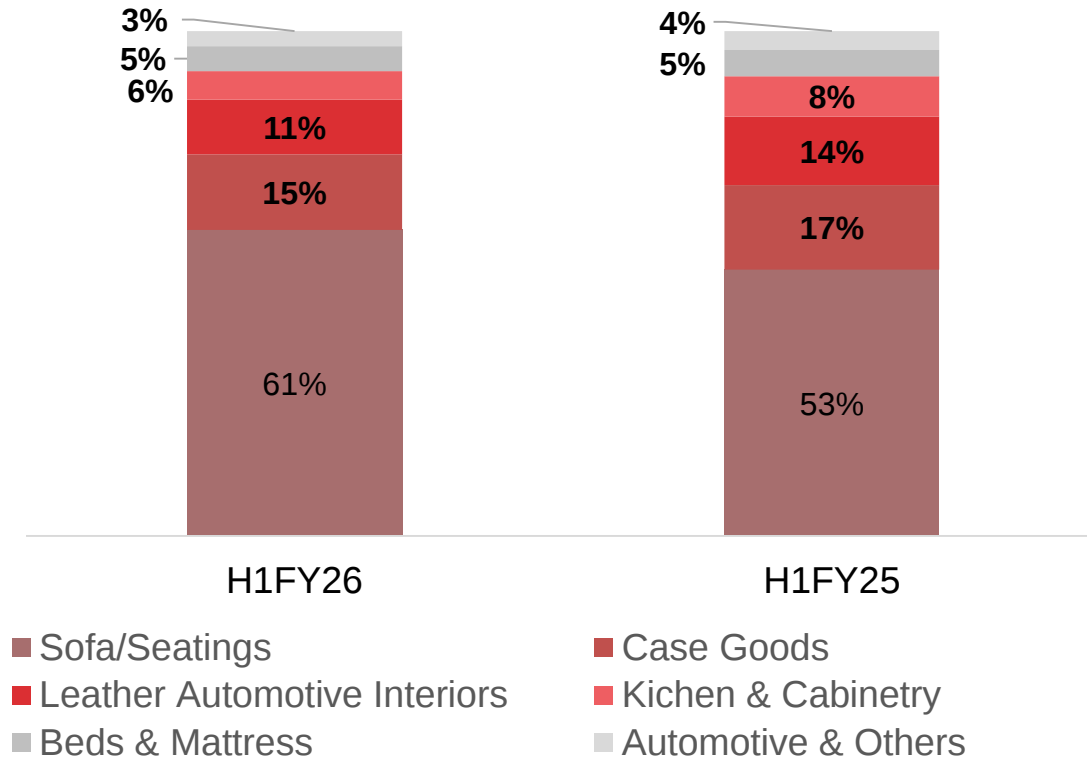
EBITDA margin improved significantly by 320 bps during H1 FY26, reflecting the benefits of cost optimization and operating leverage.

Lease agreements for new stores in H1FY26 led to an increase in amortization and finance expense by Rs 72 mn

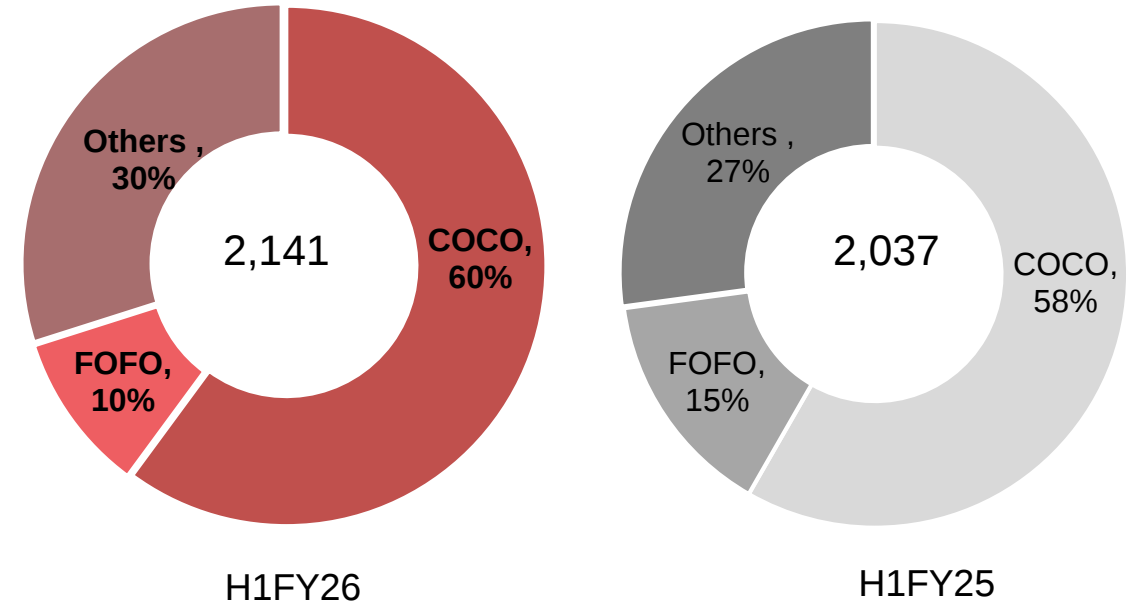
Gross Profit Margin & EBITDA Margin expanded by 240 bps and 550 bps YoY, respectively, in Q2 FY26

