



17 July, 2026

|                                                                                                                                                                              |                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| <b>The Manager-Listing Department</b><br>National Stock Exchange of India Limited,<br>'Exchange Plaza', C-1, Block -G<br>Bandra Kurla Complex, Bandra -East<br>Mumbai-400051 | <b>Listing Department</b><br>BSE Limited<br>Phiroze Jeejeebhoy Towers<br>25 <sup>th</sup> Floor, Dalal Street<br>Mumbai- 400001 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|

**Sub : Business Update Report –June 30, 2026****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, 2026.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

**For PIL ITALICA LIFESTYLE LIMITED**

**NARENDRA BHANAWAT** Digitally signed by  
NARENDRA BHANAWAT  
Date: 2026.07.17  
15:46:33 +05'30'

**Narendra Bhanawat**  
**(Whole Time Director)**  
**DIN : 00146824**

Encl: a/a

# BUSINESS UPDATES

Q1 • FY27

APRIL - MAY - JUNE



# ITALICA®

COMPANY OVERVIEW ✦

KEY HIGHLIGHTS ✦

KEY STATS ✦

DOMESTIC FOOTPRINT ✦

PRODUCT AND BRAND PHILOSOPHY ✦

NEW ARRIVALS ✦

BRAND VISIBILITY ✦

SOCIAL MEDIA SNAPSHOTS ✦





# COMPANY OVERVIEW



Established in 1992, PIL Italica Lifestyle Limited has evolved significantly, shaping the plastic furniture sector in India. From its origins in Udaipur, Rajasthan, the Company has expanded its reach across the nation, with a corporate presence in Mumbai and operational offices in Delhi. PIL Italica also acquired a manufacturing unit in Silvassa from Kisan Mouldings Limited. As a publicly listed entity on the Bombay Stock Exchange and the National Stock Exchange, PIL Italica stands as a testament to enduring business excellence and a deep understanding of market dynamics.

PIL Italica is distinguished by its strategic approach to design and innovation, recognising the integral role of furniture and material handling products in enhancing living and work spaces. This philosophy is evident in the company's commitment to functional, durable, and aesthetically pleasing products. PIL Italica's dedication to quality is validated by its ISO 9001:2015 certification and distinction as the only Indian brand with CE-certified plastic furniture, reflecting its leadership in product excellence.

# KEY HIGHLIGHTS FOR Q1 - FY 27

Revenue for Q1 • FY27  
**₹ 1,675.46**

Amount in Lakhs (INR)

**4,737**

Dealers as on  
Q1 • FY27

**424**

Direct Dealers as on  
Q1 • FY27

**212**

Distributors as on  
Q1 • FY27

Total Consolidated production Capacity  
**8,450 MTPA**



Total Manufacturing Units  
**2 (Udaipur & Silvassa)**

Total  
Fulfilment  
Centres

**12**

Total States and  
Union Territories  
Covered

**22**





# KEY STATS

## Financial Highlights for as on Quarter ended 30<sup>th</sup> June 2026

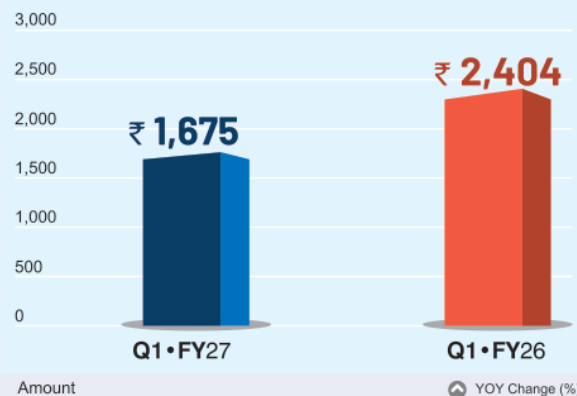
Amount in Lakhs (INR)

|                 | Q1 FY27  | Q1 FY26  | YoY      |
|-----------------|----------|----------|----------|
| Total Revenue   | 1,675.46 | 2,404.35 | -30.32%  |
| EBITDA          | 109.66   | 273.86   | -59.96%  |
| EBITDA Margin % | 6.55%    | 11.39%   | -485 bps |
| PBT             | 25.16    | 206.57   | -87.82%  |
| PBT Margin %    | 1.50%    | 8.59%    | -709 bps |
| PAT             | 18.83    | 154.52   | -87.81%  |
| PAT Margin %    | 1.12%    | 6.43%    | -530 bps |

