



21 October, 2026

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, 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 September 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: 2026.10.21 15:40:37
+05'30'

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

Encl: a/a

PIL ITALICA LIFESTYLE LIMITED

BUSINESS UPDATES

Q2 & H1 • FY27

JULY - AUGUST - SEPTEMBER



ITALICA®



COMPANY OVERVIEW

KEY HIGHLIGHTS

KEY STATS

DOMESTIC FOOTPRINT

PRODUCT AND BRAND
PHILOSOPHY

NEW ARRIVALS

BRAND VISIBILITY

SOCIAL MEDIA SNAPSHOTS



• Udaipur • Silvassa • Bengaluru • Bhiwandi • Bhopal • Bhubaneswar
• Ghaziabad • Jaipur • Kanpur • Nagpur • Zirakpur

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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 Q2 & H1 - FY 27

Revenue for Q2 • FY27

₹ **2,844.94**

Revenue for H1 • FY27

₹ **4,520.40**

Amount in Lakhs (INR)

4,932

Dealers as on
H1 • FY27

451

Direct Dealers as on
H1 • FY27

208

Distributors as on
H1 • FY27



Total Consolidated production Capacity
8,450 MTPA



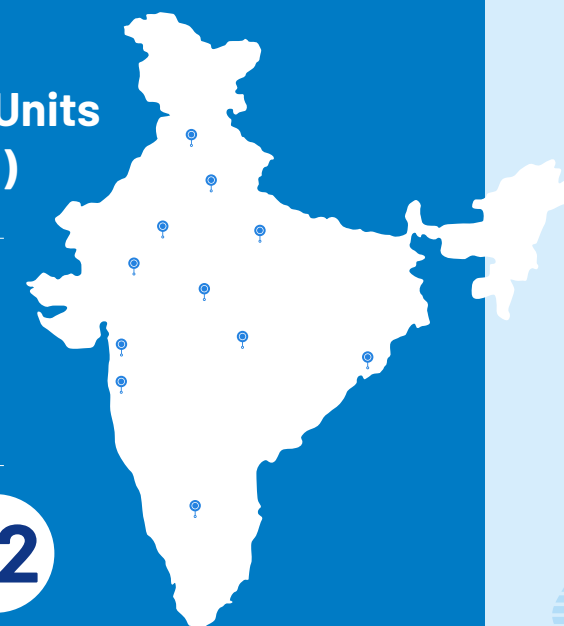
Total Manufacturing Units
2 (Udaipur & Silvassa)

Total
Fulfilment
Centres

11

Total States and
Union Territories
Covered

22



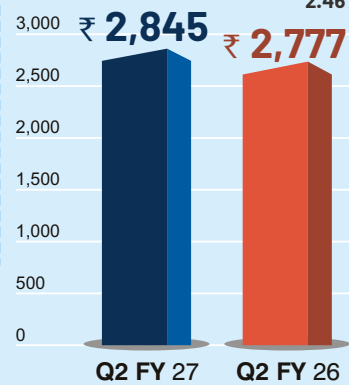
KEY STATS

Financial Highlights for the Quarter & Half-Year ended 30th September 2026

	Q2 FY27	Q2 FY26	YoY(%)	H1FY27	H1FY26	YoY(%)	Q1FY27	QoQ	FY26
Total Income	2,844.94	2,776.77	2.46%	4,520.40	5,181.12	-12.75%	1,675.46	69.80%	10,870.35
EBITDA	129.78	216.45	-40.04%	239.44	490.31	-51.17%	109.66	18.35%	933.46
EBITDA (%)	4.56%	7.80%	-323 bps	5.30%	9.46%	-417 bps	6.55%	-198 bps	8.59%
PBT	40.68	135.98	-70.08%	65.84	342.55	-80.78%	25.16	61.69%	605.47
PBT (%)	1.43%	4.90%	-347 bps	1.46%	6.61%	-515 bps	1.50%	-7 bps	5.57%
PAT	30.44	114.88	-73.50%	49.27	269.40	-81.71%	18.83	61.66%	449.36
PAT (%)	1.07%	4.14%	-307 bps	1.09%	5.20%	-411 bps	1.12%	-5 bps	4.13%

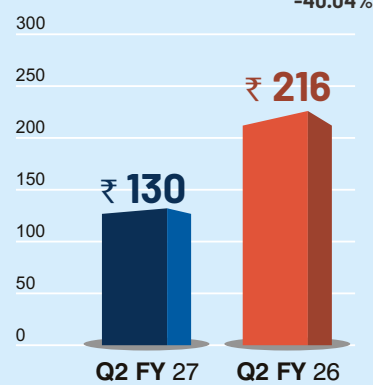
Q2 • FY 2027

Total Income  2.46%



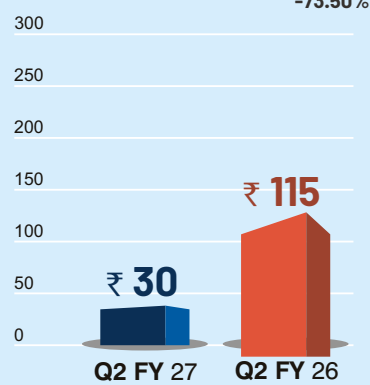
Amount in Lakhs (INR)  YOY Change (%)

