



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

December 20, 2023

BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001. Scrip Code : 544030	National Stock Exchange of India Limited Exchange Plaza, C/1, G Block, Bandra - Kurla Complex Bandra (East), Mumbai - 400 051. Scrip Code : FLAIR
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Sub: Press Release on Unaudited Financial Results (Standalone and Consolidated) for the quarter and half year ended on September 30, 2023.

Dear Sir(s)/ Madam(s),

Enclosed herewith the Press Release on the Unaudited Financial Results (Standalone and Consolidated) for the quarter and half year ended on September 30, 2023.

You are requested to take the same on record.

Thanking you,

Yours faithfully,

For **Flair Writing Industries Limited**

Vishal Kishor Chanda
Company Secretary and Compliance Officer
Membership No: A50310

Encl: As above

MUMBAI

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

DAMAN

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

DAMAN

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

DAMAN

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

DEHRADUN

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

VALSAD

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

Flair Writing Industries Limited declare results for Q2 & H1 FY24

Mumbai, December 20, 2023 – Flair Writing Industries Ltd. (FWIL) among the leading players in the overall writing instruments industry has announced its Unaudited Financial Results for the quarter and half year ended on September 30, 2023.

H1 FY24 Financial Performance Snapshot

Revenue from Operations Rs. 504 crores	EBITDA Rs. 106 crores	Profit Before Tax (PBT) Rs. 87 crores	Profit After Tax (PAT) Rs. 65 crores
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Q2 FY24 Financial Performance Snapshot

Revenue from Operations Rs.257 crores	EBITDA Rs. 54 crores	Profit Before Tax (PBT) Rs. 44 crores	Profit After Tax (PAT) Rs. 33 crores
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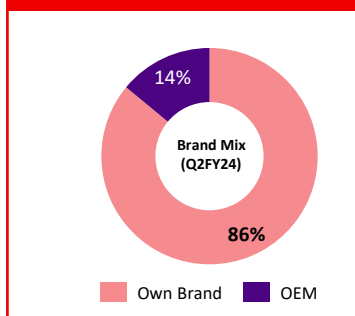
Key Financial Highlights – Q2 & H1 FY24

Particulars (Rs. Crs.)	Q2 FY24	Q1 FY24	q-o-q	H1 FY24
Revenues	257.0	246.7	4.2%	503.7
EBITDA	53.8	52.3	2.9%	106.2
EBITDA Margins (%)	20.9%	21.2%		21.1%
Profit Before Tax	44.2	43.0	3.0%	87.2
Profit After Tax	33.2	32.1	3.2%	65.3
PAT Margins (%)	12.9%	13.0%		13.0%

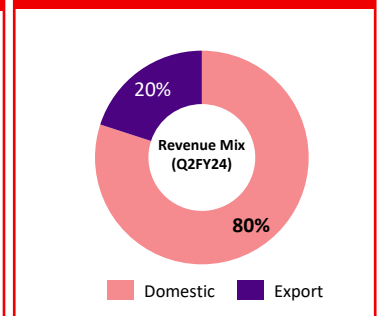
Operational Highlights

- 28 New Products launched during Q2 FY24 & 47 products cumulatively for H1 FY24
- We have recently engaged celebrity endorsement with : Ranbir Kapoor for Hauser & Ranveer Singh for Flair & Flair Creative.
- Equipped with in-shop branding, hoardings, TV ads, display stands, POP etc. for promotional activities