### Q1 • FY 2027

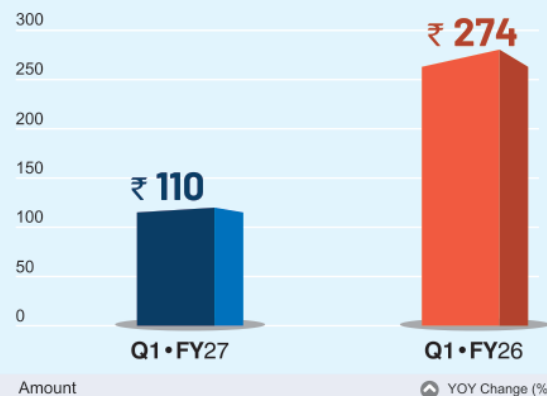
#### Total Income

-30.30%



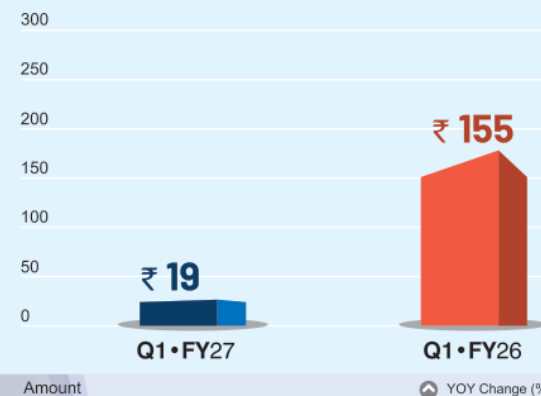
#### EBITDA

-59.96%



#### PAT

87.81%



# 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 2027

**4737**

Dealers

**424**

Direct Dealers

**212**

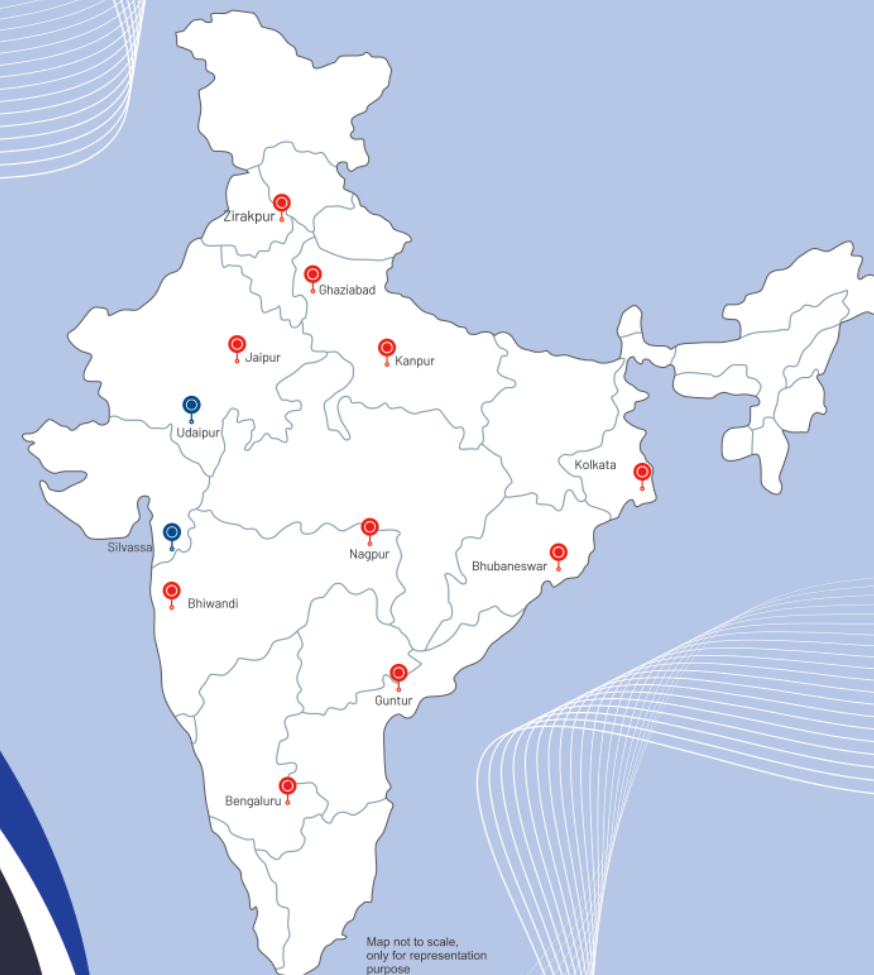
Distributors

**22**

States and  
Union Territory

**12**

Fulfilment Centres





# 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 ARRIVAL\***  
**STOOLS**

**ITALICA®**  
KUCH TOH NAYA HAI

NEW LAUNCHING  
**6000**

- Elegant Look
- Sturdy and Durable
- Modern & Contemporary Style
- Easy to Clean & Maintain

Stool Standard Packing 12 pcs

Brown

Also available in multiple colours

Red

Coffee

**Dimensions:** 460 mm (H) x 300 mm (W) x 398 mm (D)



# BRAND VISIBILITY - VAN CAMPAIGNS

During the quarter, PIL Italica executed high-impact vehicle campaigns across key markets pan-India, strengthening last-mile visibility and accelerating product awareness. These on-ground activations enabled direct engagement with dealers, retailers and end customers, supporting new product introductions, reinforcing channel partner relationships and driving deeper market penetration. Van campaign done at Gorakhpur in **Uttar Pradesh**, Surat in **Gujarat**, Raipur in **Chhattisgarh**, Chitradurga & Davangere in **Karnataka** and **Bengaluru**.





