



FLAIR WRITING INDUSTRIES LIMITED



Investor Presentation

Q2 & H1 FY26



This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Flair Writing Industries Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cashflows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

All Maps used in the presentation are not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness

Q2 FY26 Highlights of Landmark Performance



(y/y growth)

Revenue from Operations

INR 320.9 Crores



18.8% Y-o-Y

EBITDA

INR 60.3 Crores



+19.2% Y-o-Y

Profit After Tax

INR 42.7 Crores



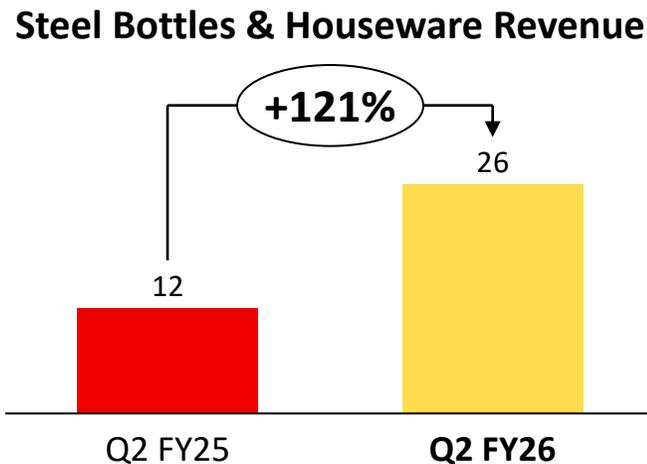
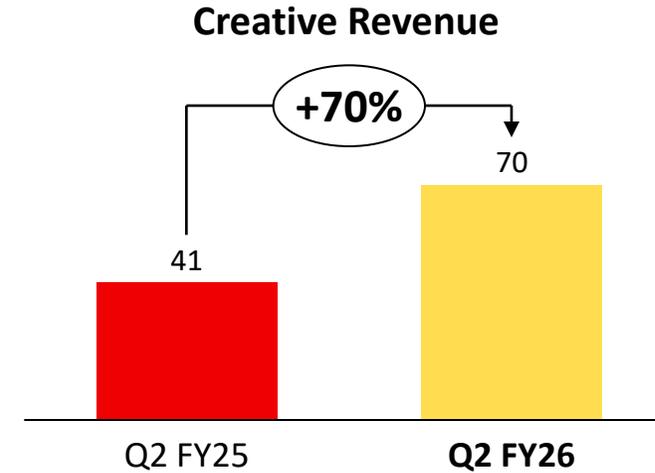
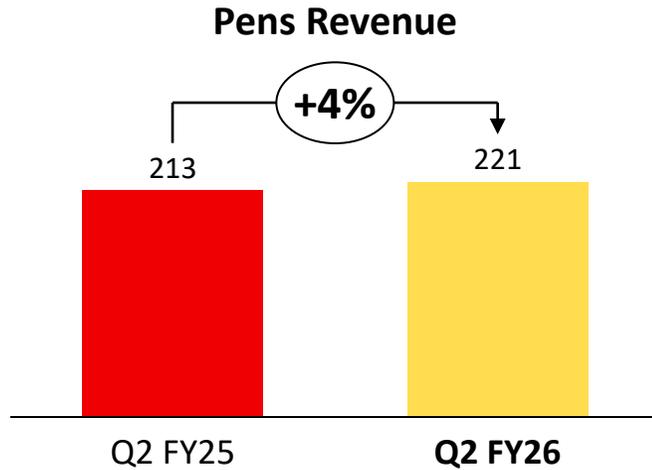
+30.4% Y-o-Y

Other Key Highlights

- The company has surpassed its quarterly **revenue run rate of INR 300+ Crores**, supported by **strong profitability uplift of 30.4% Y-o-Y**
- **Our diversified businesses** of Creative and Steel bottles & Houseware **delivered a combined revenue growth of 81% Y-o-Y**
 - **The creative segment sustained standout growth at 70% Y-o-Y**, strengthening overall performance and reinforcing its position as a **high-potential growth pillar**
 - **The steel bottles & houseware segment** emerged as one of the **key growth catalysts**, **more than doubling revenue Y-o-Y** and capturing strong demand momentum.
- **Total Own Brand Sales** grew **20% YoY**, with strong traction across domestic markets. **Overall showed a strong growth** with both own brand and OEM witnessing **healthy volume-led growth** moving past the impact of geopolitical challenges seen in recent quarters
- Transformational initiatives are delivering visible operating efficiency & financial gains, with continued execution set to unlock further growth
- **The New Valsad facility** is nearing completion and is set to **become operational in Q4**, further **augmenting overall production capacity**

Segment Performance (Q2 FY26)

Achieved broad based business growth during the quarter



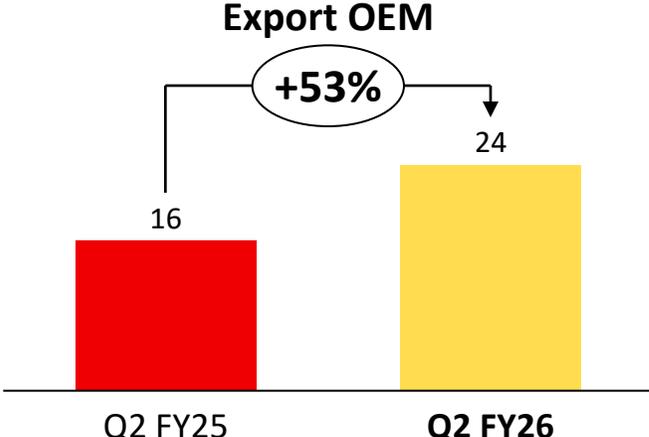
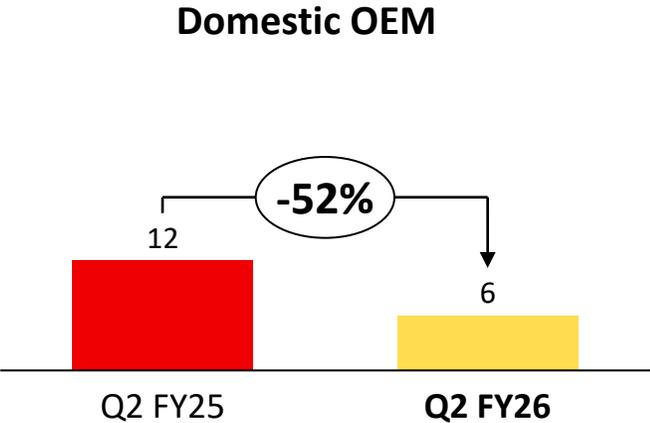
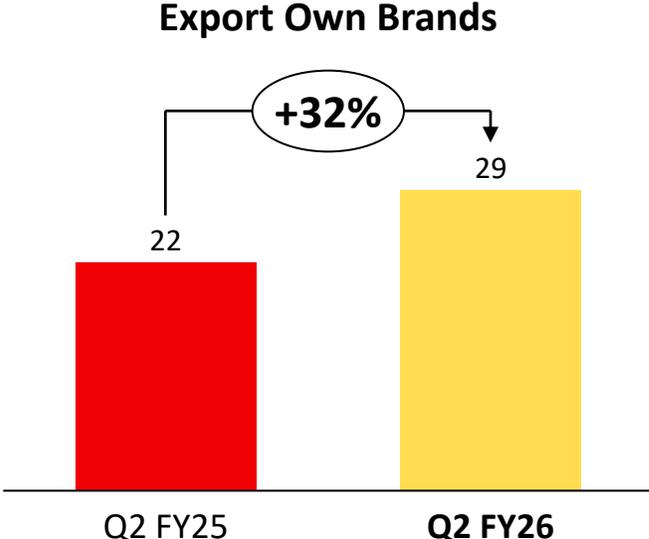
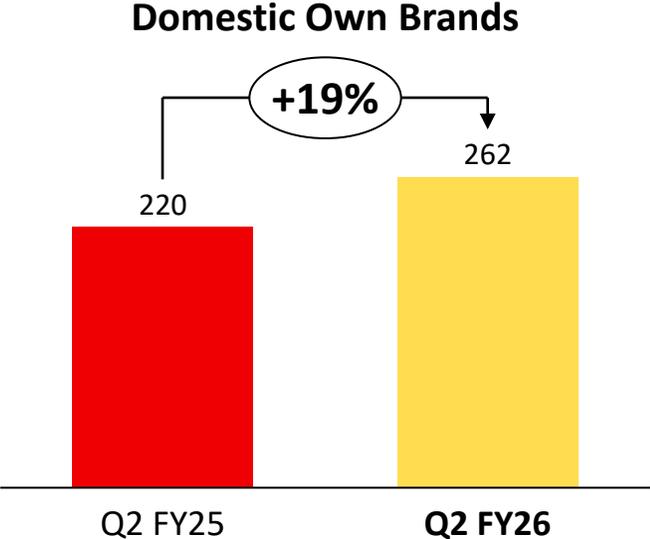
Other Key Highlights

