



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
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Ref: FWIL/SEC/2025-26/17

Date: June 12, 2026

To,

BSE Limited Listing Department P.J. Towers, 1st Floor, Dalal Street, Fort, Mumbai - 400 001 Script Code: 544030	National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai- 400051 Symbol: FLAIR
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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 '**From Niche to Scale: Flair Poised to be a significant player in the Pencil Category**'

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

From Niche to Scale: Flair Poised to be a significant player in the Pencil Category

Flair Writing Industries Limited’s FY 2025–26 journey has been a story of accelerating momentum and strategic expansion. The year began with the Mechanical Pencil category gaining remarkable traction, delivering approximately 147 million pieces in sales, which is a clear evidence of growing consumer preference and deepening market acceptance of innovative products.

Building on this robust foundation, the company crossed a pivotal milestone with the operationalization of its wooden pencil manufacturing facility in Surat, marking a decisive step toward strengthening its presence in the pencil category in the Creative segment.

According to industry reports, pencils account for approximately 12% of the overall writing instruments market in India. The segment was valued at around INR 1,650 crore in FY23 and is projected to grow at a robust CAGR of 14%, nearly doubling to INR 3,300 crore by FY28. Notably, wooden pencils dominate this category, contributing close to 90% of the total market, highlighting their continued relevance and widespread consumer preference. Against this backdrop, the company’s strong performance in the mechanical pencil segment reflects its capability to build a differentiated niche and capture evolving consumer demand. Furthermore, the commissioning of its wooden pencil manufacturing facility marks a strategic progression, enabling the company to meaningfully participate in the largest and most established portion of the pencil market.

Together, these achievements reflect a focused and forward-looking strategy—one that blends scale, innovation, and category expansion—driving Flair closer to its vision of building a diversified and high-growth portfolio across writing instruments, creative products, steel bottles, and houseware.

The company remains confident of achieving its growth guidance for FY27.

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. 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: MUFG Intime India Limited
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www.flairworld.in	Meeting Request Link – Click Here

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.