EBITDA  -40.04%



Amount in Lakhs (INR)  YOY Change (%)

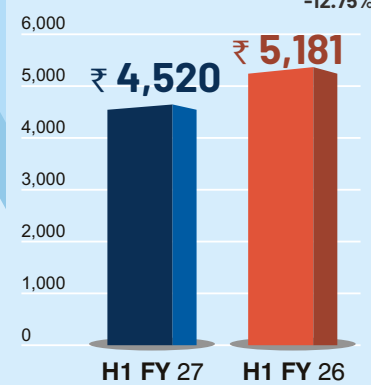
PAT  -73.50%



Amount in Lakhs (INR)  YOY Change (%)

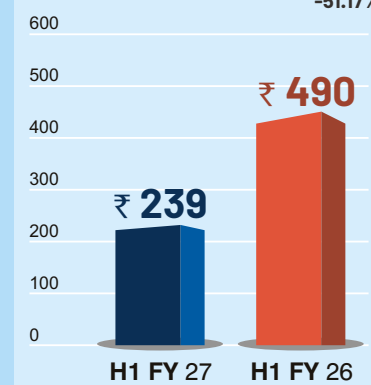
H1 • FY 2027

Total Income  -12.75%



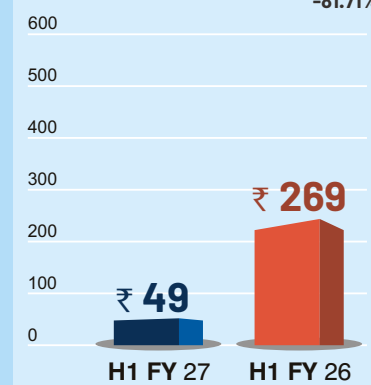
Amount in Lakhs (INR)  YOY Change (%)

EBITDA  -51.17%



Amount in Lakhs (INR)  YOY Change (%)

PAT  -81.71%



Amount in Lakhs (INR)  YOY Change (%)

