

Consent from each Selling Shareholder

Date: 08th November 2023

To,

**The Board of Directors,
Flair Writing Industries Limited**
63 B/C, Government Industrial Estate, Charkop,
Kandivali (West), Mumbai - 400 067
Maharashtra, India

Dear Ma'am(s)/Sir(s),

Re: Proposed initial public offering of equity shares of face value of Rs. 5 each (the "Equity Shares" and such offering, the "Offer") of Flair Writing Industries Limited (the "Company")

As on the date of this letter, I, Khubilal Jugraj Rathod, son of Jugraj Shrichand Rathod, residing at 101, 401/3, Joy Solitaire Building, Friends C.H.S.L., N.S. Road 5, JVPD, Vile Parle West, NA, Mumbai 400 056, Maharashtra, India, holder of passport number Z5510830, holder of permanent account number AAAPR8008F, do confirm that I hold 18,677,760 Equity Shares, representing 20% of the pre-Offer Equity Share capital of the Company.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "Fresh Issue") by the Company and an offer for sale of Equity Shares (the "Offer for Sale") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "Offer"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

This letter of consent supersedes any prior letter of consent issued by me, including the letter dated July 1, 2023.

I, Khubilal Jugraj Rathod, hereby consent to the following:

1. Inclusion of such number of Equity Shares aggregating to INR 514.00 million, held by me in the Company as part of the Offer for Sale (the "Offered Shares"), subject to the approval of Securities and Exchange Board of India ("SEBI"), and of any other regulatory authority, if required, for cash at such price per Equity Share, as may be fixed and determined, through the book building process as may be permitted and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). The Offered Shares may be offered to such category of persons in accordance with the SEBI ICDR Regulations and other applicable laws.

Further, I understand and acknowledge that my consent for the inclusion of the above number of Offer Shares as part of the Offer for Sale does not in any manner bind or compel the Company to accept all the Offer Shares tendered by me.

2. Inclusion of my name and details as a selling shareholder and any other information contained in this certificate (in part or full) in the draft red herring prospectus to be filed with the Securities and Exchange Board of India ("SEBI") and the stock exchanges, the red herring prospectus and the prospectus to be filed with SEBI, the Registrar of Companies, Maharashtra at Mumbai ("RoC") and stock exchanges or any other materials or document to be filed or issued in relation to the Offer.

Acknowledgements:

I acknowledge that incomplete or deficient consents may, and consents received after the due date as prescribed by the Company, will be rejected by the Company. In the event that the Company receives multiple consents from me, the Company may reject such multiple Consents or consider the last received valid Consents.

I consent to the inclusion of this letter as a part of "*Material Contracts and Documents for Inspection*" in connection with this Offer, which will be available for public for inspection from date of the filing of the RHP until the Bid / Offer Closing Date.

I also authorise you to deliver a copy of this letter of consent to the RoC, pursuant to the provisions of sections 26 and 32 of the Companies Act, 2013, as amended, the stock exchanges, SEBI or any other statutory or regulatory authority, as required by law.

I confirm that I will immediately communicate any changes in writing in the above information to the book running lead managers to the Offer ("**BRLMs**") until the date when the Equity Shares are listed and commence trading on the relevant stock exchanges pursuant to the Offer.

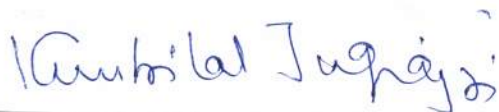
This letter may be relied on by the Company, BRLMs and the legal counsel to the Company and BRLMs appointed in relation to the Offer. I hereby consent for this certificate being included for the records to be maintained by the BRLMs in connection with the Offer. I further consent to this consent letter being disclosed by the BRLMs, if required, (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

All capitalized terms used herein and not defined shall have the same meaning as assigned to them in the DRHP, the RHP and the Prospectus.