- Performance in the pen category was driven by Own Brand sales serving as the key growth engine. Export OEM witnessed very strong pickup while overall OEM growth was moderated by the anticipated decrease in the domestic OEM business
- The creative segment continues to deliver high growth backed by portfolio expansion and product innovation
- The steel bottles & houseware segment solidified its position as a core growth contributor, with significant Y-o-Y revenue acceleration supported by strong market demand
- 36 new products launched during the quarter across categories.

Business Performance (Q2 FY26)



₹ in Crs



Transformational Initiatives for Robust Foundations



Undertaken Growth Capex

- Capital Expenditure of ~INR 130 crores incurred during FY25, will fructify further growth and build capacities for various segments
- Planned capex for FY26 of ~INR 80-90 crores towards setting up a new unit in Valsad for writing instruments & creative product range, fund capex for our subsidiaries as well as growth opportunities
- Capex spent in Q2 FY26 ~INR 39 crores



Sustainable Operational Practices

- Commissioned in Q1 FY26 a 1.85 MW rooftop solar power project at our Valsad and Daman units. It has started yielding cost efficiencies apart from meeting green objectives
- Installed Effluent Treatment Plants and the implementation of rainwater harvesting systems for water conservation
- Recycle internally rejected plastic across various product lines, including stands and packaging boxes



Expanding Human Capital

- Continuing investments in sales/marketing headcount and process for better market visibility and ensuring granular distribution reach
- Optimum usage of outsourced contract employees to capitalize on demand across segments
- Focus on increasing sales throughput per distributor going forward



Replacing Legacy ERP

- Undertaking key digital transformation through replacement of legacy ERP system with an enterprise grade system - to kickstart shortly
- Multiple modules spanning several functional areas curated for manufacturing
- Enabling the management to streamline business processes, adopt global best practices, and enhance overall organizational agility

New Product Launches

(Q2 FY26)

Flair

NO WOOD. NO WORRIES!
Performs just like a wooden pencil!

REUSE REUSE REUSE

Your favourite Pencil now in Hexagonal Shape

MOVE HX
2.0 mm MECHANICAL PENCIL

Flair

WITH IN-BUILT SHARPENER

WOOD-FREE INNOVATION! REUSE REUSE REUSE

ARTI GRAFF
Mechanical Pencil

Flair

WOOD-FREE INNOVATION! REUSE REUSE REUSE

GLOW
2.0 mm Mechanical Pencil

Flair

Create your own customized goodies

Liquid **ACRYLIC** Marker

Flair

TRIGO
2-in-1
Compass - Divider

Flair

Write Bold
Sketch Smooth

CARBONIX
XTRA DARK PENCIL

Flair

Premium Soft Linden Coloured Wood

Crafted grooves for effortless writing

Colour-coded Variants

STORI
PREMIUM PENCIL

Flair

WITH IN-BUILT SHARPENER

WOOD-FREE INNOVATION! REUSE REUSE REUSE

PACER MAX
2.0 mm Mechanical Pencil

Flair

PLAY 2.0 mm
MAX
Mechanical Pencil

HAUSER
Germany

HEXAGONAL SHAPE

2.6 mm XTRA DARK

MASTER
PREMIUM WOODEN PENCIL

New Product Launches

(Q2 FY26)

Flair
MOTION
BALL PEN

Flair
Diva MAX
Mechanical Pencil
2.0 mm

Flair
PLUG
GEL PEN

Flair
Thrill MAX
Mechanical Pencil
2.0 mm

Flair
MOVE HX
MECHANICAL PENCIL
2.0 mm

HAUSER Germany
MRP ₹ 5.00 Per Piece
Zoodle
BALL PEN

Flair
ARCTIC
Stainless Steel Water Bottle
304 STAINLESS STEEL

- Corrosion & Rust Resistant
- Leak Proof
- BPA FREE
- Food Grade
- Tough & Durable

Flair
AURA
STAINLESS STEEL WATER BOTTLE

- Corrosion & Rust Resistant
- Leak Proof
- BPA FREE
- Food Grade
- Tough & Durable

Flair
DERBY VACUUM INSULATED STAINLESS STEEL MUG

- Corrosion & Rust Resistant
- Leak Proof
- Hot & Cold
- BPA FREE
- Food Grade
- Tough & Durable

HAUSER Germany
ARTZ
NEW POP-UP COLOUR PENCIL
MRP ₹ 150.00 Per Pack
Lead Dia 3.0 mm
12 COLOURS

- RETRACTABLE
- RECYCLABLE
- EASY TO SHARPEN
- FITTED WITH 20MM LEAD

New Product Launches

(Q2 FY26)

ZOOX
REDEFINE FUTURE

MRP
₹ 75.00
Per Piece

Shining Metallic Finish Body
Elegant Wire Clip in Rose Gold Finish
Classic and minimalist

