





Flair Writing Industries Limited reports strong double-digit revenue in Q1 FY26

Mumbai, July 28th, 2025 – Flair Writing Industries Ltd. (FWIL), among the leading players in the writing instruments industry has announced its financial results for the quarter ended on June 30, 2025.


Q1 FY26 Consolidated Financial Performance Snapshot

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|---|--|---|---|
| Revenue from Operations Rs. 288.5 crores  +16.8% Y-o-Y | Gross Profit Rs. 144.2 crores  +17.3% Y-o-Y | EBITDA Rs. 49.5 crores  +17.9% Y-o-Y | Profit After Tax Rs. 29.0 crores  +10.5% Y-o-Y |
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Key Consolidated Financial Highlights – Q1 FY26

| Particulars (Rs. Crs.) | Q1 FY26 | Q1 FY25 | Y-o-Y | Q4 FY25 | Q-o-Q | FY 25 |
|-------------------------|---------|---------|--------|---------|-------|--------|
| Revenues | 288.5 | 247.1 | +16.8% | 298.0 | -3.2% | 1079.9 |
| Gross Profit | 144.2 | 122.9 | +17.3% | 144.8 | -0.4% | 547.7 |
| Gross Profit Margin (%) | 50.0% | 49.7% | | 48.6% | | 50.7% |
| EBITDA | 49.5 | 42.0 | +17.9% | 46.8 | +5.8% | 184.7 |
| EBITDA Margin (%) | 17.2% | 17.0% | | 15.7% | | 17.1% |
| Profit After Tax | 29.0 | 26.2 | +10.5% | 30.8 | -6.1% | 119.1 |
| PAT Margin (%) | 10.0% | 10.6% | | 10.3% | | 11.0% |

Q1 FY26 Operational Performance Snapshot

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|--|---|--|
| Domestic Own Brand Sales Rs. 238 crores  +23% Y-o-Y | Export Own Brand Sales Rs. 26 crores  +24% Y-o-Y | Total Own Brand Sales Rs. 264 crores  +23% Y-o-Y |
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Highlights for the Quarter:

- The Creatives segment delivered an exceptional performance this quarter, achieving a stellar **77% y-o-y** growth and reaching INR 65 Crores in revenue
- Own Brand Sales continued their strong upward trajectory, registering an impressive **23% y-o-y** growth and reaching INR 264 Crores this quarter
- Launched a combined **22 new products** during the first quarter across all business segments
 - 8 new pens** were launched in Q1 FY26 of which across all price segments
 - Introduced **6 new products in our creative range**, broadening appeal to our portfolio
 - Rest of the products were launched under **calculators, houseware segment and other product ranges** to build category strength
- As part of our commitment to operational excellence, the Company is set to initiate a comprehensive digital transformation journey with the replacement of its **legacy ERP system** by an enterprise-grade solution.
- For FY26, a planned **Capex of ₹80–90 crores** has been earmarked to support key strategic initiatives, including the establishment of a new manufacturing unit in Valsad dedicated to writing instruments, targeted investments in subsidiaries, and other expansion opportunities. Of this, **₹26 crores** were deployed in Q1 FY26 as part of the budgeted capital plan.

Commenting on the Results, Mr. Vimalchand Rathod, Managing Director said, - “We are pleased to report a solid start to FY26 with robust Revenue & EBITDA growth in Q1, primarily fuelled by the continued market acceptance of our products. This achievement was driven by strong performance across our business segments, with our creative segment reporting exceptional growth.

Our own-brand portfolio continued its upward momentum this quarter, delivering across both domestic and export markets and reinforcing its role as a key pillar of our business. The creative and the steel bottle & houseware segment have established themselves as reliable growth accretions to our company. Both these segments have a huge runway ahead of them. It was also heartening to note that our own branded pens business achieved high single digit growth in the domestic market and a very strong rebound in the export market further cementing our market leadership position.

As a part of our growth journey, we’ve placed orders of 50 injection moulding machines for our new under-construction Valsad manufacturing facility spanning 200,000 square feet. Leveraging the built-in flexibility of our production infrastructure, the upcoming facility will drive synergies across the pens and creative segments, unlocking new growth potential. Our strategic investments & innovation-led initiatives will continue as we look to set a strong foundation for the future.

We are confident in our ability to deliver sustainable performance, supported by continued investments in innovation, brand development, and operational excellence. Amid evolving consumer preferences and dynamic market conditions, our agile and responsive operating model positions us to capitalize on emerging opportunities with precision. Through disciplined execution and strategic prioritization, we remain committed to creating enduring value for all stakeholders.

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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| www.flairworld.in | Meeting Request Link – Click Here |

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