Q2 FY24 Brand Mix



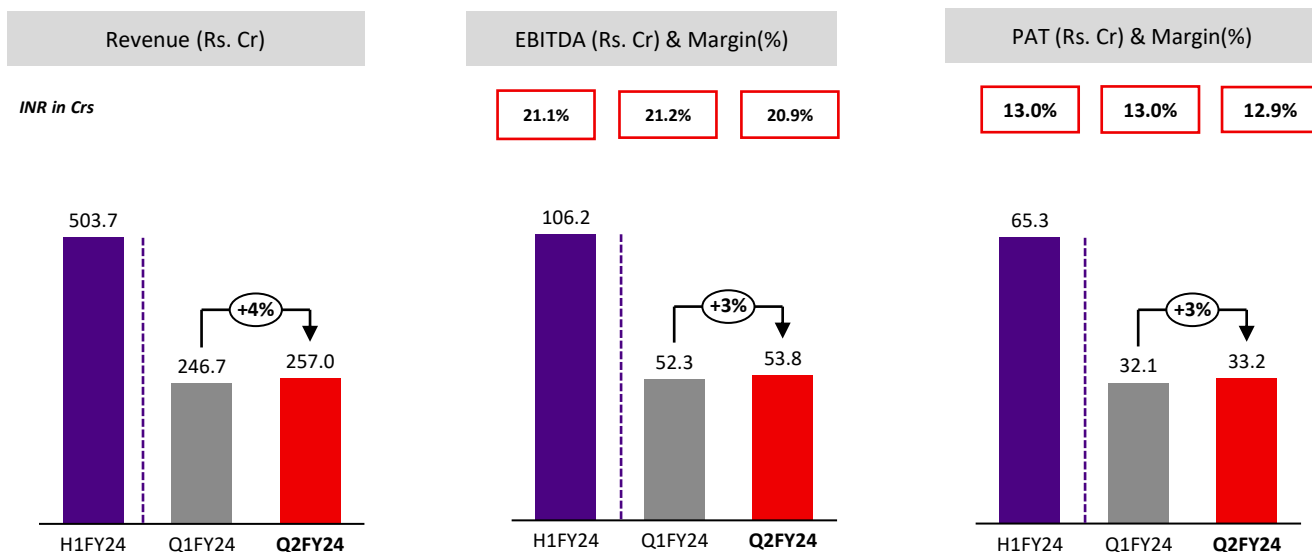
Q2 FY24 Revenue Mix



Commenting on the Results, Mr. Vimalchand Rathod , MD said, - “Company has made notable strides in its ability to constantly innovate and introduce new products across business segments at various price points catering to a wide spectrum of consumers. We intend to leverage the strength of our brand ‘Flair’, ‘Hauser’, ‘Pierre Cardin’, manufacturing capabilities, and the existing customer base in the writing and creative instruments business for recent diversification into manufacturing steel bottles. Our multi-tiered nationwide domestic sales and distribution network enables our products to reach a wide range of consumers and help to ensure effective market penetration across geographies.

And as seen by the growth in sales of our recent launch of creative products we remain committed to be the flag bearers of innovation and focus on competitive pricing and aggressive marketing. Management’s focus remains on strengthening company’s brands and product differentiation in Mid-premium Segment and Premium Segment.”

Q2 & H1FY24 (q-o-q) Key Financial Highlights Consolidated:



About Flair Writing Industries Limited

Flair Writing Industries Limited ("Flair") was incorporated on August 12, 2016. Flair is among the Top-3 players in the overall writing instruments industry - with a market share of approximately 9% in the overall writing and creative instruments industry in India, as of March 31, 2023 (as per Crisil Report)

FWIL's flagship brand "Flair" has established itself as a household name in India, boasting a market presence of over 45 years. Its extensive product portfolio caters to a diverse range of consumers, from students and professionals to offices and institutions.

Flair manufactures and distributes several brands in India and partners with various international brands in the writing instruments industry. Company's products are sold under the "Flair" brand, "Flair Creative", their principal brands "Hauser" and "Pierre Cardin" and they have recently introduced "ZOOX" in India. They had introduced creative range of products under "Flair Creative" brand in FY21. The company is also present in manufacturing of steel bottles and other houseware products.

Company	Investor Relations: Orient Capital
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Safe Harbor

Any forward-looking statements about expected future events, financial and operating results of the Company are based on certain assumptions which the Company does not guarantee the fulfillment of. Past performance also should not be simply extrapolated into the future. These statements are subject to risks and uncertainties. Actual results might differ substantially or materially from those expressed or implied. Important developments that could affect the Company's operations include a downtrend in the industry, global or domestic or both, significant changes in political and economic environment in India or key markets abroad, tax laws, litigation, labour relations, exchange rate fluctuations, technological changes, investment and business income, cash flow projections, interest, and other costs. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.