VOLT
BALL PEN

Flair
AZURA
Designer Metal Ball Pen

*Understated
Luxury*

- Classic Design
- Twist Mechanism
- Designer Metal Gift Box

PLATINUM SERIES

Flair
IVOR
Designer Metal Ball Pen

*Crystal Gladded
SLEEK DESIGN*

- Sleek Body
- Gold Trims
- Designer Metal Gift Box

PLATINUM SERIES

Flair
IMPERIO
Designer Metal Ball Pen

**BOLD &
ASSERTIVE**

- Black Matte Finish
- Gold Trims
- Designer Metal Gift Box

PLATINUM SERIES

Flair
ENIGMA
Designer Metal Ball Pen

*Sleek &
Minimalistic*

- Premium Matte Finish
- Twist Mechanism
- Designer Metal Gift Box

PLATINUM SERIES

pierre cardin
PARIS

AVANT
PREMIUM BALL PEN

pierre cardin
PARIS

Pierre Cardin

AVANT
PREMIUM ROLLER PEN

pierre cardin
PARIS

pierre cardin
PARIS

**French
LACQUERED**

pierre cardin
PARIS

Sentosa
GIFT SET

Consolidated Profit & Loss Statement – Q2 & H1 FY26



PROFIT & LOSS STATEMENT (₹ in crs)	Q2 FY26	Q2 FY25	Y-o-Y	Q1 FY26	Q-o-Q	H1 FY26	H1 FY25	Y-o-Y
Revenue from Operations	320.9	270.1	18.8%	288.5	11.2%	609.5	517.3	17.8%
Cost of Materials Consumed	154.3	127.4		144.3		298.7	251.6	
Gross Profit	166.6	142.7	16.7%	144.2	15.5%	310.8	265.7	17.0%
Gross Profit %	51.9%	52.8%	-94 bps	50.0%	193 bps	51.0%	51.4%	-37 bps
Employee Benefits Expense	56.3	42.3		50.4		106.7	80.6	
Other Expenses	49.9	49.8		44.3		94.2	92.4	
EBITDA	60.3	50.6	19.2%	49.5	21.8%	109.9	92.7	18.6%
EBITDA %	18.8%	18.7%	7 bps	17.2%	164 bps	18.0%	17.9%	12 bps
Depreciation and Amortisation Expense	13.2	10.6		12.7		25.9	20.7	
Other Income	8.5	5.1		3.3		11.8	10.0	
EBIT	55.7	45.1	23.5%	40.1	39.1%	95.8	82.0	16.9%
Finance Costs	1.5	1.4		1.2		2.7	2.8	
PBT	54.2	43.7	24.0%	38.8	39.7%	93.1	79.1	17.6%
Total Tax Expense	11.5	11.0		9.9		21.4	20.2	
Profit for the period	42.7	32.8	30.4%	29.0	47.6%	71.7	59.0	21.5%
PAT %	13.3%	12.1%	118 bps	10.0%	328 bps	11.8%	11.4%	36 bps

Consolidated Balance Sheet – H1 FY26



EQUITY & LIABILITIES (₹ in Crs)	Sep-25	Mar-25
Total Equity	1,078.3	1,017.8
Non-Current Liabilities		
(a) Borrowings & Lease Liabilities	41.4	45.7
(b) Other Financial Liabilities	0.1	0.1
(c) Other Non-Current Financial Liabilities	19.5	18.6
Total Non-Current Liabilities	61.0	64.4
Current Liabilities		
(a) Borrowings & Lease Liabilities	17.5	16.1
(b) Trade Payables (total of MSME & Other than MSME)	74.0	53.9
(c) Other Financial Liabilities	45.0	33.4
(d) Other current liabilities (bal. fig.)	34.5	32.5
Total Current Liabilities	171.0	135.9
TOTAL EQUITY & LIABILITIES	1,310.3	1,218.1

ASSETS (₹ in Crs)	Sep-25	Mar-25
Non-Current Assets		
(a) Property, plant and equipment	412.3	395.5
(b) Capital Work-in-Progress	45.8	23.0
(c) Right-of-Use Assets	28.3	29.9
(d) Intangible Asset (incl Goodwill)	1.6	1.8
(e) Non-Current Financial Assets	9.2	12.0
(f) Other non-current Assets (bal. fig.)	22.7	18.4
Total Non-Current Assets	520.0	480.6
Current Assets		
(a) Inventories	335.0	287.1
(b) Trade Receivable	279.8	258.9
(c) Other current financial assets (bal. fig.)	175.5	191.6
Total Current Assets	790.3	737.6
Total Assets	1,310.3	1,218.1

Consolidated Cashflow Statement – H1 FY26



PARTICULARS (₹ in Crs)	Sep-25	Sep-24
Cash Generated from Operations	72.62	22.41
Less: Direct Taxes paid	(21.93)	(16.10)
Net Cash from Operating Activities	50.69	6.31
Cash Flow from Investing Activities	(51.75)	132.53
Cash Flow from Financing Activities	(18.77)	(26.72)
Net increase/ (decrease) in Cash & Cash equivalent	(19.83)	112.11
Cash and cash equivalents at the beginning of the year	56.62	51.99
Cash and cash equivalents at the end of the year	36.79	164.10


pierre cardin
PARIS



Company Overview





Market Leadership

with over 5 decades of excellence

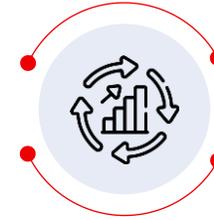
- **Largest** pen brand
- **Top 3** player in Writing Instrument Industry*
- **Higher share of premium products** in pen segment versus industry average
- **Largest Pen Exporter** with footprint in **115** countries^



Strong Financial Position

and a healthy Balance Sheet

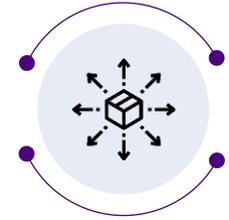
- Robust Revenue & Profit Growth: **23%** Revenue CAGR & **29%** PAT CAGR (past 3 years)
- **Net Debt Negative**# Balance Sheet



Diversifying Legacy Business

with High Growth Segment

- Creative segment established in 2021 – Successfully scaled to contribute **~16% of revenue** in FY25
- Launched **range of BIS Compliant Steel Bottles** in the domestic market



Largest Distribution Network

amongst writing instrument players

- Super-stockist: **166**
- Distributor: **8,000+**
- Wholesaler & Retailer: **3,30,000+**
- Present in **over 6500+ pincodes** and **2500+ citives, towns & villages across India**

Key Milestones



2021

“Flair Creative” range of products was launched



2023

Launched steel bottles in domestic & international market
BIS Certificate received



2024

Company got listed on NSE & BSE



2025

Partnership with Maped for distribution of its products
Strengthened pencil portfolio through strategic partnership for a new manufacturing unit at Surat under Flomaxe Stationery Pvt. Ltd.



2018

Manufacturing plant was set up in Valsad (Gujarat)



2015

Manufacturing unit was set up in Naigaon



2014

NPPI* acquired certain trademarks of the “Hauser” brand



1976

“Flair” brand was registered



1998

We commenced production at one of our manufacturing units in Daman



2009

New Manufacturing plant was set up in Dehradun



2012

Acquired “Pierre Cardin” brand

*National Pen and Plastic Industries (“NPPI”) was one of the Erstwhile Partnership Firms, which was converted into FPPIPL on April 25, 2016 and subsequently merged into our Company pursuant to the Scheme.