Q2 & H1 Revenue Breakup

By Product Category



By Store Format



- Strong momentum in “Stanley Level Next “ and “Sofas & More” led to an increase in the seating's category's revenue contribution
- Case goods segment is transitioning from imported raw materials to in-house manufacturing. This is expected to drive margin improvements. The segment has grown by 3.7% in Q2FY26 compared to Q2FY25
- COCO stores continue to be the key revenue driver

Q2 & H1FY26 Income Statement

Particulars (Rs. Mn)	Q2 FY26	Q2 FY25	Y-o-Y (%)	Q1 FY26	H1 FY26	H1 FY25	Y-o-Y (%)
Revenue from Operations	1,054	1,030	2.3%	1,087	2,141	2,037	5.1%
COGS	440	454		463	903	926	
Gross Profit	614	576	6.6%	624	1,238	1,111	11.4%
Employee Cost	143	156		159	302	297	
Other Expenses	223	235		240	463	428	
EBITDA	248	185	34.1%	225	473	386	22.5%
Other Income	51	56		46	97	73	
Depreciation/Amortisation	143	107		118	261	214	
Finance Cost	75	46		49	124	99	
PBT	81	88	-8.0%	104	185	146	26.7%
Tax	21	31		26	47	51	
PAT	60	57	5.3%	78	138	95	45.3%
Basic EPS	0.98	1.08		1.38	2.36	1.83	



Consolidated Balance Sheet

Equity & Liabilities (Rs in Mn)	As on Sept'25	As on Mar'25
Share Capital	114	114
Other Equity	4,554	4,529
Non-Controlling Interest	54	112
Shareholders Funds	4,722	4,755
Long Term Borrowings	6	7
Lease Liabilities	3,043	1,633
Asset retirement obligations	66	53
Provisions	11	12
Non Current Liabilities	3,126	1,705
Short term Borrowings	2	16
Lease Liabilities	252	235
Trade Payable	399	344
Other Current Liabilities	437	394
Current Liabilities	1,090	989
Total liabilities	4,216	2,694
Total Equity & Liabilities	8,938	7,449

