Today's™
PENS

12th November, 2010

1)BOMBAY STOCK EXCHANGE LIMITED
CORPORATE RELATION DEPARTMENT
P.J. TOWER DALAL STREET,
FORT,
MUMBAI 400001

2) NATIONAL STOCK EXCHANGE OF INDIA LIMITED
EXCHANGE PLAZA
BANDRA KURLA COMPLEX
BANDRA (E)

Dear Sir,

Re: Outcome of Board Meeting

This is to inform you that Board of Directors have approved the Un-Audited Financial Results of the Company for the quarter ended on 30th September, 2010 in their Meeting held on 12th November, 2010.

This is for your information.

Thanking you,

For Today's Writing Products Limited

Director

INDIAN
When I am literate, I will grow.

TODAY'S WRITING PRODUCTS LTD.
201, Hari Om Chambers, B-16, New Link Rd., Andheri (W), Mumbai - 400 053 INDIA
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Factory Add. : Survey No. 251/2, Valsad Falia, Dadra - 396 193. D & N H (U.T.), INDIA
Tel. : 91-260-2669818 / 819 / 820. Fax : 91-260-2668 536

TODAY'S WRITING PRODUCTS LIMITED

Regd.Office : Survey No.251/2, Valsad Falia, Dadra, (D & N.H.) - 396 193

UNAUDITED STANDALONE FINANCIAL RESULTS (PROVISIONAL)

FOR THE QUARTER ENDED 30TH SEPTEMBER, 2010 (Rs. in Lakh)

Sr No.	Particulars	Quarter Ended 30th Sept. 10 (Unaudited)	Quarter Ended 30th Sept. 09 (Unaudited)	Half Year Ended 30th Sept. 10 (Unaudited)	Half Year Ended 30th Sept. 09 (Unaudited)	Year Ended 31st March. 10 (Audited)
1	(a) Net Sales/Income from Operations	1,741.78	1,584.47	3,277.81	3,363.35	6,311.02
	(b) Other Operating Income	-	2.81	3.91	6.97	19.76
	Total	1,741.78	1,587.28	3,281.72	3,370.32	6,330.78
2	Expenditure					
	a) Consumption of materials & Bought Outs (Net)	1,148.62	1,016.73	2,208.02	2,320.45	4,105.65
	b) Staff Cost	70.15	117.34	221.47	215.08	476.98
	c) Depreciation	212.68	196.97	413.18	391.14	772.34
	d) Other Expenditure	407.57	370.96	637.38	682.93	3,174.56
	Total	1,839.02	1,702.00	3,480.05	3,609.60	8,529.53
3	Profit from Operations before Other Income, Interest and exceptional items (1-2)	(97.24)	(114.72)	(198.33)	(239.28)	(2,198.75)
4	Other Income	-	0.61	-	3.50	202.38
5	Profit before Interest and Exceptional items (3+4)	(97.24)	(114.11)	(198.33)	(235.78)	(1,996.37)
6	Interest	96.41	649.93	158.01	995.93	1,848.89
7	Profit after Interest but before Exceptional items (5-6)	(193.65)	(764.04)	(356.34)	(1,231.71)	(3,845.26)
8	Exceptional items	-	-	-	-	-
9	Profit (+)/Loss(-) from ordinary business activities before tax (7-8)	(193.65)	(764.04)	(356.34)	(1,231.71)	(3,845.26)
10	Tax Expenses	-	-	-	-	(391.47)
11	Net Profit (+)/ Loss(-) from Ordinary activities after tax (9-10)	(193.65)	(764.04)	(356.34)	(1,231.71)	(3,453.79)
12	Extraordinary item (net of tax expenses)	-	-	-	-	
13	Net Profit (+)/ Loss(-) for the period (11-12)	(193.65)	(764.04)	(356.34)	(1,231.71)	(3,453.79)
14	Paid-up equity Share Capital (Face Value of Rs. 10 each)	1,281.33	1,281.33	1,281.33	1,281.33	1,281.33
15	Reserve excluding Revaluation reserves as per Balance Sheet of previous accounting year	-	-	-	-	457.94
16	Earnings Per Share (EPS)					
	a) Basic and diluted EPS before Extraordinary items for the period	(1.51)	(5.96)	(2.78)	(9.61)	(26.95)
	b) Basic and diluted EPS after Extraordinary items for the period	(1.51)	(5.96)	(2.78)	(9.61)	(26.95)
17	Public Shareholding					
	No. of Shares	9,893,748	5,190,422	98,93,748	5190422	8994759
	Percentage of Shareholding	77.21%	40.51%	77.21%	40.51%	70..20%
	Promoter Group Share Holding					
	a) Pledged/ Encumbered					
	Number of shares	1,461,340	6,744,643	1,461,340	6,744,643	2,345,431
	Percentage of shares (as a % of the total shareholding of Promoter Group)	50.05%	88.48%	50.05%	88.48%	61.42%
	Percentage of shares (as a % of the total share capital of the company)	11.40%	52.64%	11.40%	52.64%	18.30%
	b) Non - Encumbered					
	Number of shares	1,458,212	878,235	1,458,212	878,235	1,473,110
	Percentage of shares (as a % of the total shareholding of Promoter Group)	49.95%	11.52%	49.95%	11.52%	38.58%
	Percentage of shares (as a % of the total share capital of the company)	11.38%	6.85%	11.38%	6.85%	11.50%

