



ITALICA

PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576

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info@italica.com

May 03, 2021

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 PhirozeJeejeebhoy Towers 25 th Floor, Dalal Street Mumbai- 400001
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Sub : Business Update Report - March, 31, 2021

Scrip Code No. : PILITA/ 500327

Dear Sir,

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 Fourth Quarter and Year ended on March 31, 2021.

Kindly take the above on your records.

Thanking you,
Yours faithfully,

For PIL ITALICA LIFESTYLE LIMITED




Aditi Parmar
(Company Secretary)
M.No.A37301

Enclosed : as above



Announcement of the Results for the Quarter and Year Ended March 31, 2021

Revenue from Operations for the Quarter increased by 47.82 % and for the Year ended by 12.73%

EBITDA for the quarter increased by 20.12% and for the Year ended by 18.49 %

Net Profit for the Quarter increased by 179.25% and for the Year ended by 363.67%

PIL ITALICA LIFESTYLE LIMITED (PILL), a 29-year-old renowned brand has an all-inclusive and varied range of plastic moulded products and is engaged in the manufacturing of Plastic Moulded Furniture, Material Handling Products and Waste Handling Products. Our brand - ITALICA, is one of the leading brands in the plastic furniture market in India. The Company has a plant in Udaipur (Rajasthan) and at Umerkui (Silvassa) and has warehouses at Zirakpur, Ghaziabad, Jabalpur, Mumbai and Bangalore. The Company has a wide distribution network and plans to increase it further in the coming months.

The company has announced its Audited Financial Results on 3rd May, 2021 for the Fourth Quarter and Year Ended 31st March for the Financial Year 2020-21.

Despite the disruptions due to the Covid-19 pandemic, the performance of the Company saw a strong momentum in line with the phased re-opening of the economy in FY 2020-21.

Your Company is now focused on an asset light business model. The idea is to collaborate and leverage the opportunities already available in the market which has come about due to the adverse economic situation.

Your Company will use its funds for rapid expansion of the distribution network in new geographies, new product development, new product portfolio and a more effective supply chain network.

Our sharp focus aimed at fulfilling demand and ensuring uninterrupted access and innovative approaches, specifically in our Supply Chain and Distribution efforts. As an organisation we continue to live our values and remain firm in our focus to improve the health and well being of our consumers. We aim to have a pan India manufacturing and distribution network and become India's most popular furniture brand.

Summarized Highlights:

(A) For the Fourth Quarter ended on 31st March 2021

PARTICULARS	(Rs. in Lakhs)		GROWTH PERCENT(%)
	Fourth Quarter ended 31.03.2021	Fourth Quarter ended 31.03.2020	
Gross Revenue from Operations	1,914.13	1,292.34	
Net Revenue from operations	1,633.49	1,104.98	47.82 %
EBITDA	271.07	225.66	20.12 %
Net Profit	115.43	-145.10	179.25 %
Number of Pieces Sold			
Furniture	3,50,466	2,50,187	40.08 %
Crates and Bins	2,51,779	94,477	166.49 %
Total pieces sold	6,02,245	3,44,664	74.73 %

(B) For the Year Ended on 31st March 2021

PARTICULARS	(Rs. in Lakhs)		GROWTH PERCENT (%)
	Year ended 31.03.2021	Year ended 31.03.2020	
Gross Revenue from Operations	6,409.16	5,682.66	
Net Revenue from operations	5,472.21	4,854.16	12.73 %
EBITDA	582.51	491.61	18.49 %
Net Profit	370.52	79.91	363.67 %
Number of Pieces Sold			
Furniture	11,62,520	9,94,242	16.92 %
Crates and Bins	8,94,731	7,70,548	16.11 %
Total pieces sold	20,57,251	17,64,790	16.57 %

In the upcoming quarters, we are planning to launch more products in the Furniture and Material Handling segment and expand our distribution network. Your Company has already started marketing and selling its products in new geographies such as Karnataka, Andhra Pradesh, Telangana, Tamil Nadu, Goa and Maharashtra and will expand further in the rest of India.

Polymer prices saw an upward trend but your Company continues to keep a strict control on its costs, and also manages its working capital requirements effectively by keeping a close monitoring on stock and debtors.

D. Recent Business Developments for Fourth Quarter of FY 2020 - 21

PRODUCT DEVELOPMENT

Italica has relentlessly strived to serve only the best to its consumers and will continue to do so for many more years to come. Italica introduced its newest range of collection in Chairs, Table Series and Baby Series and are available in varied colors catering to the client needs.

Launch of FORTUNER Chair model in the Luxury Series

Our Luxury series has been designed keeping in mind the comfort and aesthetics required by our customers. This arm chair model is made of 100% virgin plastic with ergonomical design. It has a beautiful rattan design with a matt finish texture and comes in a wide variety of colours.



Focus on E-commerce

Digitisation has become one of the important tool post COVID-19, PIL's association with Amazon, Pepperfry and FlipKart and other e-commerce platforms for the sale of its plastic furniture and other articles have reported a strong growth in the recent quarters. Also, e-commerce has benefitted Italica in promoting its brand and enhancing its visibility amongst the larger set of audience.

Second wave of the Pandemic

The second wave of the Pandemic is proving to be more challenging that the first wave. Due to the restrictions and lockdowns imposed by several states, our channel partners have been forced to shut their operations. These restrictions will impact our sales and performance for Q1 FY 2021-22. We have encouraged all our team members and channel partners to get themselves vaccinated so that we all can defeat this virus at the earliest.

**Warm Regards,
Daud Ali
Managing Director
PIL ITALICA LIFESTYLE LIMITED
Place: Udaipur**

Disclaimer

Some of the statements in this communication are forward looking statements. These statements are based on the present business environment and regulatory framework. Developments that could affect the Company's operations include significant changes in political and economic environment in India, tax laws, import duties, litigation and labour relations. We assume no responsibility for any action taken based on the said information, or to update the same as circumstances change.