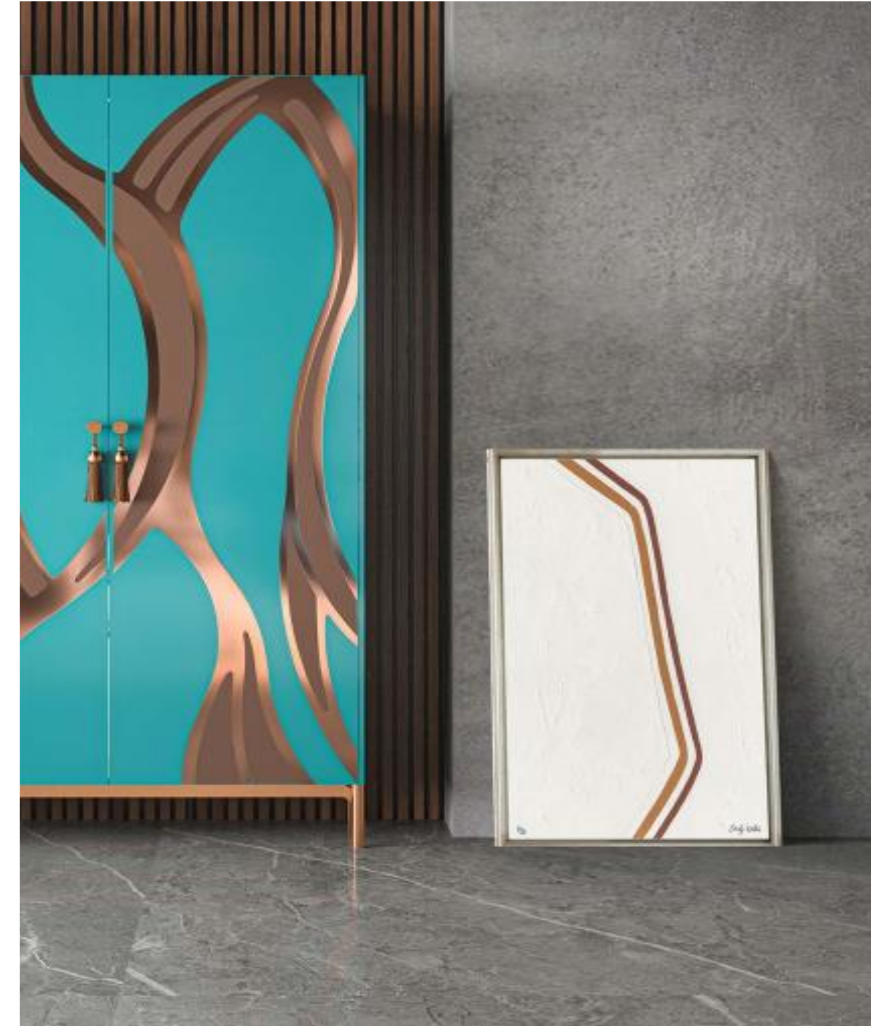
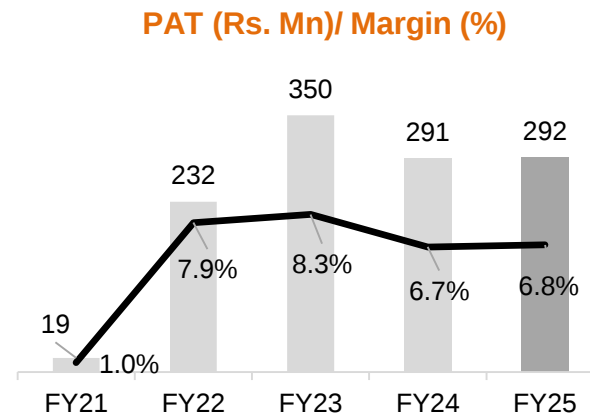
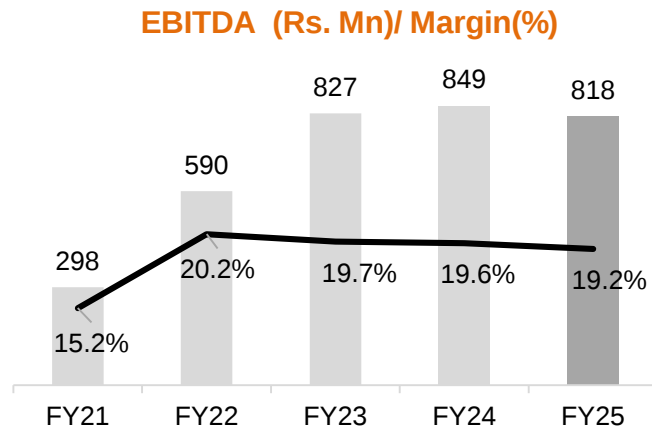
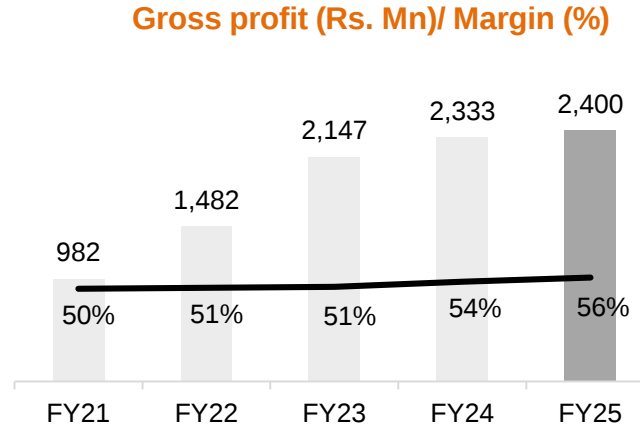
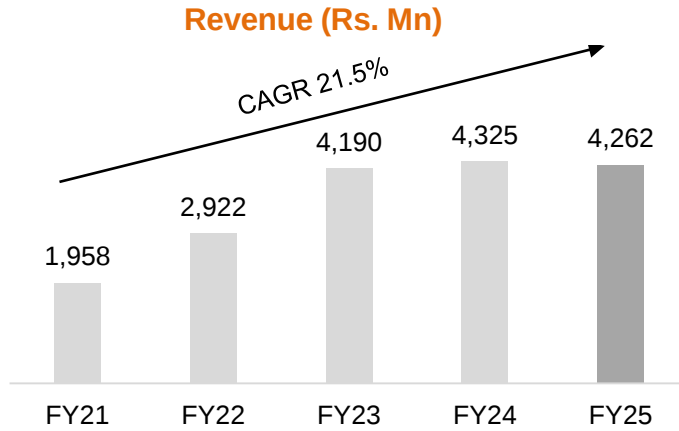
Assets (Rs in Mn)	As on Sept'25	As on Mar'25
Property, plant & Equipment	906	893
Right of use assets	3,232	1,603
Capital work-in-progress	54	376
Goodwill and Intangible assets	475	88
Financial Assets	1,493	919
Other non-current Assets	334	259
Non Current Assets	6,494	4,138
Inventories	1,368	1,404
Trade Receivables	183	240
Cash & Bank Balances	399	1401
Investment in Mutual Funds	281	-
Other Financial Assets	98	130
Other Current Assets	115	136
Current Assets	2,444	3,311
Total Assets	8,938	7,449



Historical Performance



Year on Year Healthy Performance



Company Overview



Stanley: Curating India's Finest Living Spaces

Vertically Integrated Luxury Furniture Brand

End-to end Home Solutions

- Among the few home-grown super-premium and luxury consumer brands in India
- Solutions ranging from sofas, recliners to kitchens, cabinetry, dining table & beds while Elegant & Comfort in design
- Present across various price points through various brands

- Combine craftsmanship, innovation and customer insight to create refined living spaces
- Integrated model provides ability to control the entire value chain of manufacturing that maintain quality scale and speed.

