

**Salient Points on Financial Results for the FY 2014-15**

		FY 2014-15	FY 2013-14
Total Revenue (TR) (Net)	₹ In Lacs	31,830	31,410
Exports	₹ In Lacs	8,717	9,108
Profit After Tax (PAT)	₹ In Lacs	1,432	1,151
PAT (as % of sales)	In %	4.5%	3.7%
EBITDA (in %)	In %	8.0%	7.1%
E P S	Per share	9.7	7.8
Dividend (%)	In %	25%	20%
Inventory & Debtors	₹ In Lacs	10,374	11,155
	Days of sale	121	130
Working Capital Borrowings	₹ In Lacs	1,778	3,264
Asset Turnover Ratio (TR / Total Asset)	Times	2.2	2.0
R O C E	In %	18.3%	14.6%
Return on Equity (R O E)	In %	16.3%	14.6%

**Salient Points on Financial Results for Q4 2014-15**

		Q4 - 14-15	Q4 - 13-14
Total Revenue (Net)	₹ In Lacs	9,259	9,215
Exports	₹ In Lacs	2,868	2,930
Advertisement Exps (*)	₹ In Lacs	374	97
	as % of sales	4.0%	1.1%
Finance Cost	₹ In Lacs	47	103
PAT	₹ in Lacs	382	376
PAT (as % of sales)	In %	4.1%	4.1%
EBITDA (in %)	In %	7.4%	8.0%

(\*) During the quarter Rs.269 Lacs have been spent on Advertisement Campaign of "Linc Twinn" on electronic media, during all world cup cricket matches. The resultant benefit of this campaign will also accrue in months to come.

Speaking on the Results, Managing Director Mr. Deepak Jalan said – For last few quarters the Company's main thrust was on improving profitability and the results for 2014-15 are in line with our objective. The key factors helping us achieve our goal were –

- a. Focus on value added products.
- b. Improved working capital efficiency.

The Company achieved a healthy growth of 37% in the sale of writing instruments priced at ₹10 and above under Linc brand during Q4 of 2014-15, with Linc Twinn being the major contributor to this growth.

The performance could have been even better, but for lower exports on account of political turmoil / socioeconomic crisis and currency devaluation in few geographies of our presence. For the first time in over 15 years, the export turnover had a negative growth in 2014-15, although a meager 4%. However various steps taken by us will help restore the double digit growth for exports from 2015-16 and thus facilitate the 10% targeted growth in overall sales in 2015-16.

For LINC PEN & PLASTICS LIMITED

Company Secretary