



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/2024-25/84

November 08, 2024

BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001. Scrip Code : 544030	National Stock Exchange of India Limited Exchange Plaza, C/1, G Block, Bandra - Kurla Complex Bandra (East), Mumbai - 400 051. Symbol: FLAIR
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**Sub: Press Release on the Un-Audited Financial Results (Standalone and Consolidated)
for the quarter and half year ended on September 30, 2024.**

Dear Sir(s)/ Madam(s),

Enclosed herewith is the Press Release on the Un-Audited Financial Results (Standalone and Consolidated) for the quarter and half year ended on September 30, 2024.

You are requested to take the same on record.

Thanking you,

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

Vishal Kishor Chanda
Company Secretary and 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 reports strong sequential growth in Q2 FY25

Mumbai, November 08, 2024 – Flair Writing Industries Ltd. (FWIL), among the leading players in the writing instruments industry has announced its financial results for the quarter and half year ended on September 30, 2024.

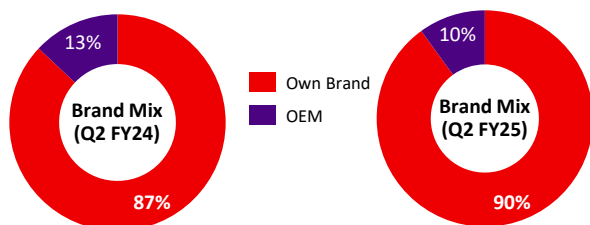
Q2 FY25 Consolidated Financial Performance Snapshot

Revenue from Operations Rs. 270 crores  +9% Q-o-Q	Gross Profit Rs. 143 crores  +16% Q-o-Q	EBITDA Rs. 51 crores  +20% Q-o-Q	Profit After Tax Rs. 33 crores  +25% Q-o-Q
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Key Consolidated Financial Highlights – Q2 & H1 FY25

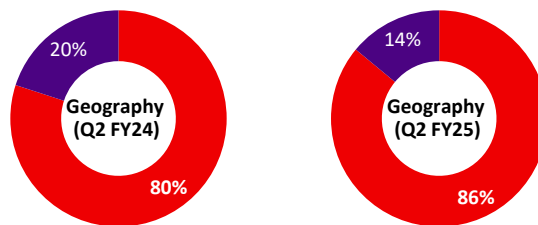
Particulars (Rs. Crs.)	Q2 FY25	Q2 FY24	Y-o-Y	Q1 FY25	Q-o-Q	H1 FY25	H1 FY24	Y-o-Y
Revenues	270.1	257.0	5.1%	247.1	9.3%	517.3	503.7	2.7%
Gross Profit	142.7	126.3	13.0%	122.9	16.1%	265.7	250.9	5.9%
Gross Profit Margin (%)	52.8%	49.1%		49.7%		51.4%	49.8%	
EBITDA	50.6	53.8	-6.0%	42.0	20.4%	92.7	106.2	-12.7%
EBITDA Margin (%)	18.7%	20.9%		17.0%		17.9%	21.1%	
Profit After Tax	32.8	33.2	-1.2%	26.2	25.0%	59.0	65.3	-9.7%
PAT Margin (%)	12.1%	12.9%		10.6%		11.4%	13.0%	

Brand* Based Contribution To Revenue



*Own Brand includes Flair, Flair Creative, Hauser, Pierre Cardin & ZOOX

Geographical Contribution To Revenue



Operational Highlights

- Domestic Own Brand Sales increased by **15% y-o-y** and **13% q-o-q** to INR 220 Crores
 - Overall Own Brand Sales registered a growth of **9% y-o-y** and **13% q-o-q** to INR 242 Crores
- Launched a combined **34 products** during the quarter across all business segments
 - 14 new pens** were launched across in Q2 FY25 of which **9 are targeted to mid-premium and premium segments** and **5 new pens** launched in newest price category of INR 10
 - 15 fresh offerings under the creative range** to cater to different markets and customers
 - 3 launches for the steel bottles** expanding our presence in the domestic steel bottle industry
 - 2 products** launched catering to houseware segment
- The company continues to **enhance its distribution network**, with total number of super-stockists associated with the company at **196** as compared to 145 in Q2 FY24
- The Steel Bottle segment surpassed FY24 revenue (INR18 crore) in H1 FY25 (INR20 crore)** and is continuing its high growth trajectory every month
- The collaboration products with **Disney have been launched in September**, with revenue generation anticipated from the next quarter

Commenting on the Results, Mr. Vimalchand Rathod, Managing Director said, - “We continued to carry the post-election demand momentum in operations and have out-performed on all fronts sequentially. Domestic Own Brand sales have been our main engine for growth in overall business. Domestic demand has witnessed a gradual pickup with further improvement expected as the year progresses. Export markets have faced headwinds of demand and rising freight, but we anticipate better performance driven by rising demand in the second half of the financial year.

Creative segment signified its resilience, registering steady performance despite facing input constraints. We have strategically initiated in-house manufacturing of more creative products to reduce dependence of external suppliers while also ensuring greater operational control. Revenue contribution from Disney collaborated products will also provide a step-up to the segment’s contribution from the next quarter.

A key positive for the quarter is the multi-fold growth of our Steel Bottles segment. We have undertaken concentrated efforts in terms of strengthening distribution and expanding product portfolio to further scale the segment in the domestic market.

It pleases me to highlight that our focus on premiumisation helped us achieve an increase in our overall average selling price for the quarter. This, combined with better demand going forward, would provide further impetus to growth. On the margins front, our performance has significantly improved over the first quarter and we are working towards achieving and sustaining the higher historical range of the past.”

About Flair Writing Industries Limited

Flair Writing Industries Limited (“Flair”) was incorporated on August 12, 2016. Flair is among the Top-3 players in the writing instruments industry - with a market share of approximately 9% in the overall writing and creative instruments industry in India, as of March 31, 2023 (*as per Crisil Report*). FWIL's flagship brand "Flair" has established itself as a household name in India, boasting a market presence of over 45 years. Its extensive product portfolio caters to a diverse range of consumers, from students and professionals to offices and institutions. 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. They had introduced creative range of products under “**Flair Creative**” brand in FY21. The company is also present in manufacturing of steel bottles and other houseware products.

Company	Investor Relations: Orient Capital
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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.