



# Flair Writing Industries Limited

(An ISO 9001:2015; ISO 14001 : 2015 & SA 8000 : 2014 Certified Company)  
CIN NO.: L51100MH2016PLC284727

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Ref: FWIL/SEC/2025-26/47

Date: October 10, 2025

<b>BSE Limited</b> Listing Department P.J. Towers, 1st Floor, Dalal Street, Fort, Mumbai - 400 001 <b>Scrip Code: 544030</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai- 400051 <b>Symbol: FLAIR</b>
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Dear Sir/Madam,

## Sub: FLAIR launches 'The Right Move' campaign, turning a child's pencil sharpening into a sustainability statement

We are pleased to inform you that **Flair Writing Industries Limited** has unveiled 'The Right Move' campaign that challenges the environmental impact of traditional wooden pencils through a child's innocent yet powerful perspective. A simple choice today can draw the line for a greener tomorrow. Flair's Move 2MM Mechanical Pencil is refillable, sustainable, and designed to make every move matter. Web link for film <https://www.youtube.com/watch?v=UCn8Eh6RUBo>

What distinguishes the Move 2MM Mechanical Pencil is its thoughtful design – refillable, and crucially, not made of wood while maintaining a wooden feel. This innovation allows students to continue their familiar writing experience while making an environmentally responsible decision. The refillable feature eliminates waste, addressing both practicality and sustainability in one solution.

**The campaign speaks directly to decision-makers across generations:** students choosing their own stationery, parents making purchasing choices for their children, and educators setting standards for classroom supplies. By framing Flair as a brand that understands both environmental responsibility and user needs, 'The Right Move' positions the company as an empathetic innovator rather than just a product manufacturer.

The said move reaffirms our commitment towards sustainability, quality, innovation, and strengthening our move towards zero waste.

This is for your information and record.

Thanking you.

Yours truly,  
For **Flair Writing Industries Limited**

Mr. Vishal Kishor Chanda  
Company Secretary & Compliance Officer

<b>MUMBAI</b> Unit I, Trinity Ind. Park, Survey No.14,15,16, National Highway 8, Naigaon (E), Palghar 401 208, Maharashtra, India	<b>DAMAN</b> Unit II, Survey No. 709/12 & 18, Somnath Road, Dabhel, Daman 396 210, India	<b>DAMAN</b> Unit III, Survey No. 377/1, Plot No.19 & 21, Zari Causeway Road, Kachigam, Daman 396 210. India	<b>DAMAN</b> Unit IV, Survey No. 370/2 A, Vapi Road, Kachigam, Daman 396 210. India	<b>DEHRADUN</b> Khasra No. 1049/2, 1050/1, Twin Industrial Estate, Central Hope Town, Selaqui, Dehradun 248 011, Uttarakhand, India	<b>VALSAD</b> Survey No. 253, Village Shankar Talao, National Highway 8, Valsad 396 375, Gujarat, India
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