Flair
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/2026-27/31

Date: August 11, 2026

To,

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

Dear Sir/Madam,

Sub: Announcement under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015- Press Release

Please find enclosed herewith our press release titled **"Flair Writing Industries' Subsidiary Expands Stainless Steel Bottle Manufacturing Capacity with Order for Fourth Production Line"**

This is for your information and records.

Thanking you.

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

VISHAL KISHOR CHANDA
Digitally signed by VISHAL KISHOR CHANDA
Date: 2026.08.11 10:19:30 +05'30'

Mr. Vishal Kishor Chanda
Company Secretary & Compliance Officer

Encl: as above

Flair Writing Industries' Subsidiary Expands Stainless Steel Bottle Manufacturing Capacity with Order for Fourth Production Line

We are pleased to announce that **Flair Writing Industries Limited's** subsidiary, Flair Cyrosil Industries Private Limited ("**FCIPL**"), has placed an order for a fourth state-of-the-art manufacturing line for stainless steel bottles, marking another significant milestone in strengthening the Company's manufacturing capabilities in the growing houseware and Steel bottle products segment.

FCIPL currently operates **three stainless steel bottle manufacturing** lines. The fourth Next-generation manufacturing line estimated to be commissioned by Q4FY27 and expected to increase manufacturing capacity by approximately 35%. This Next-generation line will enable the Company to meet rising domestic and international demand.

The new manufacturing line will feature automation, enhanced quality control, improved production efficiency, greater manufacturing flexibility and support the production of a wider range of value-added products. This capacity expansion is aligned with Flair's long-term growth strategy to strengthen its presence in the Houseware and steel bottle segments through enhanced scale, improved operational efficiencies, and superior customer service.

With this proposed increment in the capacity of Steel Bottles and combined with Creative Division as part of the strategy for accelerated growth, both these Divisions which in FY26 witnessed strong growth of approximately 78% year-on-year, collectively contributing about 31% of the Company's total revenue continue to witness strong momentum and growth and expects their combined contribution to increase to approximately 35%–38% of overall Company revenue in FY27.

Commenting on the development, Mr. Sumit Rathod, the Director said, *"The addition of our fourth manufacturing line reflects our commitment to expanding our houseware business and capitalising on the growing demand for sustainable and reusable steel bottle products. This investment will strengthen our manufacturing capabilities, improve efficiencies and support future growth while maintaining our focus on quality, innovation and timely deliveries*."

About Flair Writing Industries Limited

Flair Writing Industries Limited ("Flair") is among the Top 3 players in the writing instruments and the largest pen brand in India. FWIL's flagship brand "Flair" has established itself as a household name in India, with a market presence of over 45 years. 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 their principle brands like "Flair", "Flair Creative", "Hauser" and "Pierre Cardin" in India. Post launch of Flair Creative range of products in FY21, it has emerged as the fastest growing segment in the company resulting in higher contribution to the overall product mix compared to writing instruments segments. The company is also rapidly scaling its Steel Bottles & Houseware products business. It is further engaged in the distribution of MAPED France's premium creative range of products in India.

In FY 2026, the Company reported revenue of INR 12,501 million, EBITDA of INR 2,245 million and PAT of INR 1,413 million, thus achieving the revenue growth guidance of 15%. The Company operates 11 manufacturing facilities in 5 locations and has built one of the largest distribution networks in the industry, comprising over 166+ super stockists, 8,000+ distributors and 330,000+ retail touchpoints, with a presence across 6,500+ pin codes

Company	Investor Relations: MUFG Intime India Limited
Name: Alpesh Porwal (Chief Financial Officer)	Name: Ms. Mamta Nehra/Mr. Nikunj Jain
Email: alpesh@flairpens.com	Email: mamta.nehra@in.mpms.mufg.com / Nikunj.jain@in.mpms.mufg.com
CIN: L51100MH2016PLC284727	
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