26+ Years

A leading home-grown luxury brand

Multiple

Store formats catering to a different segment of the market

24/73

Cities / Stores across exclusive brands

49

New stores added across brands in last 5 years

3 Lakh +
Manufacturing Area

5.8 Lakh Sq. ft.
Retail Area

Profitable Growth with Long Term Resilience

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

Rs 2,141 Mn

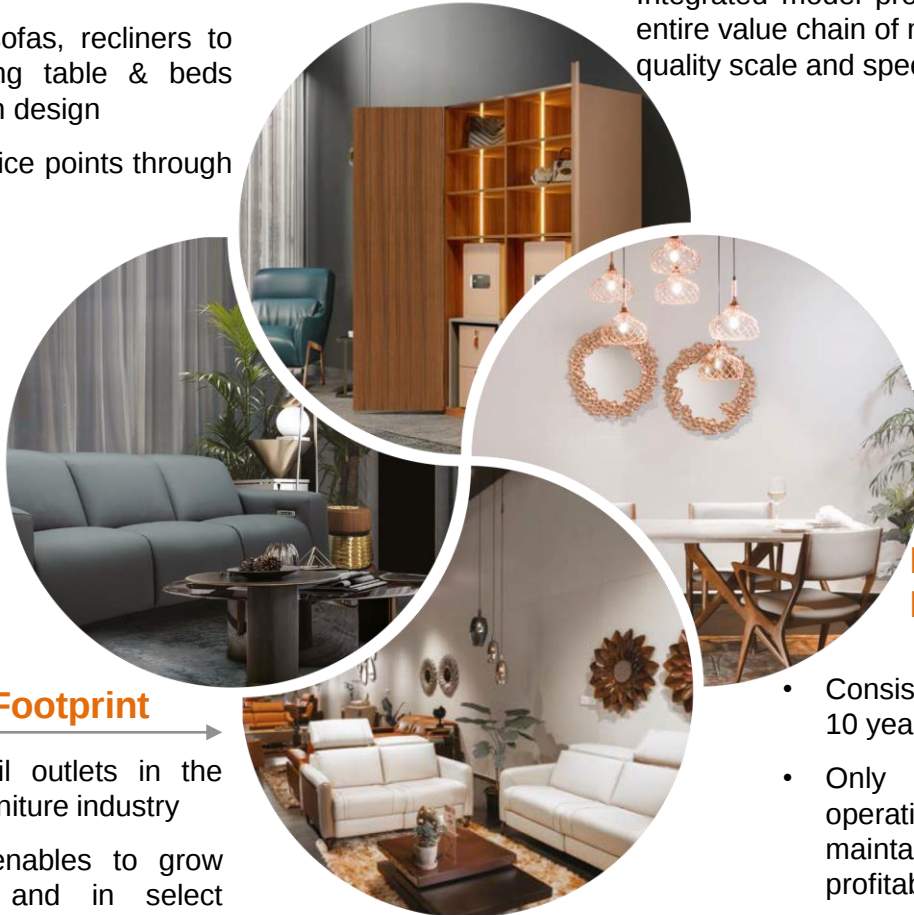
Revenue in H1FY26

1,549

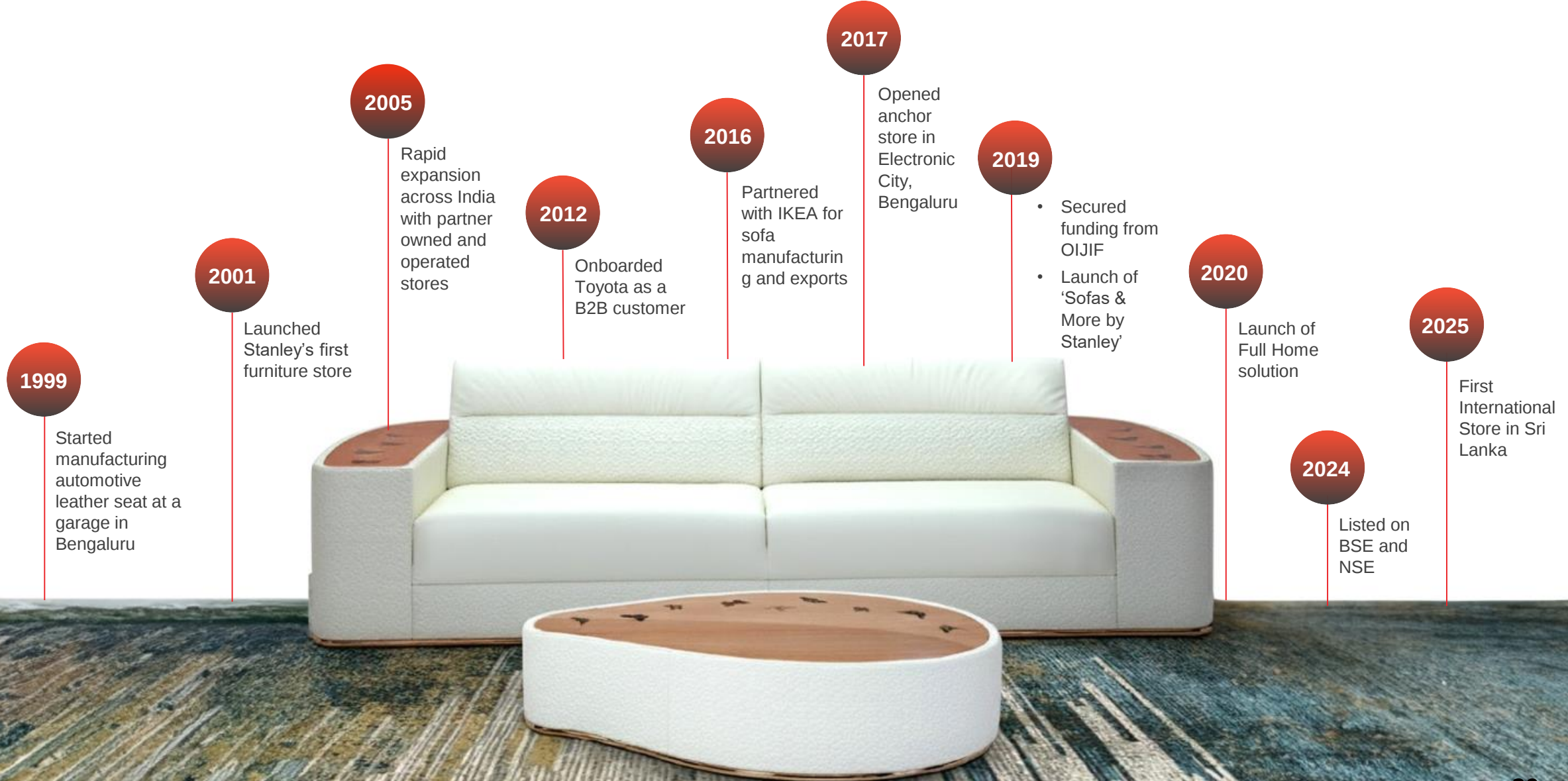
No. of employees

A Strong & Growing Footprint

- Largest network of retail outlets in the luxury/ super-premium furniture industry
- Multiple store formats enables to grow footprint across India and in select international markets by leveraging the equity of the Stanley brand
- Pan-India network of COCO & FOFO stores