Product Categories



Ball Pen



Gel Pen



Fountain Pen



Metal Pens

Pens



Colouring Kits



Office Supplies



Geometry Boxes



Calculators

Stationery



Sipware



Bottles & Flasks



Lunch Boxes & Containers



Other Household Items

Houseware

Manufacturing Facilities

11 Strategically Located Manufacturing Plants

Only Brand with Captive In-House Tips Manufacturing Capabilities



Dehradun (Uttarakhand)
1 unit, 435mn p.a capacity



Valsad (Gujarat)
3 units, 607mn p.a capacity and upcoming new manufacturing unit



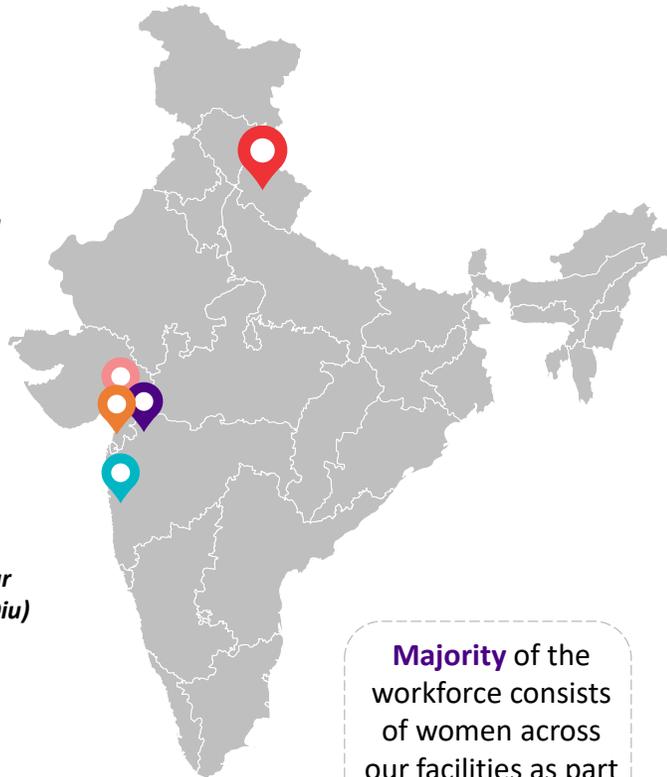
Naigaon (Maharashtra)
1 unit



Daman (Dadra & Nagar Haveli and Daman & Diu)
5 units, ~1,050mn p.a. capacity and upcoming centralized warehouse



Surat (Flomaxe Stationery)
1 units, ~130mn p.a. capacity



Majority of the workforce consists of women across our facilities as part of women empowerment programme

Rooftop Solar Power Project – Installed 1.85MW capacity



Valsad

Strategic Operational Benefits of the Capex Programme

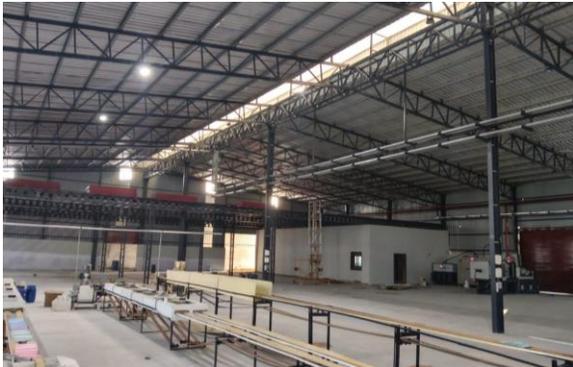
- **Installed Capacity for Writing Instruments to increase by 10%** by FY26 with the completion of ongoing capex in Valsad and Surat and this expanded capacity will be a key contributor in our growth aspirations
- **Increased share of in-house manufacturing up to 70%** of creative products to provide better control on operations and higher margins
- **Higher Automation** and integration of robots enabling smoother workflows and efficient production.

Upcoming Manufacturing Facilities

Unit in Valsad – Manufacturing of Writing Instruments & Stationery Products



Flomaxe Surat Facility – Current Capacity Expansion



Advertisement and Marketing Initiatives



Instagram Handle



The Right Move Campaign



Glow in the Dark Mechanical Pencils

Flair Pens advocates sustainability with move 2MM mechanical pencil in 'The Right Move' campaign

Flair's emotionally powerful campaign uses a child's perspective to reveal the environmental cost of wooden pencils, positioning the Move 2MM Mechanical Pencil as the conscious choice for students, parents, and educators

by MN4U Bureau — October 4, 2025 In Campaigns Reading Time: 3 mins read

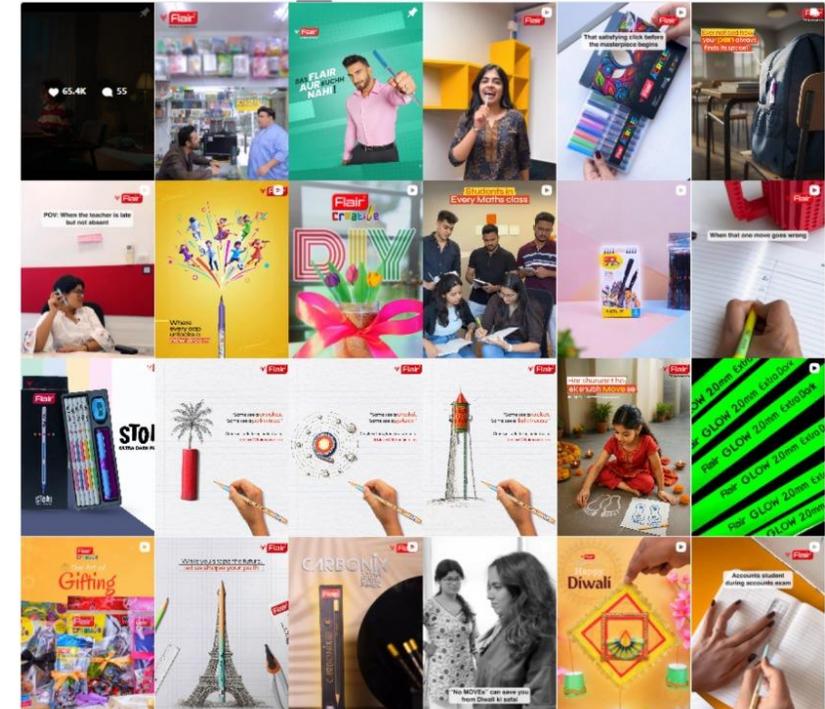
AA



Mumbai: Flair Pens has unveiled 'The Right Move', a new campaign that highlights the environmental impact of traditional wooden pencils through a child's perspective, positioning the Move 2MM Mechanical Pencil as a conscious and sustainable choice for students, parents, and educators.

