



# 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/2025-26/18

Date: June 22, 2026

To,

<b>BSE Limited</b> Listing Department P.J. Towers, 1st Floor, Dalal Street, Fort, Mumbai - 400 001 <b>Scrp 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 secures fresh orders worth INR 200 Million in its Creative and Steel Bottles & Houseware Division**'

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 secures fresh orders worth INR 200 Million in its Creative and Steel Bottles & Houseware Division

We are pleased to inform our Shareholders that our Company has secured fresh orders worth INR 200 million from large format stores in its Creative and Steel Bottles & Houseware division. These orders are to be executed in the next 90 days.

**Commenting on this development, Mr. Mohit Rathod, the Whole-Time Director said,** “Flair continues to strengthen its presence as one of India’s most recognized & trusted consumer brands which is expanding its Creative and Steel Bottles & Houseware division. Both the divisions are gaining strong demand momentum for their products from large format stores. These orders are to be completed in 90 days and are expected to support margin-accretive growth. In FY26, both the divisions grew by 78% per annum, contributing approximately 31% of the company’s total revenue. With both divisions witnessing strong momentum and accelerated growth, we expect their combined contribution to increase to approximately 38%–40% of overall revenue in FY27. In FY26, the Company sold 145 million mechanical pencils and has commenced manufacturing wooden pencils at its Surat facility under the Creative division.”

### 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 the "Flair" brand, "Flair Creative", their principal brands "Hauser" and "Pierre Cardin" and 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 & Houseware products. The company has also 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
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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.