

Flair Writing Industries Limited declare results for Q2 & H1 FY24

Mumbai, December 20, 2023 – Flair Writing Industries Ltd. (FWIL) among the leading players in the overall writing instruments industry has announced its Unaudited Financial Results for the quarter and half year ended on September 30, 2023.

H1 FY24 Financial Performance Snapshot

Revenue from Operations Rs. 504 crores	EBITDA Rs. 106 crores	Profit Before Tax (PBT) Rs. 87 crores	Profit After Tax (PAT) Rs. 65 crores
--	---------------------------------	---	--

Q2 FY24 Financial Performance Snapshot

Revenue from Operations Rs.257 crores	EBITDA Rs. 54 crores	Profit Before Tax (PBT) Rs. 44 crores	Profit After Tax (PAT) Rs. 33 crores
---	--------------------------------	---	--

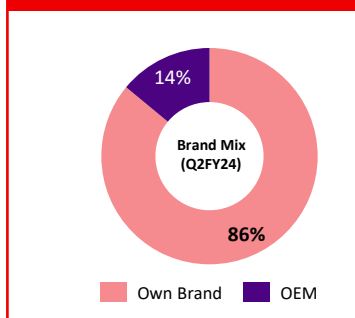
Key Financial Highlights – Q2 & H1 FY24

Particulars (Rs. Crs.)	Q2 FY24	Q1 FY24	q-o-q	H1 FY24
Revenues	257.0	246.7	4.2%	503.7
EBITDA	53.8	52.3	2.9%	106.2
EBITDA Margins (%)	20.9%	21.2%		21.1%
Profit Before Tax	44.2	43.0	3.0%	87.2
Profit After Tax	33.2	32.1	3.2%	65.3
PAT Margins (%)	12.9%	13.0%		13.0%

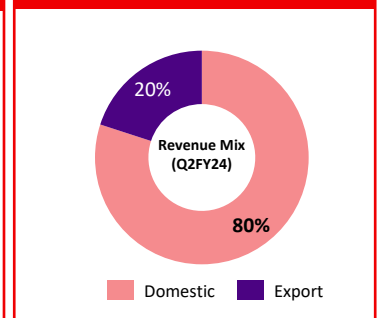
Operational Highlights

- 28 New Products launched during Q2 FY24 & 47 products cumulatively for H1 FY24
- We have recently engaged celebrity endorsement with : Ranbir Kapoor for Hauser & Ranveer Singh for Flair & Flair Creative.
- Equipped with in-shop branding, hoardings, TV ads, display stands, POP etc. for promotional activities

Q2 FY24 Brand Mix



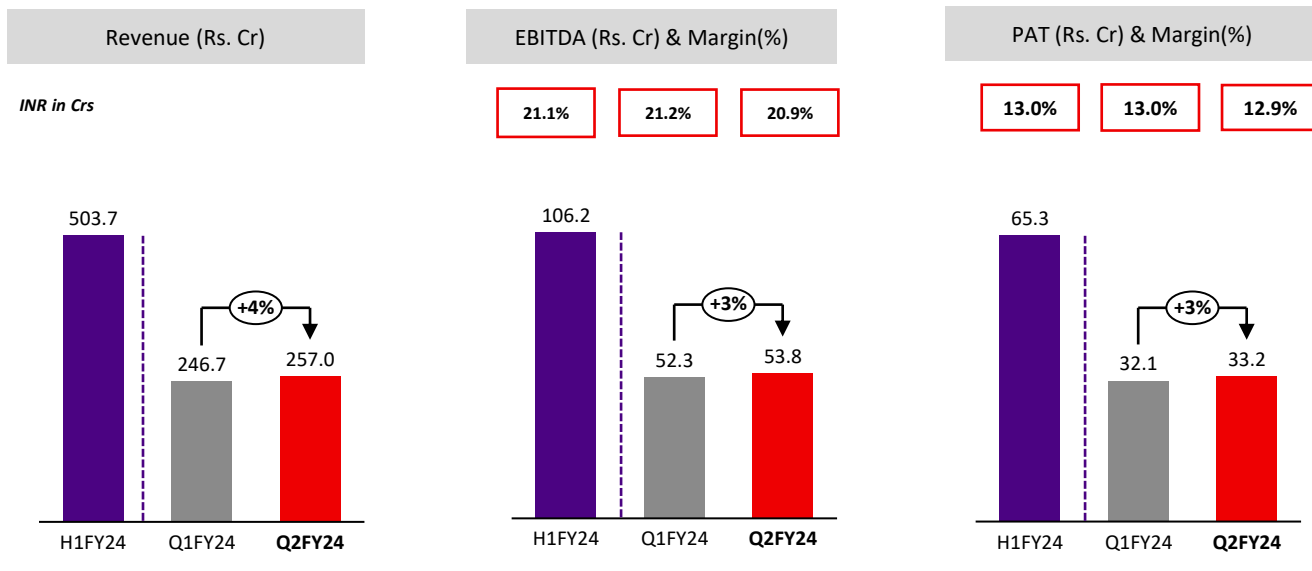
Q2 FY24 Revenue Mix



Commenting on the Results, Mr. Vimalchand Rathod , MD said, - “Company has made notable strides in its ability to constantly innovate and introduce new products across business segments at various price points catering to a wide spectrum of consumers. We intend to leverage the strength of our brand ‘Flair’, ‘Hauser’, ‘Pierre Cardin’, manufacturing capabilities, and the existing customer base in the writing and creative instruments business to diversify into manufacturing steel bottles. Our multi-tiered nationwide domestic sales and distribution network enables our products to reach a wide range of consumers and help to ensure effective market penetration across geographies.

We remain committed to be the flag bearers of innovation and focus on competitive pricing and aggressive marketing. Management’s focus remains on strengthening company’s brands and product differentiation in Mid-premium Segment and Premium Segment.”

Q2 & H1FY24 (q-o-q) Key Financial Highlights Consolidated:



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 overall 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. We have 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
Name: Mayur Gala (Chief Financial Officer)	Name: Devansh Dedhia/ Irfan Raen
Email: mayur@flairpens.com	Email: Devansh.Dedhia@linkintime.co.in / irfan.raeen@linkintime.co.in
CIN: U51100MH2016PLC284727	Tel :+91 99301 47479 / +91 97737 78669
www.flairpens.com	www.orientcap.com

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 fulfillment 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.