Thanking you

Yours faithfully,

Khubilal Jugraj Rathod



Place: Mumbai

CC:

Book Running Lead Managers

Nuvama Wealth Management Limited
(Formerly known as Edelweiss Securities Limited)
801 - 804, Wing A, Building No 3,
Inspire BKC, G Block,
Bandra Kurla Complex,
Bandra East,
Mumbai - 400 051
Maharashtra, India

Axis Capital Limited
1st Floor, Axis House
C-2 Wadia International Center
Pandurang Budhkar Marg,
Worli, Mumbai 400 025
Maharashtra, India

Domestic Legal Counsel to the BRLMs

IndusLaw
#1502B, 15th Floor,
Tower - 1C, "One Indiabulls Centre",
Senapati Bapat Marg, Lower Parel,
Mumbai - 400 013
Maharashtra, India

Domestic Legal Counsel to the Company

S&R Associates
One World Center
1403 Tower 2 B
841 Senapati Bapat Marg, Lower Parel
Mumbai 400013
Maharashtra, India

Consent from each Selling Shareholder

Date: 08th November 2023

To,

**The Board of Directors,
Flair Writing Industries Limited**
63 B/C, Government Industrial Estate, Charkop,
Kandivali (West), Mumbai - 400 067
Maharashtra, India

Dear Ma'am(s)/Sir(s),

Re: Proposed initial public offering of equity shares of face value of Rs. 5 each (the "Equity Shares" and such offering, the "Offer") of Flair Writing Industries Limited (the "Company")

As on the date of this letter, I, Vimalchand Jugraj Rathod, son of Jugraj Shrichand Rathod, residing at Mayur Building Flat No. 1201, 12th floor JVPD Scheme NS Road 8, Vile Parle West, Mumbai - 400056, holder of passport number Z6342414, holder of permanent account number AAAPR8003Q, do confirm that I hold 14008320 Equity Shares, representing 15% of the pre-Offer Equity Share capital of the Company.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "Fresh Issue") by the Company and an offer for sale of Equity Shares (the "Offer for Sale") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "Offer"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

This letter of consent supersedes any prior letter of consent issued by me, including the letter dated July 1, 2023.

I, Vimalchand Jugraj Rathod, hereby consent to the following:

1. Inclusion of such number of Equity Shares aggregating to INR 396.50 million, held by me in the Company as part of the Offer for Sale (the "Offered Shares"), subject to the approval of Securities and Exchange Board of India ("SEBI"), and of any other regulatory authority, if required, for cash at such price per Equity Share, as may be fixed and determined, through the book building process as may be permitted and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). The Offered Shares may be offered to such category of persons in accordance with the SEBI ICDR Regulations and other applicable laws.

2. Inclusion of my name and details as a selling shareholder and any other information contained in this certificate (in part or full) in the draft red herring prospectus to be filed with the Securities and Exchange Board of India ("SEBI") and the stock exchanges, the red herring prospectus and the prospectus to be filed with SEBI, the Registrar of Companies, Maharashtra at Mumbai ("RoC") and stock exchanges or any other materials or document to be filed or issued in relation to the Offer.

Acknowledgements:

I acknowledge that incomplete or deficient consents may, and consents received after the due date as prescribed by the Company, will be rejected by the Company. In the event that the Company receives multiple consents from me, the Company may reject such multiple Consents or consider the last received valid Consents.

I consent to the inclusion of this letter as a part of "*Material Contracts and Documents for Inspection*" in connection with this Offer, which will be available for public for inspection from date of the filing of the RHP until the Bid / Offer Closing Date.

I also authorise you to deliver a copy of this letter of consent to the RoC, pursuant to the provisions of sections 26 and 32 of the Companies Act, 2013, as amended, the stock exchanges, SEBI or any other statutory or regulatory authority, as required by law.

I confirm that I will immediately communicate any changes in writing in the above information to the book running lead managers to the Offer ("**BRLMs**") until the date when the Equity Shares are listed and commence trading on the relevant stock exchanges pursuant to the Offer.