Key Milestones



Key Competitive Strengths



Brand Luxury

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



Comprehensive Offerings

Complete home solutions provider with offerings across categories and price points



Strategic presence

Pan-India presence with strategically located stores



Manu-Retail

Vertically integrated in-house manufacturing with skilled & experienced craftsmanship capabilities



Innovation

India's only luxury brand introducing trend-forward designs every month across categories



Luxury meets Comfort

Finely curated, personalized products for ultimate comfort



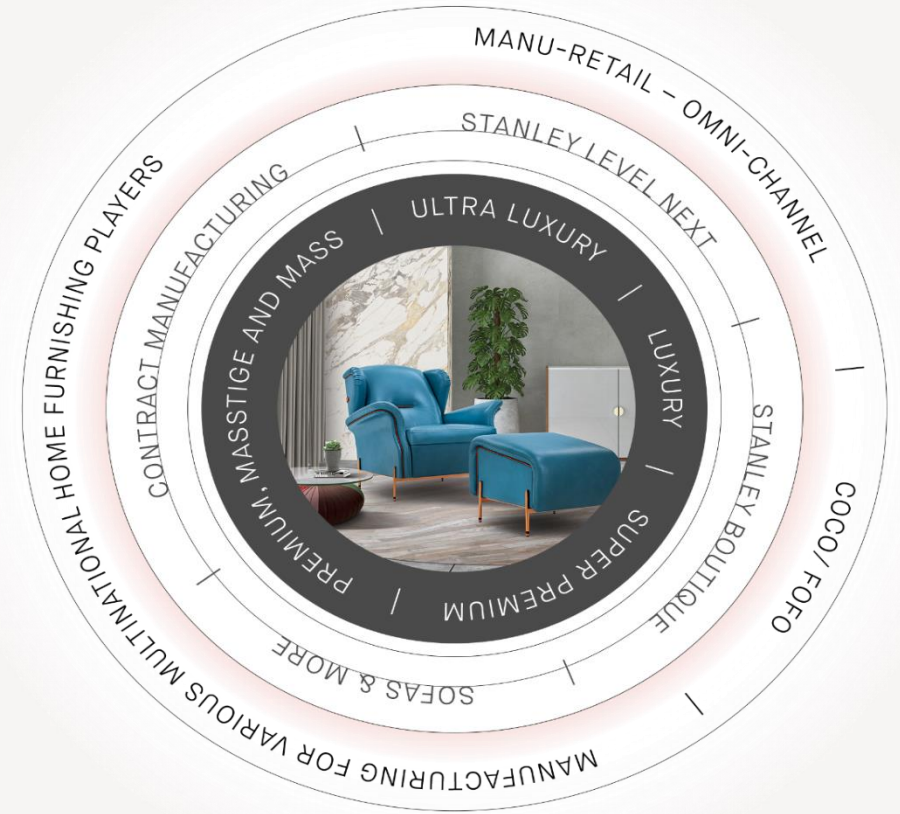
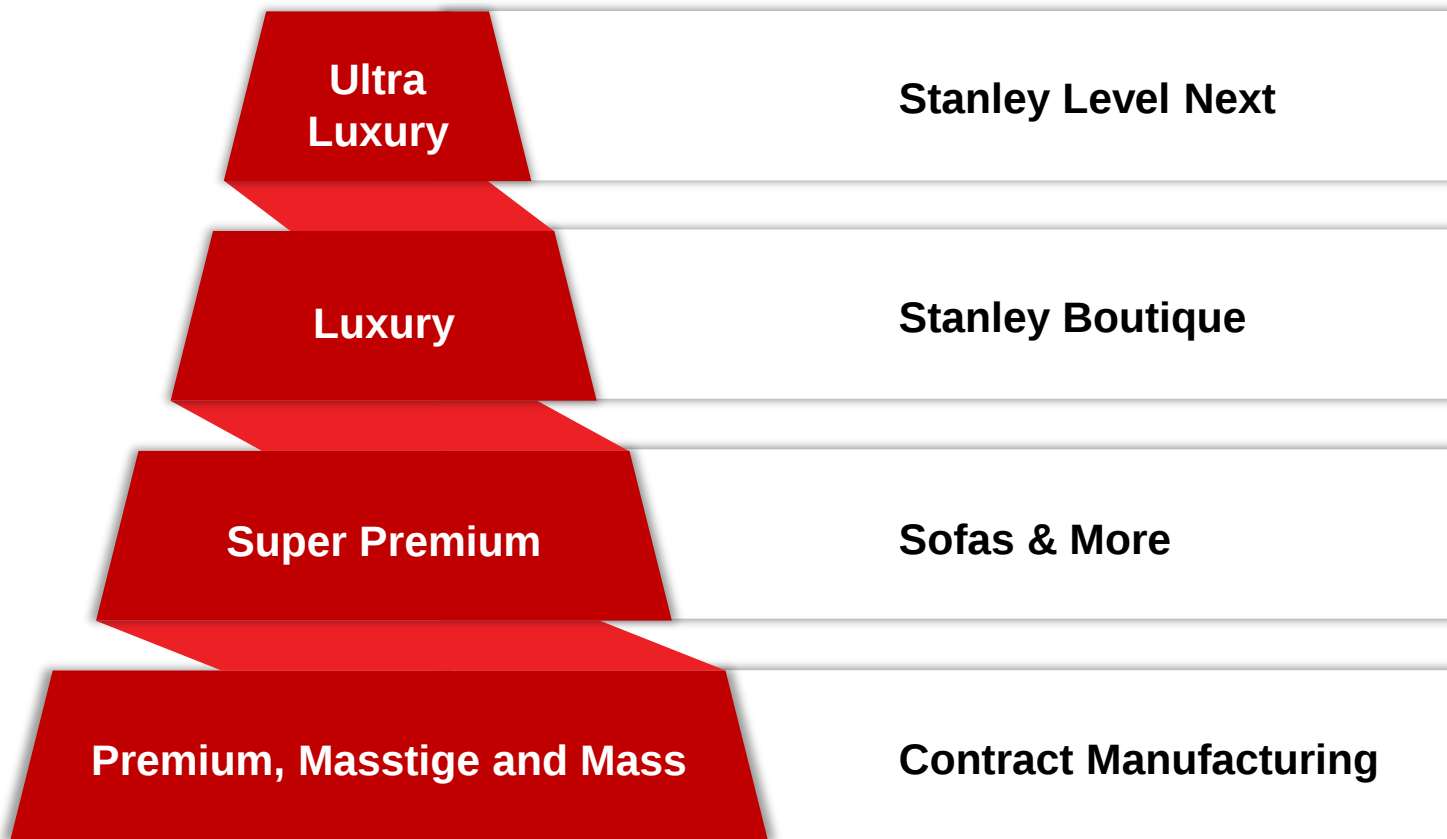
Performance track record