RIGHT MOVE CAMPAIGN

Seth Anandram Jaipuria School, Lucknow



Advertisement and Marketing Initiatives

BRAND AWARENESS IN SCHOOLS



Focused on Robust Processes to Deliver Innovative Products



(FY25)

144

New Products Launched

Proven expertise in launching new products to fulfil consumer demand across product & price categories

Efficient Manufacturing and **Rigorous Testing** leads to consistent output and greater control

2,536

SKUs

Cultivated a strong ability **for identifying and producing unique products** such as recently launches across categories in creative segment. These products are well received in the market and driving growth of the segment

Continuing **Backward integration into tips manufacturing** has enabled to implement feedback from customers over writing feel into products giving enhanced customer experience

1,126

Portfolio Product Size

Investing in R&D for **new product innovations driving portfolio expansion**. R&D team headcount increased from 17 in FY24 to 23 in FY25

Innovation DNA and Quality Manufacturing supported by Pan India Distribution. **Implementation of Field Force App** to track secondary sales and degree of activeness in distribution setup to ensure effective market coverage.

Competitive Edge

Quality Manufacturing
High-quality multi-location manufacturing at a large scale backed by strong R&D and innovation capabilities

Largest distribution network
Largest pan-India distributor/dealer network and wholesale/retailer network in the writing instruments industry and strong presence in targeted markets abroad

Diversified product
Diversified product portfolio moving beyond the traditional pens business to synergistic segments

Strong financial performance
Historical track-record of strong financial performance with industry-leading profitability margins, ROE & ROCE

Global Footprint
Ability to partner with international brands being the largest exporter of writing instruments from India and making inroads through quality creative products

Recognizable brands
Years of dedicated efforts in creating and establishing both mass appealing as well as premium brands

Evolving Portfolio
Expansive catalogue of offerings across price segments driven by innovation and the need to cater to a wide array of consumers



Flair[®]
Creative



ROADMAP & STRATEGIES



Annual Growth Guidance

Commitment to Scalable Success

Revenue to keep compounding at 15%* for the next 2 years



45%
-
50%

**Creative
Business**

- In-house manufacturing share rose to 70% in FY25.
- New product launches planned to expand the portfolio. Strategic partnerships with Disney (licensing for character-based products) and Maped France (distribution of premium creative products).
- Flomax Stationery venture to boost capacity and focus on polymer pencils, erasers, sharpeners, and allied categories.

50%
-
55%

**Steel Bottles &
Houseware Business**

- Design innovations with in-house lacquering & coloring capabilities.
- Strategic partnerships with modern retail, quick commerce & e-commerce, supported by a dedicated distribution team.
- Expanding portfolio with 50+ SKUs and continuous new introductions to meet all-season demand.

**Stable
Growth**

**Pens
Business**

- Continue investing in **mid-premium and premium segments**
- Increase **own brand share** in domestic and export markets through targeted campaigns
- Focus on **functional innovation** & use customer feedback loops to refine products and improve writing experience.
- Increase **sales throughput per distributor** through focused engagement

Fast-Tracking Expansion Through Diversification..



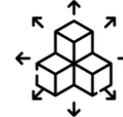
Leveraging Over Five Decades Of Experience In The Legacy Pen Business To Scale New Categories Creating A Long-term Value For The Business



Presence across price points



Flair's brand strength



Distribution network



Manufacturing capabilities

Built A Quality Product Portfolio For The Newer Categories

Creative Segment

Introduced “**Flair Creative**” in Jan’21 to tap into a newer market with potential to offer standalone & bundled offerings

Offerings include water colours, crayons, sketch, pens, erasers, wooden pencils, geometry boxes, fine liners, sharpeners and scales

Envision a higher growth segment driven by shifting consumer preference, portfolio deepening as well as channel fill

“Flair Creative” crossed ₹ 135 Crs of revenue in H1 FY26

18% Revenue Growth in FY25

Collaboration with **DISNEY**

237 Products sold under this category

Steel Bottles

Company is amongst the initial domestic manufacturers of steel bottle to receive the new BIS Compliance Certification

Made a breakthrough in stainless steel bottles in major domestic Modern Trade chains in short span

Consistently rising Monthly Revenue Run-Rate – aiming to be around INR 100 Crore segment by FY27

Range of Houseware Products sold to complement to existing bottles portfolio and expand offer basket to distributors

BIS Compliant Steel Bottles

Dedicated Distribution Team

20+ Products sold under this category

..by Leveraging our Own Brand Sales..

Multi-Brand Portfolio Catering Across All Price Points

Pens

- Flair WORLD CLASS PENS
- pierre cardin PARIS
- HAUSER Germany
- ZOOX

Creative

- Flair Creative

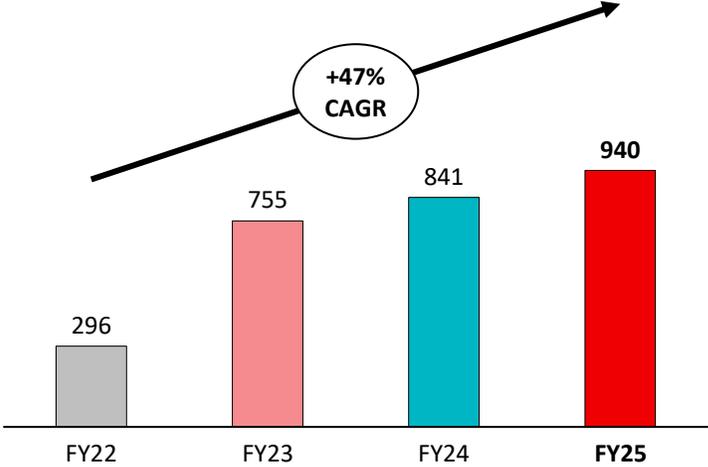
Steel Bottles & Houseware

- Flair

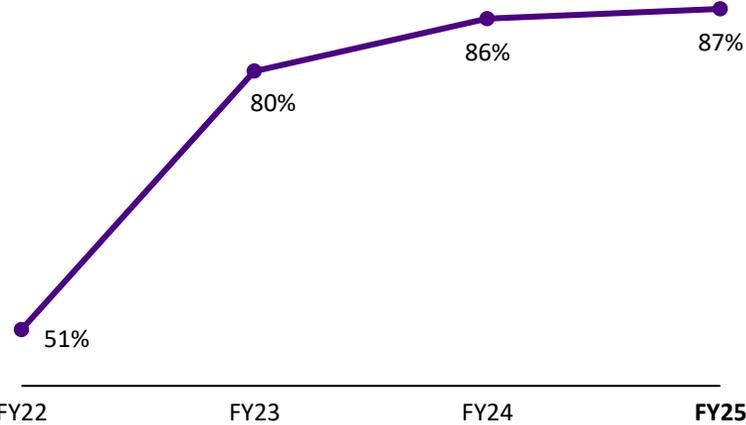
Levers for Growth

- Extensive SKU Portfolio
- Catering Across All Price Points
- Capitalising on Wide Distribution Network
- Focus on Quality
- Innovation to meet Evolving Consumer Needs

