



# Flair Writing Industries Limited

(An ISO 9001:2015; ISO 14001 : 2015 & SA 8000 : 2014 Certified Company)  
CIN NO.: L51100MH2016PLC284727

Flair House, Plot No. A/64, Cross Road – A, Marol Ind. Area,  
MIDC, Andheri (East), Mumbai – 400093, Maharashtra, India  
+91 22 2868 3876 / 06, 4203 0405, 2967 6004/5/6

Ref- FWIL/SEC/2024-25/98

December 18, 2024

<b>BSE Limited</b> Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001. Scrip Code : <b>544030</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, C/1, G Block, Bandra - Kurla Complex Bandra (East), Mumbai - 400 051. Symbol: <b>FLAIR</b>
--	--

## **Sub: Flair Writing Industries Limited Announces launch of its newest range of Mechanical Pencils.**

Dear Sir(s)/ Madam(s),

Please find enclosed copy of the press release for launch of Innovative New Mechanical Pencils.

You are requested to take the same on record.

Thanking you,

Yours faithfully,  
**For Flair Writing Industries Limited**

**Vishal Kishor Chanda**  
**Company Secretary & Compliance officer**

-

**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

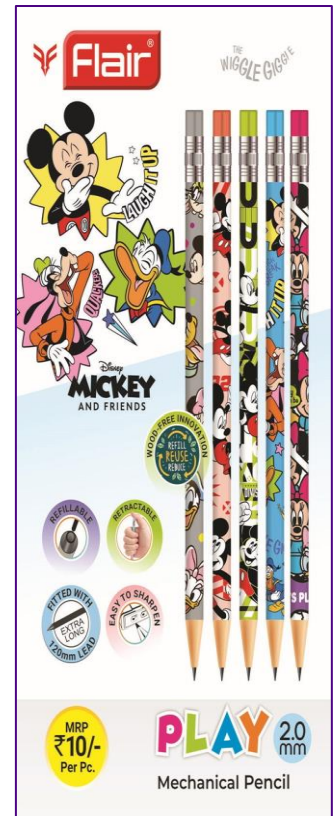
## Flair Writing Industries Limited Introduces Innovative New Mechanical Pencils

*A Sustainable and Attractive Alternative to Wooden Pencils*

**Mumbai, December 18<sup>th</sup>, 2024** – Flair Writing Industries Ltd. (FWIL), among the leading players in the writing instruments industry, is delighted to announce the launch of its newest range of Mechanical Pencils.

### Key Highlights of the New Product

- **Features: Wood Free Mechanical Pencil series that appear and feel like a Wooden Pencil**
  - Equipped with Retractable and Refillable 2.0 mm lead, ensuring a sustainable writing experience
  - Offer a complete set in a Pack of 10 pencils including a lead-sharpener and an eraser
- **Variants: Launched four brand-new attractive variants**
  - Two-Tone Pastel Colours mechanical pencils (Flair MOVE)
  - Disney Branded mechanical pencils (Flair THRILL, Flair DIVA, Flair PLAY)
- **Pricing: Priced competitively at INR 10 a piece**
  - Comparable to other branded wooden pencils in the market
  - Amongst the highest value for money proposition in the 2.0 mm lead mechanical pencil category; materially undercutting most of the existing 2.0 mm offerings in the market
  - Pricing similar to existing 0.7 mm lead mechanical pencils but enjoys benefits of sturdiness due to thicker lead size
- **Rationale: Introduce a product that combines the covenants of sustainability and attractiveness offering an effective alternative to the wooden pencil**



**Commenting on the launch, Mr. Vimalchand Rathod, Managing Director said, -** “We are excited to unveil our latest innovation: a wood-free mechanical pencil that feels like a traditional wooden pencil but with a modern twist. Designed to be refillable, these pencils offer an eco-friendly alternative to disposable wooden pencils, reducing deforestation. These mechanical pencils are available in attractive two-tone pastel colors and as Disney branded pencils, thus the product reinforces our brand’s focus on design and functionality. It combines the classic writing experience with the convenience of sustainability.

We plan to increase capacity going forward to provide us with economies of scale ensuring similar margins in mechanical pencils to the existing writing instruments portfolio. This product is the outcome of our constant evaluation of addressing the white space and portfolio expansion opportunities within the writing instrument industry. Pencils is amongst the core product categories in the writing instrument industry, and we are striving towards ensuring that we build and offer a comprehensive product range towards the same.”

### **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 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. The 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 a creative range of products under the “**Flair Creative**” brand in FY21. The company is also present in manufacturing of steel bottles and other houseware products.

Company	Investor Relations: Orient Capital
Name: Alpesh Porwal (Chief Financial Officer)	Name: Devansh Dedhia/ Irfan Raeen
Email: <a href="mailto:alpesh@flairpens.com">alpesh@flairpens.com</a>	Email: <a href="mailto:Devansh.Dedhia@linkintime.co.in">Devansh.Dedhia@linkintime.co.in</a> / <a href="mailto:irfan.raeen@linkintime.co.in">irfan.raeen@linkintime.co.in</a>
CIN: L51100MH2016PLC284727	Tel :+91 99301 47479 / +91 97737 78669
<a href="http://www.flairpens.com">www.flairpens.com</a>	<a href="http://www.orientcap.com">www.orientcap.com</a>

### **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 fulfilment 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.