



# 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/2024-25/97

December 12, 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>
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## Sub: Flair Writing Industries Limited Announces Strategic Partnership with Maped.

Dear Sir(s)/ Madam(s),

Please find enclosed copy of the press release titled “**Flair Writing Industries Limited Announces Strategic Partnership with Maped**” which is self-explanatory.

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

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 Announces Strategic Partnership with Maped

### *Unveiling a Promising Strategic Partnership - A New Chapter for Growth and Innovation*

*We are thrilled to announce an exciting new partnership between **Maped**, one of Europe’s pioneer stationery brand and **Flair**, a leading brand in the writing instruments industry.*

*This collaboration represents a significant opportunity for both groups to leverage their strengths and unlock immense potential in one of the world’s fastest-growing economy-India.*

### **A Bright Future Ahead**

*This partnership holds incredible potential for both companies and its stakeholders. Together, we are poised to create innovative solutions, expand our market presence, and achieve significant growth in the territory. The collaboration promises to unlock new avenues of success, driving value within organization, employees, consumers, customers and channel partners.*

*As we move forward with this exciting initiative, we remain committed to keeping all stakeholders informed and engaged.*

*We believe this partnership will create long-term value, and we are excited to embark on this promising journey together.*

Company	Investor Relations: Orient Capital
Name: Mr. 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.