Scaling Own Brand Sales



Rising share of Own Brand Share as a % of Total Revenue



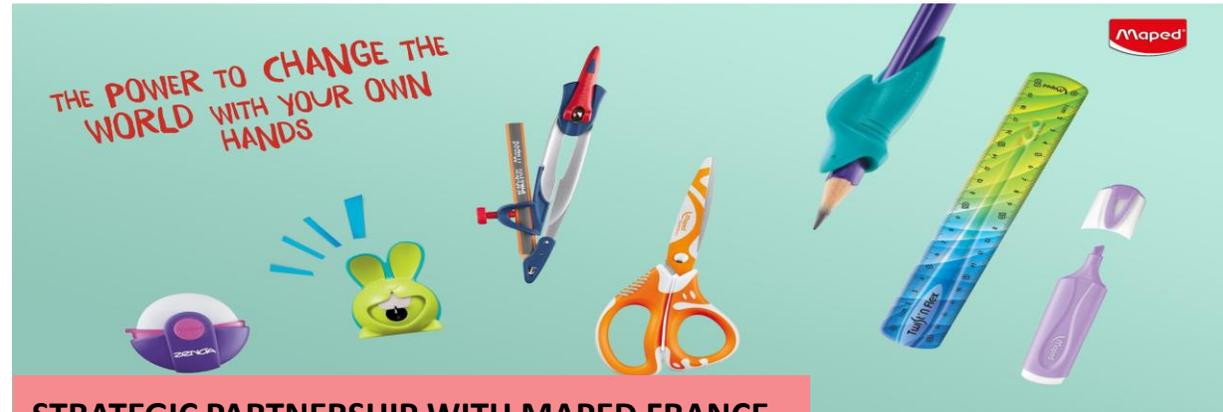
..and Accelerating Growth through Partnerships..

Leveraging Strengths of Industry Leaders For Mutual Benefit



COLLABORATION WITH DISNEY

- Signed a Brand Licensing Agreement with Disney for using its characters from multiple IPs*
- Characters are being used in a plethora of stationery & art products as well as other stationeries such as kits
- This is to help us gain mind market share with the young Disney audience in India
- Currently around 20 Disney branded SKUs are manufactured and distributed



STRATEGIC PARTNERSHIP WITH MAPED FRANCE

- Signed an Agreement with MAPED FRANCE for distribution of its stationery products in India
- Maped is a French stationery brand with close to eight decades of presence in 5 continents and 120 countries
- Maped products will be targeted towards mid-premium price points of the stationery market
- Provides an opportunity to Flair to augment its basket of stationery portfolio to distributors besides ensuring higher in-house manufacturing

..combined with ability to Identify & Address White Spaces

History of developing innovative products – 367 design registrations and patents filed so far



Flair Writo-Meter
our longest writing pen
10,000 meters



Hauser XO
offered in pastel colours



Flair Woody
wooden finish to a ball pen



Sunny
has 4-in-1 pen

SLIMMEST RETRACTABLE BALL PEN

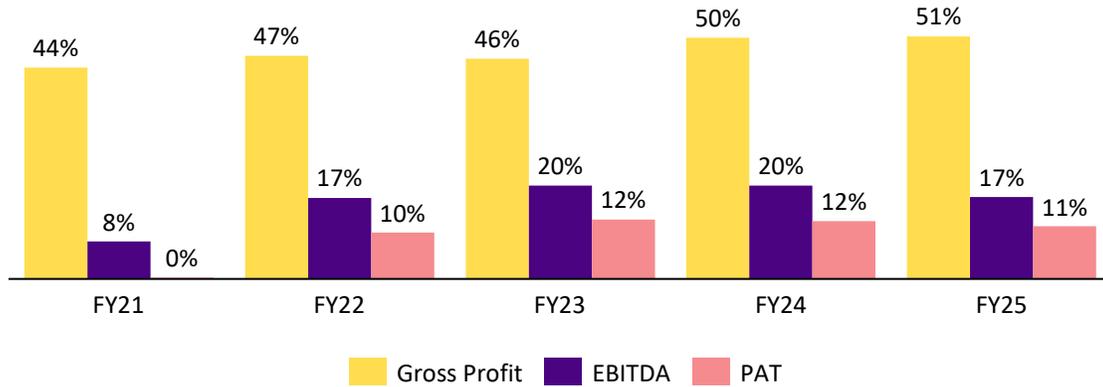


MOVE GEL PEN

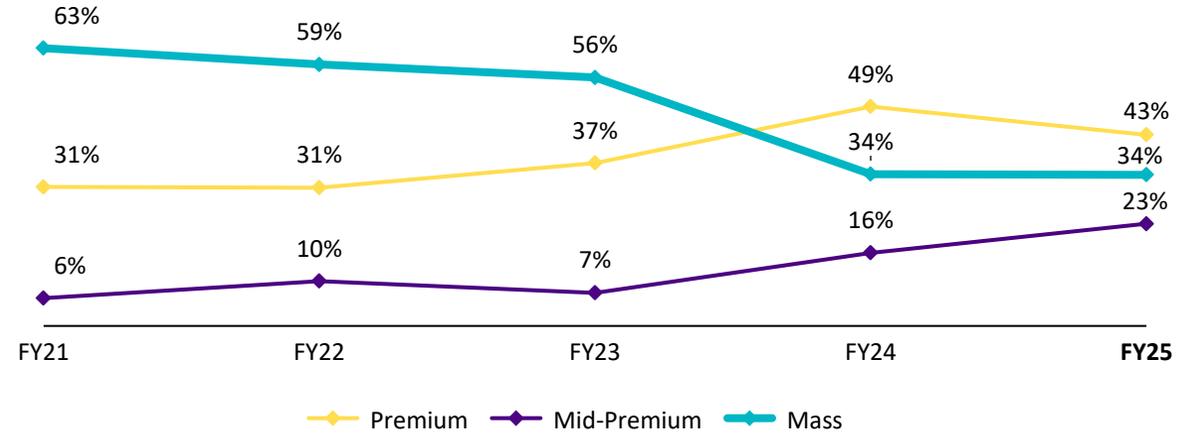


..thus, **R**edefining Brand Value towards Premiumisation

Amongst the Highest Margins in the Industry



Increasing Premium Share in New Launches



- ❖ **Comprehensive portfolio catering to customers across the price points** - Expansion within each price segment is crucial to tap demand and user requirements at various price points
- ❖ **Brand presence in mid premium and premium segments** – Investments made in brands such as “Hauser” and “Pierre Cardin” for differentiated market positioning. Certain high-ticket products are also available under the flagship brand “Flair”
- ❖ **New product launches have been increasingly targeted towards higher price point** – Two-Thirds of all new pens launched in FY24 catered to mid-premium and premium segment
- ❖ **Innovation led product expansion** – Develop and introduce practical yet stand out products based on innovation in design, features and writing experience



ANNEXURE



Board of Directors



Mr. Khubilal Jugraj Rathod, Chairman

- He has 48+ years of experience in the writing instruments industry
- Received the Lifetime Achievement Award and the Udyog Rattan Award from the Institute of Economic Studies, the Lifetime Achievement Award from The Bombay Fountain Pen Manufacturers and Traders Association, the award for the 'Most Admired Leader' from Herald Global, Inspirational Leaders of New India award from Powerbrands Glam, Las Vegas, USA.