This letter may be relied on by the Company, BRLMs and the legal counsel to the Company and BRLMs appointed in relation to the Offer. I hereby consent for this certificate being included for the records to be maintained by the BRLMs in connection with the Offer. I further consent to this consent letter being disclosed by the BRLMs, if required, (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

All capitalized terms used herein and not defined shall have the same meaning as assigned to them in the DRHP, the RHP and the Prospectus.

Thanking you

Yours faithfully,

Vimalchand Jugraj Rathod



Place: Mumbai

CC:

Book Running Lead Managers

Nuvama Wealth Management Limited
(Formerly known as Edelweiss Securities Limited)
801 - 804, Wing A, Building No 3,
Inspire BKC, G Block,
Bandra Kurla Complex,
Bandra East,
Mumbai - 400 051
Maharashtra, India

Axis Capital Limited
1st Floor, Axis House
C-2 Wadia International Center
Pandurang Budhkar Marg,
Worli, Mumbai 400 025
Maharashtra, India

Domestic Legal Counsel to the BRLMs

IndusLaw
#1502B, 15th Floor,
Tower - 1C, "One Indiabulls Centre",
Senapati Bapat Marg, Lower Parel,
Mumbai - 400 013
Maharashtra, India

Domestic Legal Counsel to the Company

S&R Associates
One World Center
1403 Tower 2 B
841 Senapati Bapat Marg, Lower Parel
Mumbai 400013
Maharashtra, India

Consent from each Selling Shareholder

Date: 08th November, 2023

To,

The Board of Directors,
Flair Writing Industries Limited
63 B/C, Government Industrial Estate, Charkop,
Kandivali (West), Mumbai - 400 067
Maharashtra, India

Dear Ma'am(s)/Sir(s),

Re: Proposed initial public offering of equity shares of face value of Rs. 5 each (the "Equity Shares" and such offering, the "Offer") of Flair Writing Industries Limited (the "Company")

As on the date of this letter, I, Rajesh Khubilal Rathod, son of Khubilal Jugraj Rathod, residing at 101/401 Joy Solitaire Bld Friends Chs Plot No 3 JVPD Scheme Vile Parle West, Mumbai 400056 MH IN, holder of passport number Z5778644, holder of permanent account number AAAPR8009E, do confirm that I hold 9338880 Equity Shares, representing 10% of the pre-Offer Equity Share capital of the Company.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "Fresh Issue") by the Company and an offer for sale of Equity Shares (the "Offer for Sale") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "Offer"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

This letter of consent supersedes any prior letter of consent issued by me, including the letter dated July 1, 2023.

I, Rajesh Khubilal Rathod, hereby consent to the following:

1. Inclusion of such number of Equity Shares aggregating to INR 323.00 million, held by me in the Company as part of the Offer for Sale (the "Offered Shares"), subject to the approval of Securities and Exchange Board of India ("SEBI"), and of any other regulatory authority, if required, for cash at such price per Equity Share, as may be fixed and determined, through the book building process as may be permitted and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). The Offered Shares may be offered to such category of persons in accordance with the SEBI ICDR Regulations and other applicable laws.

2. Inclusion of my name and details as a selling shareholder and any other information contained in this certificate (in part or full) in the draft red herring prospectus to be filed with the Securities and Exchange Board of India ("SEBI") and the stock exchanges, the red herring prospectus and the prospectus to be filed with SEBI, the Registrar of Companies, Maharashtra at Mumbai ("RoC") and stock exchanges or any other materials or document to be filed or issued in relation to the Offer.

Acknowledgements:

I acknowledge that incomplete or deficient consents may, and consents received after the due date as prescribed by the Company, will be rejected by the Company. In the event that the Company receives multiple consents from me, the Company may reject such multiple Consents or consider the last received valid Consents.

I consent to the inclusion of this letter as a part of "*Material Contracts and Documents for Inspection*" in connection with this Offer, which will be available for public for inspection from date of the filing of the RHP until the Bid / Offer Closing Date.

I also authorise you to deliver a copy of this letter of consent to the RoC, pursuant to the provisions of sections 26 and 32 of the Companies Act, 2013, as amended, the stock exchanges, SEBI or any other statutory or regulatory authority, as required by law.