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 2026

4932

Dealers

22

States and
Union Territory

451

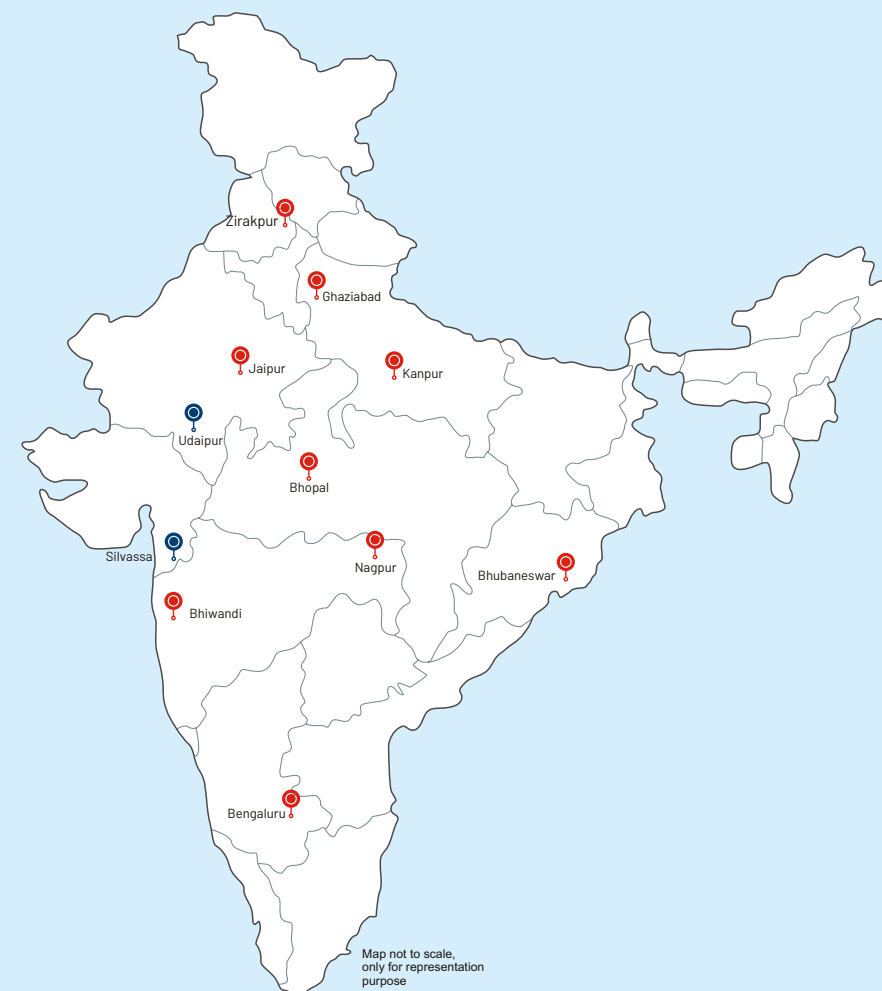
Direct Dealers

11

Fulfilment Centres

208

Distributors



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
STORAGE SERIES

ITALICA
KUCH TOH NAYA HAI

NEW RANGE OF
PREMIUM 3-TIER STORAGE DRAWER UNIT
DR13

PREMIUM QUALITY MATERIAL
SMART & CLUTTER-FREE STORAGE
STURDY & DURABLE DESIGN



Dimensions:
750 mm (H) | 355 mm (W) | 595 mm (L)

NEW ARRIVAL
STEP LADDERS

ITALICA
KUCH TOH NAYA HAI

NEW PRODUCT
LAUNCH

RISER STEP LADDERS

HEAVY DUTY
150 KGS
LOAD CAPACITY

STRONG STURDY SAFE
WIDE ANTI SKID GI-STEEL STEPS
HEAVY DUTY METAL BODY
NO-SLIP RUBBER PADS

4 STEPS LADDER	5 STEPS LADDER	6 STEPS LADDER	7 STEPS LADDER
TOTAL HEIGHT (MM) 1600	TOTAL HEIGHT (MM) 1840	TOTAL HEIGHT (MM) 2090	TOTAL HEIGHT (MM) 2360
OPEN HEIGHT (MM) 1490	OPEN HEIGHT (MM) 1720	OPEN HEIGHT (MM) 1960	OPEN HEIGHT (MM) 2180
STANDING HEIGHT (MM) 970	STANDING HEIGHT (MM) 1160	STANDING HEIGHT (MM) 1400	STANDING HEIGHT (MM) 1620
STEP WIDTH (MM) 200	STEP WIDTH (MM) 200	STEP WIDTH (MM) 200	STEP WIDTH (MM) 200

HEAVY DUTY METAL BODY | WIDE ANTI SKID GI-STEEL STEPS | NO-SLIP RUBBER PADS | SAFE & SECURE

NEW ARRIVAL
STORAGE SERIES

ITALICA
KUCH TOH NAYA HAI

PREMIUM PLASTIC CABINET
5516
— 6 FEET —

COLOR OPTIONS
BLACK & GREY | BROWN & ALMOND

PREMIUM QUALITY MATERIAL
STURDY & DURABLE DESIGN
LOCKABLE FOR EXTRA SAFETY
SPACIOUS & SPACE SAVING
EASY TO CLEAN & MAINTAIN

Dimensions: 1810 mm (H) | 590 mm (W) | 350 mm (D)

UPGRADED VERSION
WASTE BIN SERIES

ITALICA
KUCH TOH NAYA HAI

2120
WASTE BINS WITH WHEELS



Capacity: 120 Liter
Dimensions: 930 mm (H) | 490 mm (W) | 550 mm (L)

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 Mumbai in **Maharashtra** & Raipur in **Chhattisgarh**.



BRAND VISIBILITY - EXHIBITION

During the period, PIL Italica participated in key regional exhibitions including **The Decor Meet - Banaskantha Gujarat.**, 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 **Goyal Furniture, Indore MP**. The Activities covered shop board, 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.

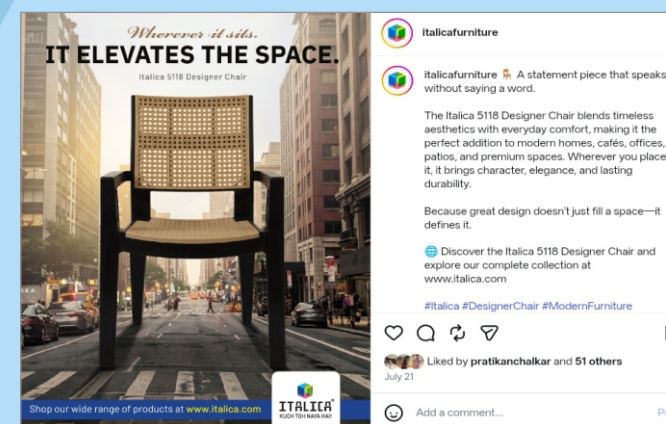


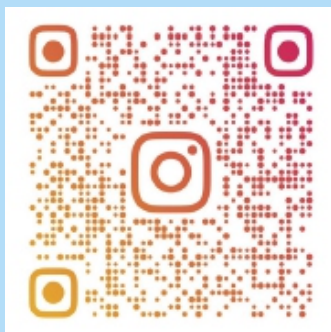
SOME OF OUR PRODUCT DISPLAYS



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

www.italica.com  Italica  Italica

*Thank
you*