



ITALICA

PIL ITALICA LIFESTYLE LIMITED

(An ISO 9001 : 2015 Certified Company)

CIN : L25207RJ1992PLC006576

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August 04, 2020

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 : Quarterly Business Update Report for the quarter ended June 30, 2020
Ref : Scrip Code No.: PILITA/ 500327

Dear Sir,

Pursuant to the Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Quarterly Business Update Report of the company which will also be sent to the shareholders of the company, for the First Quarter (Q1) ended on June 30, 2020.

Kindly take the above on your records.

Thanking you,

Yours faithfully,
For **PIL ITALICA LIFESTYLE LIMITED**


Aditi Parmar
(Company Secretary)
M. No.: A37301



Encl: As above



PIL ITALICA LIFESTYLE LIMITED

Updates for the quarter ended as on 30th June, 2020



Udaipur, 4th August, 2020: PIL ITALICA LIFESTYLE LIMITED (PILL), a 28-year old renowned brand in the field of plastic moulded furniture, crates and bins in India. The company has announced its Unaudited Financial Results on 4th August 2020 for Q1 FY 2020-21 ended on 30th June, 2020.

Summarized Financial Highlights for First Quarter ended 30th June, 2020

(Rs. in Lakhs)

Particulars	First Quarter ended		Growth Percentage
	30.06.2020	30.06.2019	
Revenue	615.87	1367.18	- 54.95 %
Net Profit Before Tax	-64.83	102.24	-163.41 %
Net Profit After Tax	-64.83	81.44	-179.60 %

Covid Impact:

The turnover and the profits of the Company were severely affected due to Covid 19 pandemic during the Q1 FY 2020-21. We resumed our production activities in Udaipur from 15th April, 2020 and Kisan brand operations at Silvassa from 1st June, 2020 but due to the reduced demand for our products owing to the nationwide lockdown, the sales were affected which in turn resulted in unexpected rise in inventory costs and hence the cash flows and the profitability of the company was affected.

Though there was a decline in revenue from the furniture segment, the material handling division (which includes crates and bins) provided the Company with the required support. The sales was affected during this quarter and declined by approximately 55% in comparison to the same quarter in the previous year, but the Company is hopeful that sales will rise from the third quarter of FY 2020-21.

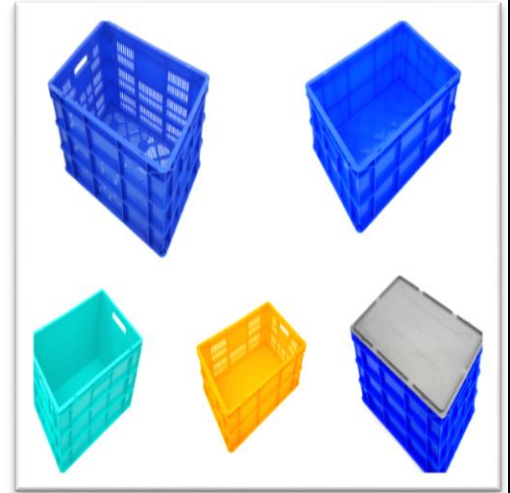
Key Company Developments in the First Quarter

New Launches in Crates

Even though the entire country was under lockdown during Q1 FY 2020-21, Italica managed to introduce new variety and models in crates during this quarter. We have introduced new models of crates in the following series - 600*400 Series, 400*300 Series; Lids for 400*300 Series and for 300*200 Series).

We now cater to the needs of our customers across various industries including in e-commerce, e-grocery, textile, bakery, automobile and other industrial and catering sector along with food and vegetable vendors.

We are one of the prominent manufacturers engaged in offering premium quality of Plastic Crates. Made from excellent quality of raw material, our products are highly resistant towards temperature and pressure. We offer these premium quality crates in various sizes & colors.



New Launches in Waste Bins

Our range of waste and storage bins are handy, strong, durable and rust free.

These Bins can be widely used in public places, hospitals, Covid centers, isolations centers, residential societies, gardens etc. We have bins ranging from 25 liters upto 1,100 liters. During this quarter, we have launched bins with the following capacity – 120 Liters, 240 Liters, 360 Liters, 660 Liters and 1,100 Liters.

Our bins are especially designed for minimizing the breakage and its solid rubberized wheels provide easy movement and smooth operations. Italica bins are maintenance free and contribute towards Cleanliness and maintaining Hygienic Environment. We have supplied our bins to various hospitals and Covid centers to help them fight this pandemic.



In addition, we have a varied range of chairs under our Oxy, Plasteel, Luxury, Premium, Comfort and Baby Series. We also offer tables, stools, sunloungers and trolley to fulfill the demand of all our customers. Our products are also available through ecommerce platforms viz Flipkart, Amazon and Pepperfry.

Warm Regards

Daud Ali

Managing Director

PIL ITALICA LIFESTYLE LIMITED

Place: Udaipur