Mr. Vimalchand Jugraj Rathod, Managing Director

- He is a fellow member of the ICAI and holds a B.Com degree from the Bangalore University
- Has 40+ years of experience in the writing instruments industry
- Received "Asia's Most Promising Leader 2015-16" award from World Consulting and Research Corporation, "Award of Appreciation" from the Pen and Stationery Association of India and award from the PlastIndia Foundation
- Previously served as Chairman, Plastic Export Promotion Council & currently Chairman of Pen & Stationery Association of India



Mr. Rajesh Khubilal Rathod, Whole-time Director

- Holds a B. Com degree from the University of Mumbai and has 33+ years of experience in the writing instruments industry
- He heads the international sales and marketing division along with global relationship development



Mr. Mohit Khubilal Rathod, Whole-time Director

- Holds a Bachelor of Arts degree (majoring in business administration) from the Muhlenberg College, Pennsylvania and has 23+ years of experience in the writing instruments industry
- He heads the product development, domestic sales and marketing division



Mr. Sumit Vimalchand Rathod, Whole-time Director

- Holds a Bachelor of Arts degree from the Eckerd College, Florida, a Post Graduate Diploma in Management from the S.P. Jain Institute, Mumbai and has 15+ years of experience in the writing instruments industry
- He heads the new business development, production, process and system management with a direct focus on steel bottles business

Board of Directors & Senior Management Team



Mr. Punit Saxena, Independent Director

- He holds a Bachelor of Science degree , an MBA degree from University of Rajasthan, Master of Valuation (Real Estate) degree.
- He was previously associated with UTI Infrastructure, Technology and Services Limited (as its chief executive officer), Unit Trust of India, Jaipur Development Authority, Rajasthan State Industrial Development and Investment Corporation Limited.



Mr. Rajneesh Bhandari, Independent Director

- Holds Bachelor of Technology in Chemical Engineering degree from the IIT, Delhi
- Has experience in the Health Care and Telecommunication Industry



Mr. Deven Bipin Shah, Independent Director

- He is an associate member of the ICAI and holds a Bachelor of Commerce degree from Sydenham College. More than 25 years of experience in Audit, Taxation & Consultation
- He is a founder of a Chartered Accountancy firm with a specialization in Charitable Trust & NGO



Ms. Sheetal Bhanot Shetty , Independent Director

- She holds a Bachelor of Arts degree and a Master of Arts degree from the University of Bombay, Mumbai, Maharashtra.



Mr. Manoj Vinod Lalwani , Independent Director

- He holds a Bachelor of Engineering degree from University of Pune, Pune, Maharashtra and completed his Master of Science in Plastics Engineering from University of Massachusetts, Boston, USA
- He has experience in the field of manufacturing filler compounds for plastic polymers.

Management Team



Mr. Jatin Chadha, Chief Operating Officer

- He holds a Bachelor of Technology degree in I.T and engineering, a Master of International Business degree.
- He is responsible for strengthening the operations vertical to improve the productivity of the Company



Mr. Alpesh Porwal, Chief Financial Officer

- He is a Chartered Accountant (ICAI) and CPA (Delaware, USA)
- He is responsible for the overall finance function and business transformation within in the Company



Mr. Vishal Kishor Chanda, Company Secretary and Compliance Officer

- He is an associate member of the ICSI and holds a M.Com degree, a Bachelor of Laws degree both from the University of Mumbai
- He is responsible for the overall secretarial and statutory compliance in the Company

Social Responsibility

We understand the crucial role of collaboration in building a better tomorrow for all stakeholders. We have also ensured that beyond collaboration - our CSR initiatives span critical areas such as education and healthcare and continue to make a positive impact.

We believe in “empowerment through employment”



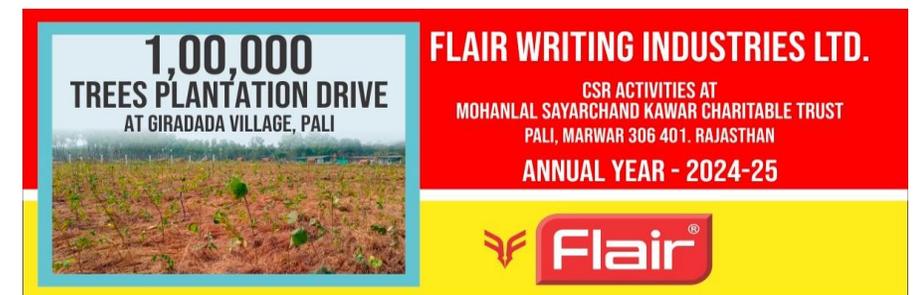
Recently distributed sewing machines promoting self reliance



Supporting education through distribution of laptops to students from tribal and minority communities.
Gifted a school bus to a school in Rajasthan.



Undertaken tree Plantation Drive in Pali, Rajasthan



Top Awards and Accolades



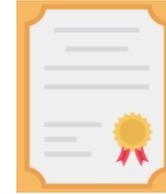
2023-24 Conferred as one of the Best Brands 2024 by ET Edge at the Best Brands Conclave



2022-23, 2021-22, 2020-21 Award for Top Exporter to the Company from the PEPC in the category for writing instruments



2020-21 Award for Top Exporter to the Company from the PEPC in the category for writing instruments



2019-20 Award for Top Exporter to the Company from the PEPC in the category for writing instruments



2018-19 Export Award to the Company from the PEPC in the category for writing instruments (excluding parts)



2017-18 Award for Second Best Exporter to the Company from the PEPC in the category for writing instruments



2016-17 Award for No. 1 Exporter to the Flair Group of Companies from the WIMO



2015-16 Award for No. 1 Exporter to the Flair Group of Companies from the WIMO



2015-16 Export Excellence Award for No. 1 Exporter to FPPIPL from the BFPMTA



2014-15 Award for No. 1 Exporter to the Flair Group of Companies from the WIMO



2014-15 Export Excellence Award for No. 1 Exporter to the Flair Group of Companies from the BFPMTA



2013-14 Most Valuable Brand 2014 award in the category of Gems, Jewellery and Accessories from WCRC



