



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/2025-26/10

Date: May 22, 2025

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. Symbol: FLAIR
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Sub: Press Release on the Audited Financial Results (Standalone and Consolidated) for the quarter and year ended on March 31, 2025.

Dear Sir(s)/ Madam(s),

Enclosed herewith is the Press Release on the Audited Financial Results (Standalone and Consolidated) for the quarter and year ended on March 31, 2025.

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 reports double-digit revenue growth in Q4 FY25

Mumbai, May 22nd, 2025 – Flair Writing Industries Ltd. (FWIL), among the leading players in the writing instruments industry has announced its audited financial results for the quarter & full year ended on March 31, 2025.

Q4 & FY25 Performance Snapshot

Key Consolidated Financial Highlights – Q4 & FY25

Particulars (Rs. Crs.)	Q4 FY25	Q4 FY24	Y-o-Y	FY25	FY24	Y-o-Y
Revenues	298.0	250.1	19.2%	1,079.9	978.7	10.3%
Gross Profit	144.8	124.9	16.0%	547.7	493.0	11.1%
Gross Profit Margin (%)	48.6%	49.9%		50.7%	50.4%	
EBITDA	46.8	50.5	-7.3%	184.7	191.2	-3.4%
EBITDA Margin (%)	15.7%	20.2%		17.1%	19.5%	
Profit After Tax	30.8	34.2	-9.8%	119.1	118.5	0.5%
PAT Margin (%)	10.3%	13.7%		11.0%	12.1%	

Highlights for the Financial Year

- Total Own Brand Sales increased by **12% y-o-y** to INR 940 Crores
- Recommend a final dividend of **Re. 1/-** per Equity share of Rs. 5/- each of the Company for the financial year ended March 31, 2025 subject to shareholder approval
- Launched a combined **144 products** during the financial year across all business segments
 - 65 new pens** were launched across in FY25 of which 43 **are targeted to mid-premium and premium segments** and 22 **new pens** launched in newest price category of INR 10
 - In line with our focus on innovation-led growth, **we launched 34 fresh offerings under our creative range** further enhancing the depth and breadth of our category portfolio
 - As part of our ongoing strategy to accelerate growth in steel bottles category, **we successfully introduced 30 new SKUs**, thus reinforcing our commitment to portfolio expansion and improved market presence by doubling our SKU count over the previous financial year
- Our strategic agreement with MAPED FRANCE** marks a key milestone in broadening our creative product portfolio targeted towards the mid-premium range and is expected to drive greater brand visibility and better overall distribution basket further reinforcing our growth trajectory
- Our **collaboration with Disney** marks a significant milestone in the evolution of our creative range. This partnership is enhancing our demand of school stationeries given how loved and iconic these characters have been over the years. We are optimistic about its potential to drive increased market share in the upcoming financial year
- As part of our long-term strategy, **we have incorporated a step-down subsidiary named Flomaxe Stationery Private Limited**, to scale up our manufacturing capabilities in polymer pencils and a broader range of allied stationery products such as erasers and sharpeners. This investment reflects our positive outlook on the pencil segment and our commitment to meeting growing demand through enhanced production capacity and quality offerings
- Undertaken growth investments** towards expanding operational asset base of machineries and moulds as well as expanding various functional teams for capability building. All capex plans remain on track with a higher outlook of outlay for the next financial year.

Commenting on the Results, Mr. Vimalchand Rathod, Managing Director said, - “We are proud to share that, for the first time, our company has surpassed INR 1,000 crore revenue milestone. This achievement was driven by strong performance across our domestic own-brand sales and sustained contribution from OEM Sales.

The creative and steel bottle segment continue to perform in line with our expectations and represent next levers of growth as we focus on scaling these categories further. In our pens segment, after a subdued first half of the financial year, this segment delivered a strong rebound in the second half, effectively offsetting earlier softness. This resilient performance reflects the strength of our brand, deep customer trust, and reinforces our confidence in driving future growth momentum through continued innovation and portfolio expansion.

During the quarter, we also undertook several key initiatives to lay the foundation for future growth. One such initiative is incorporation of Flomax Stationery Limited as a step-down subsidiary of the company. Through this subsidiary, we will build on our manufacturing capabilities of polymer pencils and other key stationery products and expand further in these segments going ahead.

This quarter, we continued executing long-term strategy with focused investments on innovation, talent and manufacturing capabilities. These investments, though front-loaded, are critical to strengthening our foundation for future growth. As we scale our presence in the stationery and steel bottle segments and expand in-house manufacturing, we remain committed to consolidating our position as India’s leading pen brand and a key player in the writing instruments industry.”

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. 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: MUFG Intime India Limited
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CIN: L51100MH2016PLC284727	
www.flairpens.com	Meeting Request Link – Click Here

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.