I confirm that I will immediately communicate any changes in writing in the above information to the book running lead managers to the Offer ("**BRLMs**") until the date when the Equity Shares are listed and commence trading on the relevant stock exchanges pursuant to the Offer.

This letter may be relied on by the Company, BRLMs and the legal counsel to the Company and BRLMs appointed in relation to the Offer. I hereby consent for this certificate being included for the records to be maintained by the BRLMs in connection with the Offer. I further consent to this consent letter being disclosed by the BRLMs, if required, (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

All capitalized terms used herein and not defined shall have the same meaning as assigned to them in the DRHP, the RHP and the Prospectus.

Thanking you

Yours faithfully,

Rajesh Khubilal Rathod



Place: Mumbai

CC:

Book Running Lead Managers

Nuvama Wealth Management Limited
(Formerly known as Edelweiss Securities Limited)
801 - 804, Wing A, Building No 3,
Inspire BKC, G Block,
Bandra Kurla Complex,
Bandra East,
Mumbai - 400 051
Maharashtra, India

Axis Capital Limited
1st Floor, Axis House
C-2 Wadia International Center
Pandurang Budhkar Marg,
Worli, Mumbai 400 025
Maharashtra, India

Domestic Legal Counsel to the BRLMs

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#1502B, 15th Floor,
Tower - 1C, "One Indiabulls Centre",
Senapati Bapat Marg, Lower Parel,
Mumbai - 400 013
Maharashtra, India

Domestic Legal Counsel to the Company

S&R Associates
One World Center
1403 Tower 2 B
841 Senapati Bapat Marg, Lower Parel
Mumbai 400013
Maharashtra, India

Consent from each Selling Shareholder

Date: 08th November 2023

To,

The Board of Directors,
Flair Writing Industries Limited
63 B/C, Government Industrial Estate, Charkop,
Kandivali (West), Mumbai - 400 067
Maharashtra, India

Dear Ma'am(s)/Sir(s),

Re: Proposed initial public offering of equity shares of face value of Rs. 5 each (the "Equity Shares" and such offering, the "Offer") of Flair Writing Industries Limited (the "Company")

As on the date of this letter, I, Mohit Khubilal Rathod, son of Khubilal Jugraj Rathod, residing at 401, Friends C.H.S. Ltd., N.S. Road No. 5, JVPD Scheme Vile Parle West, NA, Mumbai 400 056, Maharashtra, India, holder of passport number Z5362328, holder of permanent account number AAAPR8006M, do confirm that I hold 9338880 Equity Shares, representing 10% of the pre-Offer Equity Share capital of the Company.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "Fresh Issue") by the Company and an offer for sale of Equity Shares (the "Offer for Sale") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "Offer"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

This letter of consent supersedes any prior letter of consent issued by me, including the letter dated July 1, 2023.

I, Mohit Khubilal Rathod, hereby consent to the following:

1. Inclusion of such number of Equity Shares aggregating to INR 323.00 million, held by me in the Company as part of the Offer for Sale (the "Offered Shares"), subject to the approval of Securities and Exchange Board of India ("SEBI"), and of any other regulatory authority, if required, for cash at such price per Equity Share, as may be fixed and determined, through the book building process as may be permitted and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). The Offered Shares may be offered to such category of persons in accordance with the SEBI ICDR Regulations and other applicable laws.

Further, I understand and acknowledge that my consent for the inclusion of the above number of Offer Shares as part of the Offer for Sale does not in any manner bind or compel the Company to accept all the Offer Shares tendered by me.

2. Inclusion of my name and details as a selling shareholder and any other information contained in this certificate (in part or full) in the draft red herring prospectus to be filed with the Securities and Exchange Board of India ("SEBI") and the stock exchanges, the red herring prospectus and the prospectus to be filed with SEBI, the Registrar of Companies, Maharashtra at Mumbai ("RoC") and stock exchanges or any other materials or document to be filed or issued in relation to the Offer.