Efficient business model with track record of delivering financial growth.

A modern kitchen interior featuring white cabinetry, a glass display cabinet, and a central island with a bread warmer. The kitchen is illuminated by warm under-cabinet lighting and a large pendant light. The island has a white countertop and a dark base. A bread warmer is on the island, and there are some fruits and a knife block on the counter. The background shows a glass display cabinet with glassware and a built-in oven.

Business Overview

Thoughtfully Designed Business Segments



Diverse Portfolio Across Product Categories

Seating



Sofa-cum-Bed



Bar Stools



Pouffes



Recliners

Kitchen & Cabinetry



Kitchens



Wardrobes



Laundry/ Utility



Bar Units

Case Goods



Coffee Tables



Dining Tables



Consoles



Wardrobe

Beds & Mattress



Beds



Mattresses



Coordinated
Pillows



Sofa cum Bed

State of the Art Manufacturing

Plant 1: Electronic City

1,97,643 Sq. Ft.

Area

1,63,200

Installed Capacity

707

Employees

State of the Art Manufacturing

Plant 2: Jigani

1,03,243 Sq. Ft.

Area

1,44,000

Installed Capacity

349

Employees



Stanley Level Next



Stanley Level Next



- The most exclusive format, crafted for connoisseurs of artistic detail, bespoke design, and modern luxury
- Functions as an immersive interior experience center, where clients co-create personalized living spaces with Stanley's design experts
- Collections showcase contemporary aesthetics, innovative craftsmanship, and functional elegance
- Each creation is thoughtfully designed to reflect individual lifestyles and personal expression
- Offers end-to-end home interior solutions, including:
 - Modular kitchens & wardrobes
 - Sofas & beds
 - Cabinetry and other premium furnishings

No. of Stores
11 (COCO: 8, FOFO:3)