Notes:

1) The above financial results have been reviewed by the Audit Committee and taken on record by the Board of Directors at their meeting held on 12th November 2010.
2) Figures have been re-grouped and re-arranged wherever necessary to facilitate comparison.
3) The Limited Review as required under clause 41 of the Listing Agreement has been completed by the Statutory Auditors.
4) The Company operates only in one business segment , i.e." Writing Instruments & Stationery items." in the context of Accounting standard 17 Disclosure of segment information is not applicable.
5) The Company has opted to submit and publish only standalone quarterly and year to date results under clause 41(i) (e) (i) of the listing agreemnt with the stock exchange.
6) Interest is provided only to the extent charged by the banks.
7) Information on investors complaints Under clause 41 of the Listing Agreement for the quarter ended 30th September, 2010.

Opening Balance	Received during the Quarter	Resolved during the Quarter	Closing Balance
0	1	1	0

8 The CDR Package has been approved and the Company is awaiting formal communication.

For Today's Writing Products Limited

Ronald Netto
Managing Director

Place : Mumbai
Date : 12.11.2010

STATEMENT OF ASSETS AND LIABILITIES

(Rs. In Lacs)

Particulars	9/30/2010 Unaudited	9/30/2009 Unaudited
SOURCES OF FUNDS		
SHAREHOLDERS' FUNDS:		
(a) Capital	1,281.33	1,281.33
(b) Reserves and Surplus	0.60	2,520.02
c) Share Warrants	-	160.00
LOAN FUNDS	16,584.40	16,389.50
Total	**17,866.33**	**20,350.85**
APPLICATION OF FUNDS		
FIXED ASSETS	4,133.72	4,735.56
INVESTMENTS	415.27	415.26
CURRENT ASSETS, LOANS AND ADVANCES		
(a) Inventories	5,226.05	4,468.64
(b) Sundry Debtors	5,414.29	6,715.12
(c) Cash and Bank balances	165.52	188.83
(d) Other current assets	-	
(e) Loans and Advances	4,220.50	4,779.76
	15,026.36	16,152.35
Less: Current Liabilities and Provisions		
(a) Liabilities	2,187.41	1,038.02
(b) Provisions	522.33	523.56
	2,709.74	1,561.58
Net Current Assets, Loans and Advances	**12,316.62**	**14,590.77**
DEFFERED TAX - ASSETS	1,000.72	609.26
TOTAL	**17,866.33**	**20,350.85**

For Today's Writing Products Limited

Ronald Netto
Managing Director

Place : Mumbai
Date : 12.11.2010