

29th October, 2018

The Secretary
The Calcutta Stock Exchange Ltd.
7, Lyons Range
Kolkata – 700 001

Dear Sir,

Re : Press Release

Please find enclosed herewith the Press Release relating to the marketing tie-up with China based stationery giant DELI.

Thanking You

Yours faithfully

For LINC PEN & PLASTICS LTD.



N. K. DUJARI
Chief Financial Officer &
Company Secretary

Encl: as above

CC: 1. The Executive Director
The Stock Exchange, Mumbai

Stock Code - 531241

2. The Manager,
Listing Department,
National Stock Exchange of India Ltd.



Writing instrument leader LINC join hands with global stationery giant Deli to set the ball rolling for the largest range of stationery products in India

~Partnership will give access to over 2000 Deli products to LINC ~

~LINC pen bags right to sell and market Deli products in India~

Kolkata, 26th October 2018: Linc Pen has been one of India's most trusted writing instruments brand for the last four decades. With a strong presence over 50 countries, Linc Pen has entered into a partnership with **Deli**, the stationery giant based out of Ningbo, Zhejiang, China. Linc will be using its strong distribution channels to cater to market Deli products in India, answering all stationery needs. The partnership is set to begin from the month of November.

Deli Group Co., Ltd, a 2 Billion USD giant, located out of China is the largest stationery manufacturer in Asia. They have a dedicated team of 400+ people who expertise in innovation and quality. Present across more than 100 countries, 6 continents through 7 facilities, within 30 years, they have succeeded to become the world leaders clocking in 30% annual growth and launching more than 300 new SKU per year. Deli has two primary stationery segments Deli School and Deli Office. Deli caters to more than 2000 products across 14 categories including – files and folders, calculators, pen – stands, packing tape, shredder machine etc.

Speaking about Deli's association with Linc, **Mr. Deepak Jalan, Managing Director of Linc Pen and Plastics Ltd.**, stated, *"We believe in strategic partnerships which enhance our brand portfolio and also address the needs of the market. India's stationery market revenues are projected to grow at a CAGR of 10.5% during 2018-24. There are a huge number of students, young populace and working professionals who aspire for good stationery products along with the right writing instruments. The demand for stationery products in India is increasing rapidly because of the improved standard of living and the shift in focus from inexpensive to premium quality products.*

Mr. Jalan further elaborated, *"Deli is a trusted brand across the globe. With over 2000 products in their portfolio, we plan to bring in quality products for our discerning consumers in the stationery segment which will no longer be limited with Deli coming on board."*

Deli spokesperson **Ms. Amanda Wang**, Managing Director of International Business added, *"Linc has a market experience of over 40 years in India. The brand is respected throughout India as well as abroad. We always look for long term partnerships with brands that have strong presence in their markets and we feel this can turn out to be a bright opportunity as we begin our journey in India."*

Linc Pens as an organization has always been a pioneer in the industry of writing instrument manufacturing. Under the insightful leadership of **Mr. Jalan**, the company has grown exponentially and now stands in the list of top 5 brands in writing industry, selling over 50 self-manufactured products.

Linc has always believed in adopting and introducing best Industry products and partnerships in India. The company has taken huge strides due to their company ethos and strong stakeholder relationships across India and abroad. The company will continue to do so due to the dynamic changes in consumer demand in the writing instrument as well as stationery segment. With Deli's introduction, LINC will be able to address the growing stationery segment apart from writing instruments, benefitting both parties in the long term. Through their superior product quality, Linc as well as Deli possess the capacity to leave a lasting impression in the daily lives of the customers.

About LINC Pen & Plastics Limited

Linc Pen & Plastics Limited is one of India's most trusted Writing Instrument brands with a global presence in over 50 countries. Linc Pens is in constant endeavour to bring out new innovative pens with unique customer friendly packaging. Linc Pen's manufacturing facilities are located at Serakole and Falta in West Bengal and Umbergaon in Gujarat with ISO 9001:2008 certification, guaranteeing top quality products. Linc Pens has an exclusive license from Mitsubishi Pencil Co Ltd, Japan to distribute and market their Uniball products in India. It is listed on NSE and BSE. Linc is a dynamic company addressing the growing needs of the second most populous country; it is a global organisation striving to achieve greater heights through sustainable growth over the years.