# BRAND VISIBILITY - EXHIBITION

During the period, PIL Italica participated in key regional exhibitions including **Mercury Link Consumex Exhibition in Prayagraj, Uttar Pradesh**, with dedicated brand stalls showcasing core and new product ranges.

This initiative strengthened regional market presence, improved channel engagement, and supported lead generation across diverse geographies.



# BRAND VISIBILITY - STORE BRANDING

PIL Italica executed extensive in-store and storefront branding initiatives across key markets including **Saharanpur in Uttar Pradesh and Kashipur in Uttarakhand**. The activities covered shop boards, LED signages, banners, in-store branding elements, etc. aimed at strengthening brand visibility and recall at the point of sale.

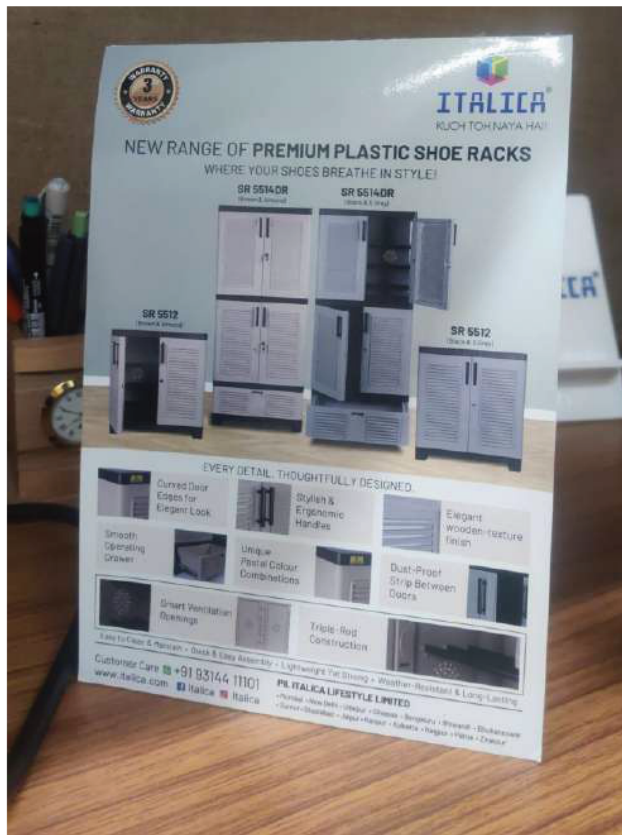
These initiatives enhanced retail presence, improved consumer engagement within stores, and supported stronger brand-led conversions across priority markets.





# EXTENDED BRAND PRESENCE BEYOND STORES

As part of our always-on visibility approach, branded Tent Cards were introduced across key partner locations. This initiative supports continuous brand recall, complements store branding efforts, and strengthens everyday brand visibility.