2012-13 Asia's Most Promising Brands from WCRC



2010-11 Award for No. 1 Exporter to the Flair Group of Companies from the BFPMTA



2009-10 Award for No. 1 Exporter to the Flair Group of Companies from the BFPMTA

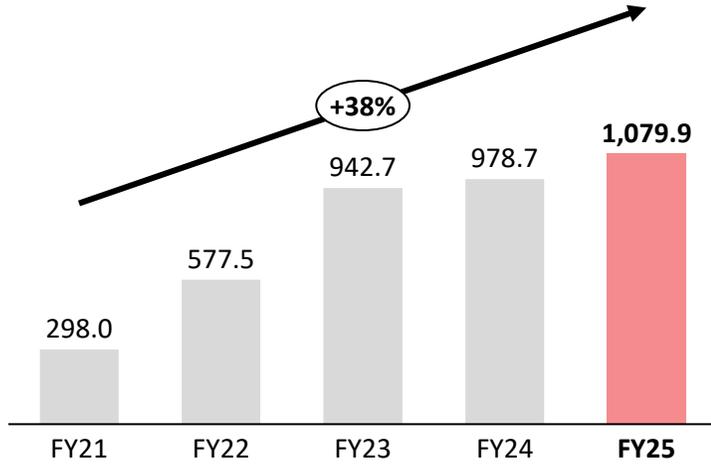


2008-09 Award for No. 1 Exporter to the Flair Group of Companies from the BFPMTA

Performance in Charts

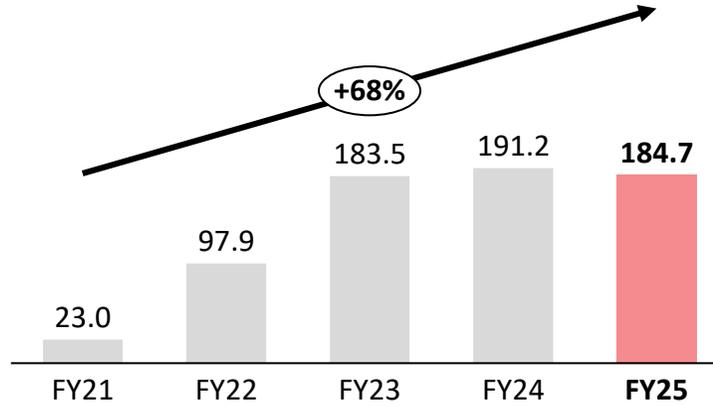
₹ in Crs

Revenues



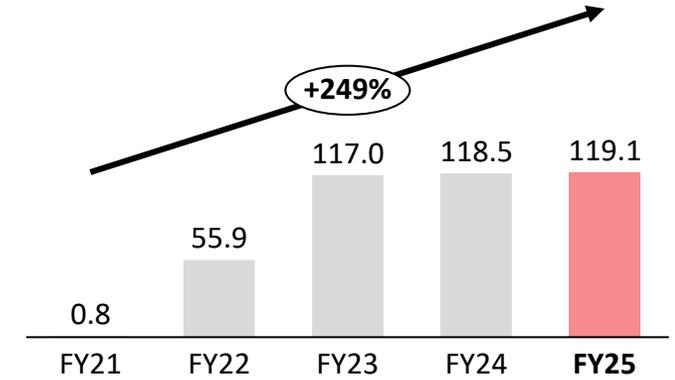
EBITDA & EBITDA %

7.7%	16.9%	19.5%	19.5%	17.1%
------	-------	-------	-------	-------

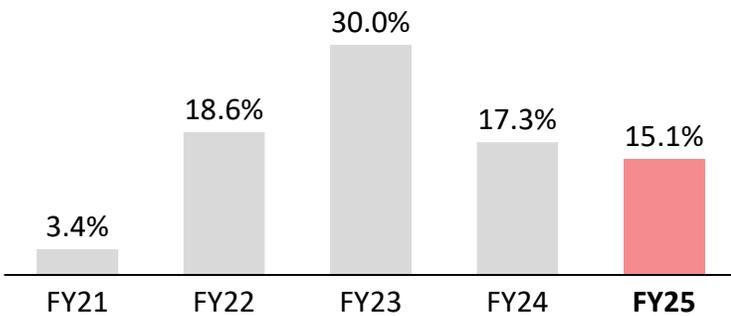


PAT & PAT %

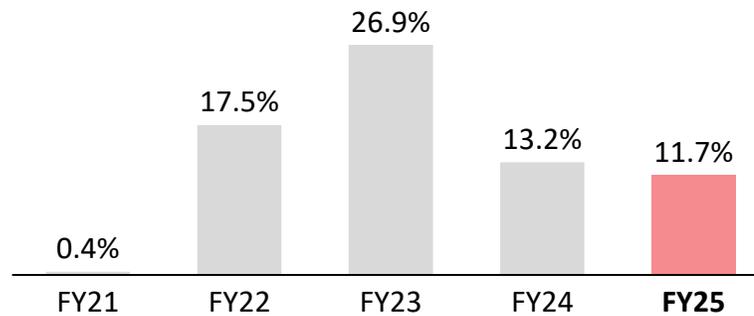
0.3%	9.7%	12.4%	12.1%	10.3%
------	------	-------	-------	-------



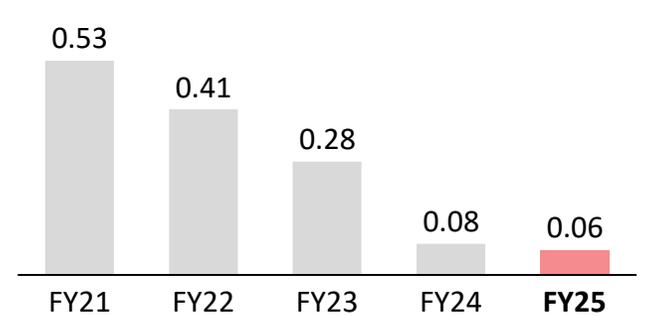
RoCE (%)^



RoE (%)#



***Debt to Equity (x)**



Equity base had **more than doubled** to Rs. 898.7 crores in FY24 due to **net infusion** of Rs. 346.4 crores from **IPO proceeds**

Absolute borrowings repayment of **Rs. 72.5 crores** in FY24

^RoCE = EBIT/(Net Worth + Borrowings+ Lease Liabilities + Deferred tax liabilities)
Net Worth

RoE = PAT/ Net Worth

*Debt includes Current & Non-Current Borrowings and Lease Liabilities. Equity includes

Historical Consolidated Profit & Loss Statement



Particulars (₹ in crs)	FY25	FY24	FY23	FY22	FY21
Revenue from Operations	1079.9	978.7	942.7	577.5	298.0
Cost of Materials Consumed	532.2	485.7	508.8	308.2	166.4
Gross Profit	547.7	493.0	433.9	269.3	131.6
GP %	50.7%	50.4%	46.0%	46.6%	44.2%
Employee Benefits Expense	171.7	145.8	117.3	88.3	58.4
Other Expenses	191.2	156.0	133.0	83.0	50.0
EBITDA	184.7	191.2	183.5	97.9	23.2
EBITDA %	17.1%	19.5%	19.5%	16.9%	7.8%
Other Income	24.6	14.5	11.6	10.2	12.9
Depreciation and Amortisation Expense	44.7	36.8	27.3	24.4	22.4
EBIT	164.6	169.0	167.8	83.4	13.5
Finance Costs	5.3	10.2	10.0	9.3	11.5
PBT	159.3	158.8	157.8	74.1	2.0
Total Tax Expense	40.3	40.3	40.8	18.2	1.2
Profit for the year	119.1	118.5	117.0	55.9	0.8
PAT %	11.0%	12.1%	12.4%	9.7%	0.3%

COMPANY :



Flair Writing Industries Limited
CIN : L51100MH2016PLC284727
Mr. Alpesh Porwal (Chief Financial Officer)
Email: alpesh@flairpens.com
www.flairworld.in

INVESTOR RELATIONS ADVISORS :



MUFG Intime India Private Limited

A part of MUFG Corporate Markets, a division of MUFG Pension & Market Services

Ms. Darshi Jain
darshi.jain@in.mpms.mufg.com

Mr. Devansh Dedhia
devansh.dedhia@in.mpms.mufg.com

Meeting Request [Link](#)

Thank You

