



Flair Writing Industries Limited

(An ISO 9001:2015; ISO 14001 : 2015 & SA 8000 : 2014 Certified Company)

CIN NO.: U51100MH2016PLC284727

Flair House, Plot No. 63 BC, Kandivali Co-op. Ind. Estate Ltd., Charkop, Kandivali (W), Mumbai 400 067, INDIA

+91 22 2868 3876 / 06, 4203 0405, 2967 6004/5/6

November 21, 2023

General Manager
Listing Department
BSE Limited
P.J. Tower, Dalal Street
Mumbai 400 001

Vice President
Listing Department
National Stock Exchange of India Limited
'Exchange Plaza', Bandra-Kurla Complex
Bandra (East), Mumbai 400 051

Re: Proposed initial public offering of equity shares of face value of ₹ 5 each ("Equity Shares") by Flair Writing Industries Limited (the "Company" and such offering, (the "Offer")

The IPO Committee of the board of directors of the Company at their meeting held on November 21, 2023, in consultation with the Nuvama Wealth Management Limited (*formerly known as Edelweiss Securities Limited*) and Axis Capital Limited (together, the "BRLMs") have finalized allocation of **58,51,972** Equity Shares in aggregate, to Anchor Investors at a price of **₹ 304** per Equity Share (including share premium of **₹ 299** per Equity Share) in the following manner:

S. No.	Name of Anchor Investor	No. of Equity Shares allocated	% of Anchor Investor Portion	Bid Price per Equity Share (₹)	Total Amount Allocated (₹)
1	SBI CONSUMPTION OPPORTUNITIES FUND	9,27,962	15.86	304	28,21,00,448
2	SBI LONG TERM ADVANTAGE FUND – SERIES VI	1,64,493	2.81	304	5,00,05,872
3	SBI MAGNUM CHILDRENS BENEFIT FUND	32,879	0.56	304	99,95,216
4	HDFC MUTUAL FUND - HDFC NON CYCLICAL CONSUMER FUND	3,28,986	5.62	304	10,00,11,744
5	KOTAK MAHINDRA TRUSTEE CO LTD A/C KOTAK MANUFACTURE IN INDIA FUND	1,64,493	2.81	304	5,00,05,872
6	KOTAK MAHINDRA TRUSTEE CO LTD A/C KOTAK CONSUMPTION FUND	1,64,493	2.81	304	5,00,05,872
7	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE RETIREMENT FUND THE 30S PLAN	1,30,487	2.23	304	3,96,68,048
8	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE RETIREMENT FUND THE 40S PLAN	31,311	0.54	304	95,18,544
9	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE RETIREMENT FUND THE 50S PLAN	2,646	0.05	304	8,04,384
10	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE SMALL CAP FUND	1,64,542	2.81	304	5,00,20,768
11	TATA MUTUAL FUND - TATA ELSS TAX SAVER FUND	1,48,029	2.53	304	4,50,00,816
12	TATA INDIA CONSUMER FUND	98,686	1.69	304	3,00,00,544
13	TATA DIVIDEND YIELD FUND	82,271	1.41	304	2,50,10,384
14	MIRAE ASSET MULTICAP FUND	3,28,986	5.62	304	10,00,11,744

MUMBAI

DAMAN

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DAMAN

DEHRADUN

VALSAD

Unit I, Trinity Ind.Park, Survey No.14,15,16, National Highway 8, Naigaon (E), Palghar 401 208, Maharashtra, India

Unit II, Survey No. 709/12 & 18, Somnath Road, Dabhel, Damam 396 210, India

Unit III, Survey No.377/1, Plot No.19 & 21, Zari Causeway Road, Kachigam, Damam 396 210. India

Unit IV, Survey No. 370/2 A, Vapi Road, Kachigam, Damam 396 210. India

Khasra No. 1049/2, 1050/1, Twin Industrial Estate, Central Hope Town, Selaqui, Dehradun 248 011, Uttarakhand, India

Survey No.253, Village Shankar Talao, National Highway 8, Valsad 396 375, Gujarat, India



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15	ASHOKA WHITEOAK ICAV - ASHOKA WHITEOAK EMERGING MARKETS EQUITY FUND	3,28,986	5.62	304	10,00,11,744
16	ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED	3,28,986	5.62	304	10,00,11,744
17	SBI LIFE INSURANCE CO. LIMITED	3,28,986	5.62	304	10,00,11,744
18	THELEME INDIA MASTER FUND LIMITED	3,28,986	5.62	304	10,00,11,744
19	NATIXIS INTERNATIONAL FUNDS (LUX) I - LOOMIS SAYLES GLOBAL EMERGING MARKETS EQUITY FUND	3,28,986	5.62	304	10,00,11,744
20	TROO CAPITAL LTD	3,28,986	5.62	304	10,00,11,744
21	WINRO COMMERCIAL (INDIA) LIMITED	5,59,237	9.56	304	17,00,08,048
22	QUANTUM-STATE INVESTMENT FUND	3,28,986	5.62	304	10,00,11,744
23	CARNELIAN STRUCTURAL SHIFT FUND	2,19,569	3.75	304	6,67,48,976
	TOTAL	58,51,972	100.00		1,77,89,99,488

Out of the total allocation **58,51,972** Equity Shares to the Anchor Investors, **27,70,264** Equity Shares (i.e. **47.34%** of the total allocation to Anchor Investors) were allocated to **6** domestic mutual fund have applied through a total of **14** schemes. Set forth below is a scheme-wise detail of domestic mutual fund:

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	TOTAL	27,70,264	47.34		84,21,60,256

All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the red herring prospectus dated November 16, 2023 filed with the Registrar of Companies, Maharashtra at Mumbai (the “RHP”) read with addendum to the RHP dated November 20, 2023.

We request you to make the above information public by disclosing the same on your website.

Thanking you,
Yours faithfully,

For **Flair Writing Industries Limited**



Authorised Signatory

Name: Vishal Kishor Chanda
Designation: Company Secretary and Compliance Officer

cc:

**Securities and Exchange Board of India
Corporation Finance Department**

Division of Issues and Listing
Plot C4-A, G Block
Bandra Kurla Complex
Bandra (East)
Mumbai 400 051, India

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