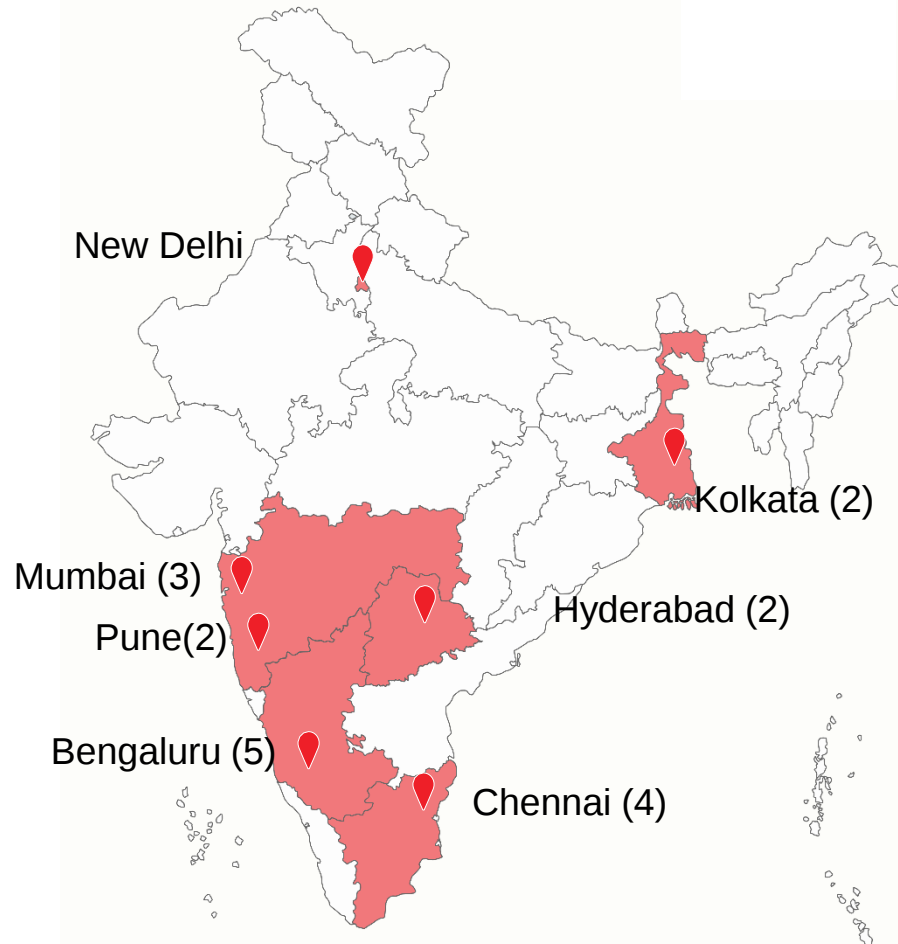
Positioning
Ultra Luxury

Average Square Feet
11,121

Ticket Size
Rs. 0.50 Million and above



Stanley Boutique



- Offers refined luxury through ready-to-buy collections that blend craftsmanship and versatility
- Ideal for discerning customers seeking high-end furniture with shorter lead times
- Showcases pieces that balance timeless elegance with everyday practicality
- Each product is crafted in-house with meticulous attention to detail
- Designed to elevate living spaces while preserving warmth and personal expression
- Offers end-to-end home interior solutions, including:
 - Sofas, recliners & beds
 - Curated statement pieces

No. of Stores

19 (COCO: 17, FOFO:2)

Positioning

Luxury

Average Square Feet

5,630

Ticket Size

Rs. 0.30 – 0.50 Million

Sofas & More



Sofas & More



- Stanley's most accessible format, offering thoughtfully designed furniture at approachable price points
- Addresses the growing demand for affordable luxury among urban consumers
- Blends Stanley's core values of quality, comfort, and style into value-driven offerings
- Features trend-aligned collections with efficient delivery cycles
- High-footfall showrooms designed for quick navigation and easy product discovery
- Serves as the gateway to the Stanley experience, reaching a broader customer base
- Offers a curated range of sofas, recliners, mattresses, beds, accessories, and essential home furniture

No. of Stores

43 (COCO: 25, FOFO: 18)

