



# 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/2025-26/79

Date: February 24, 2026

To,

<b>BSE Limited</b> Listing Department P.J. Towers, 1st Floor, Dalal Street, Fort, Mumbai - 400 001 <b>Scip 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: 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 Limited Commences Manufacturing of Wooden Pencils; Strengthens Creative Portfolio**”

This is for your information and records.

Thanking you.

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

Mr. Vishal Kishor Chanda  
Company Secretary & Compliance Officer

**Encl: as above**

**MUMBAI**

Unit I, Trinity Ind. Park, Survey No.14,15,16,  
National Highway 8, Naigaon (E),  
Palghar 401 208, Maharashtra, India

**DAMAN**

Unit II, Survey No. 709/12 & 18,  
Somnath Road, Dabhel,  
Daman 396 210, India

**DAMAN**

Unit III, Survey No.377/1,  
Plot No.19 & 21,Zari Causeway Road,  
Kachigam, Daman 396 210. India

**DAMAN**

Unit IV, Survey No. 370/2 A,  
Vapi Road, Kachigam,  
Daman 396 210. India

**DEHRADUN**

Khasra No. 1049/2, 1050/1,  
Twin Industrial Estate, Central Hope Town,  
Selaqui, Dehradun 248 011, Uttarakhand, India

**VALSAD**

Survey No.253, Village Shankar Talao,  
National Highway 8,  
Valsad 396 375, Gujarat, India

## Flair Writing Industries Limited Commences Manufacturing of Wooden Pencils; Strengthens Creative Portfolio

Flair Writing Industries Limited has begun manufacturing wooden pencils at its step down subsidiary company Flomaxe Stationery Private Limited in Surat. This expansion strengthens the company's Creative portfolio and enhances its abilities to penetrate further into the largest segment of the stationery industry. With this new manufacturing line, Flair is well-positioned to deliver high-quality wooden pencils at different price points while further bolstering its presence in the stationery segment.

The production line will have an estimated annual capacity of 84 Million pieces. Within this facility, the company will also focus on manufacturing of complimentary products such as range of erasers and sharpeners. These combined with existing SKUs in polymer pencils and mechanical pencils will create a comprehensive basket of products to address the pencil and allied stationery segment.

**Commenting on the development, Mr. Vimalchand Rathod, the Managing Director** said *"We are excited to commence the manufacturing of wooden pencils at our step down subsidiary company Flomaxe Stationery Private Limited in Surat, marking an important step in strengthening our creative segment portfolio. This expansion further enhances our backward integration with fast growing creatives segment as our long stated strategy. We will now serve one of the biggest product category in the overall stationery segment with renewed focus and it will be a key pillar in our plan to rapidly scale the creative segment which grew by 72% year on year in 9M FY26. Our enhanced manufacturing strength, combined with our commitment to breakthrough product innovation, empowers us to advance confidently and expand our presence across the evolving stationery landscape."*

### 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, boasting 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. The company has 11 manufacturing units spread over 5 locations - Naigaon, Valsad, Daman, Surat & Dehradun. 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. 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 and other houseware products. The company has also engaged in the distribution of MAPED branded products in India.

Company	Investor Relations: MUG Intime India Limited
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CIN: L51100MH2016PLC284727	
<a href="http://www.flairworld.in">www.flairworld.in</a>	Meeting Request Link – <a href="#">Click Here</a>

### Safe Harbor

Any forward-looking statements about expected future events, financial and operating results of the Company are based on certain assumptions which the Company does not guarantee the fulfilment of. Past performance also should not be simply extrapolated into the future. These statements are subject to risks and uncertainties. Actual results might differ substantially or materially from those expressed or implied. Important developments that could affect the Company's operations include a downtrend in the industry, global or domestic or both, significant changes in political and economic environment in India or key markets abroad, tax laws, litigation, labour relations, exchange rate fluctuations, technological changes, investment and business income, cash flow projections, interest, and other costs. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.