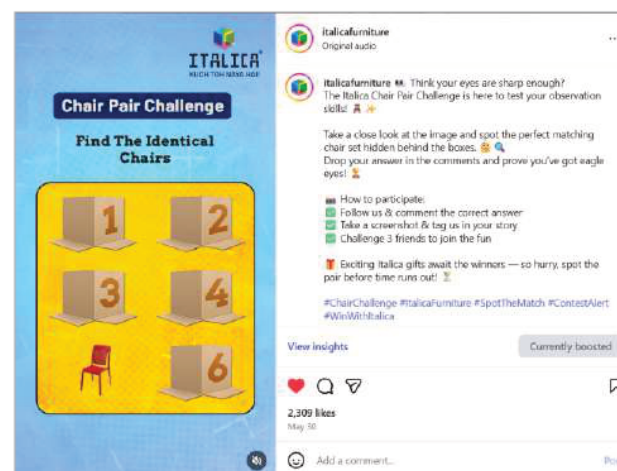
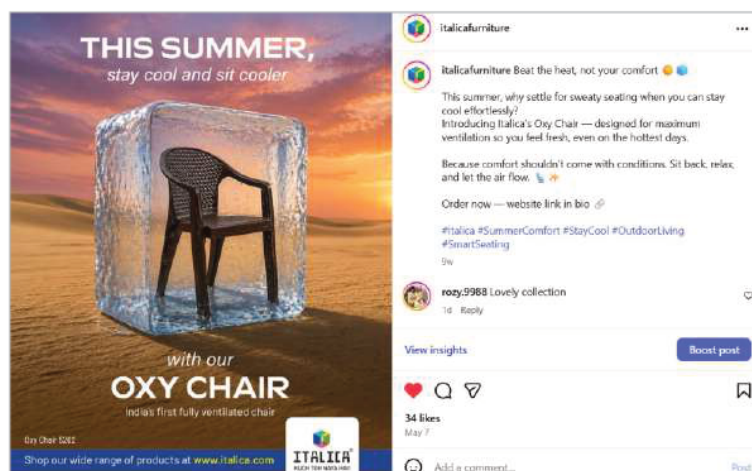
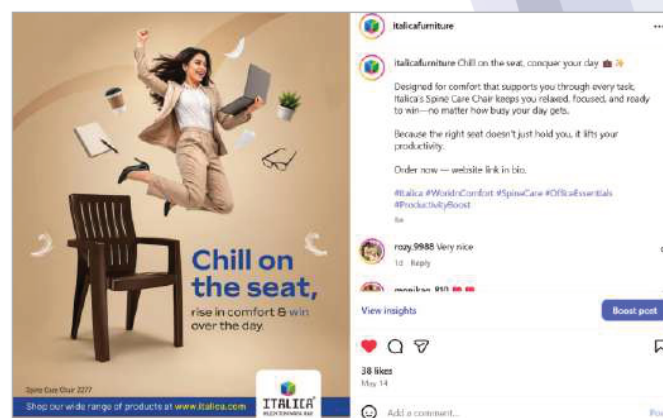
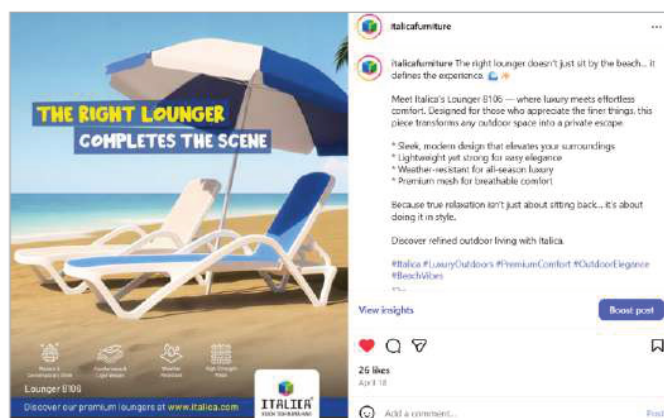
# SOME OF OUR PRODUCT DISPLAYS





# 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](mailto:corporate@italica.com)

[www.italica.com](http://www.italica.com)  Italica  Italica

*Thank  
you*