Positioning

Super Premium

Average Square Feet

6,410

Ticket Size

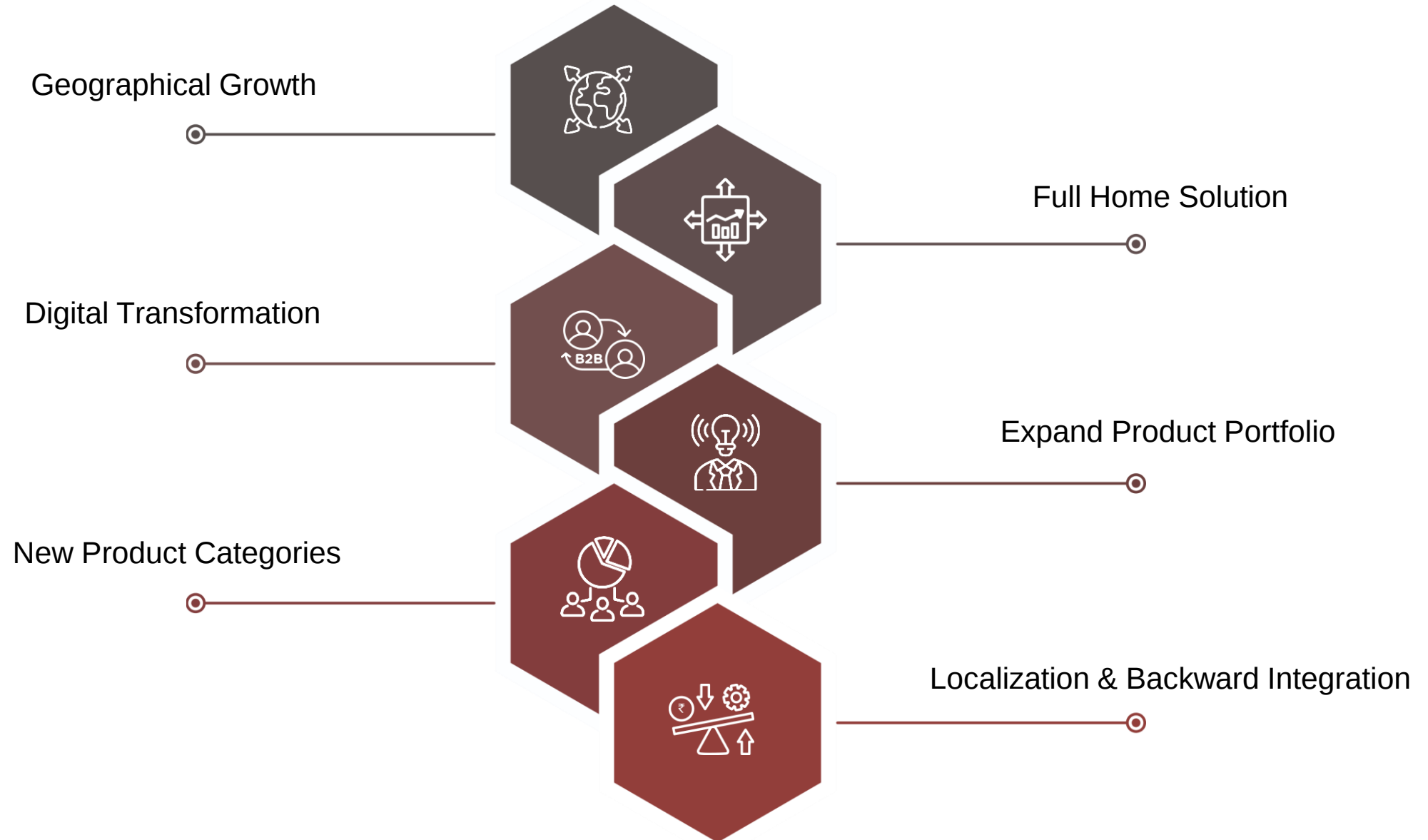
Rs. 0.15 – 0.30 Million



Future Outlook



Way Ahead





Marketing Campaigns





STANLEY

BOLD. BESPOKE. BEAUTIFUL.

COMPLETE HOME FURNITURE SOLUTIONS
Designed, engineered and crafted to perfection with the finest ethically sourced materials from around the world in our state-of-the-art factories.
Made in Stanley, The Stanley way.

ON SALE NOW

Living | Dining | Bedding | Kitchens | Wardrobes | More..

Luxury Format Store
Showcasing Full Home Solutions

STANLEY
LEVEL NEXT

Flagship Store, Hyderabad
Road No. 12, Banjara Hills - 95602 10001, 73868 55770

Premium Format Store
Showcasing Loose Furnitures

STANLEY
BOUTIQUE

City Stores, Hyderabad
Road No. 36, Jubilee Hills - 91549 91038
Gachibowli - 73867 22245



STANLEY LUXURY STORES

Luxury Format Store
Showcasing Full Home Solutions

STANLEY
LEVEL NEXT

Flagship Store, Bangalore
Electronic City - 74064 44444
City Stores, Bangalore
Sadar Vannagar - 98720 67006
Indiranagar - 74062 22222
Airport Road - 96112 09520

Premium Format Store
Showcasing Loose Furnitures

STANLEY
BOUTIQUE

City Stores, Bangalore
Banashankari - 81476 92259
Dickenson Road - 81479 92779
Mission Road - 97314 84033
Airport Road - 96112 09520
Banashankari - 96111 28236

Premium Format Store
Showcasing Full Home Solutions

STANLEY
BOUTIQUE HOMES

Flagship Store, Bangalore
Kanakapura Road - 99026 50790



SOFAS & MORE
STANLEY

HEAVEN

LIKE COMFORT, YOU WILL
FALL IN LOVE WITH.



STANLEY
ZERO GRAVITY RECLINERS | UPTO 40% OFF



Luna - 1str
EMI Starts @ ₹ 10,589



Luna - 2str
EMI Starts @ ₹ 17,222



Luna - 3str
EMI Starts @ ₹ 23,022

Disclaimer: Prices are for 10% down payment.

SOFAS & MORE
STANLEY

HEAVEN

LIKE COMFORT, YOU WILL
FALL IN LOVE WITH.



STANLEY
ZERO GRAVITY RECLINERS | UPTO 40% OFF



Nina - 1str
EMI Starts @ ₹ 7,967



Nina - 2str
EMI Starts @ ₹ 14,533



Nina - 3str
EMI Starts @ ₹ 16,600

Disclaimer: Prices are for 10% down payment.

SOFAS & MORE
STANLEY

HEAVEN

LIKE COMFORT, YOU WILL
FALL IN LOVE WITH.



STANLEY
ZERO GRAVITY RECLINERS | UPTO 40% OFF



Hudson 1str
EMI Starts @ ₹ 11,656



Hudson 2str
EMI Starts @ ₹ 19,044



Hudson 3str
EMI Starts @ ₹ 25,044

Disclaimer: Prices are for 10% down payment.



VISIT OUR STORES @

MISSION ROAD 91482 23170	BANASHANKARI 96639 11477	BANASHANKARI 96639 11477	BANASHANKARI 96639 11477	DICKENSON ROAD 96063 06420	DICKENSON ROAD 96063 06420	ELECTRONIC CITY 91482 24120	ELECTRONIC CITY 91482 24120	INDIRANAGAR 87929 22311	INDIRANAGAR 87929 22311	JP NAGAR 91481 33170	JP NAGAR 91481 33170	MARATHA HALLI 77608 58990	MARATHA HALLI 77608 58990
MISSION ROAD 91482 23170	MYSORE ROAD 96064 00760	OLD MADRAS ROAD 78996 78300	SARJAPUR ROAD 96320 66733	WHITEFIELD 89519 94664	WHITEFIELD 89519 94664	YESHWANTHUR 91487 18080	YESHWANTHUR 91487 18080	YELAHANKA 91482 20870	YELAHANKA 91482 20870				

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Thank You

Registered Office

SY No. 16/2 and 16/3 Part, Hosur Road, Veerasandra village, Attibele Hobli,
Anekal Taluk, Bengaluru, Karnataka - 560100

For further information, please contact:

Company

Stanley Lifestyles Ltd.

J. K. Sharath, Group CFO

jk.sharath@stanleystyles.com

Investors Relation

AdfactorPR

Priyanka Bhagat/Shrusti Jain

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shruti.jain@adfactorspr.com