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I confirm that I will immediately communicate any changes in writing in the above information to the book running lead managers to the Offer ("**BRLMs**") until the date when the Equity Shares are listed and commence trading on the relevant stock exchanges pursuant to the Offer.

This letter may be relied on by the Company, BRLMs and the legal counsel to the Company and BRLMs appointed in relation to the Offer. I hereby consent for this certificate being included for the records to be maintained by the BRLMs in connection with the Offer. I further consent to this consent letter being disclosed by the BRLMs, if required, (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

All capitalized terms used herein and not defined shall have the same meaning as assigned to them in the DRHP, the RHP and the Prospectus.

Thanking you

Yours faithfully,

Mohit Khubilal Rathod



Place: Mumbai

CC:

Book Running Lead Managers

Nuvama Wealth Management Limited
(Formerly known as Edelweiss Securities Limited)
801 - 804, Wing A, Building No 3,
Inspire BKC, G Block,
Bandra Kurla Complex,
Bandra East,
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Maharashtra, India

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1st Floor, Axis House
C-2 Wadia International Center
Pandurang Budhkar Marg,
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Domestic Legal Counsel to the BRLMs

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Mumbai - 400 013
Maharashtra, India

Domestic Legal Counsel to the Company

S&R Associates
One World Center
1403 Tower 2 B
841 Senapati Bapat Marg, Lower Parel
Mumbai 400013
Maharashtra, India

Consent from each Selling Shareholder

Date: 08th November 2023

To,

**The Board of Directors,
Flair Writing Industries Limited**
63 B/C, Government Industrial Estate, Charkop,
Kandivali (West), Mumbai - 400 067
Maharashtra, India

Dear Ma'am(s)/Sir(s),

Re: Proposed initial public offering of equity shares of face value of Rs. 5 each (the "Equity Shares" and such offering, the "Offer") of Flair Writing Industries Limited (the "Company")

As on the date of this letter, I, Sumit Rathod, son of Vimalchand Jugraj Rathod, residing at 1301, Mayur, Plot No. 40, N.S. Road No. 8, Presidency C.H.S., Near PNB, JVPD, NA, Mumbai 400 056, Maharashtra, India, holder of passport number Z6344890, holder of permanent account number AAAPR8004K, do confirm that I hold 9338880 Equity Shares, representing 10% of the pre-Offer Equity Share capital of the Company.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "Fresh Issue") by the Company and an offer for sale of Equity Shares (the "Offer for Sale") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "Offer"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

This letter of consent supersedes any prior letter of consent issued by me, including the letter dated July 1, 2023.

I, Sumit Rathod, hereby consent to the following:

1. Inclusion of such number of Equity Shares aggregating to INR 323.00 million, held by me in the Company as part of the Offer for Sale (the "Offered Shares"), subject to the approval of Securities and Exchange Board of India ("SEBI"), and of any other regulatory authority, if required, for cash at such price per Equity Share, as may be fixed and determined, through the book building process as may be permitted and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). The Offered Shares may be offered to such category of persons in accordance with the SEBI ICDR Regulations and other applicable laws.

Further, I understand and acknowledge that my consent for the inclusion of the above number of Offer Shares as part of the Offer for Sale does not in any manner bind or compel the Company to accept all the Offer Shares tendered by me .

2. Inclusion of my name and details as a selling shareholder and any other information contained in this certificate (in part or full) in the draft red herring prospectus to be filed with the Securities and Exchange Board of India ("SEBI") and the stock exchanges, the red herring prospectus and the prospectus to be filed with SEBI, the Registrar of Companies, Maharashtra at Mumbai ("RoC") and stock exchanges or any other materials or document to be filed or issued in relation to the Offer.

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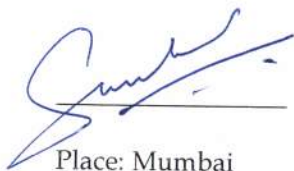
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Thanking you

Yours faithfully,

Sumit Rathod



Place: Mumbai

CC:

Book Running Lead Managers

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(Formerly known as Edelweiss Securities Limited)
801 - 804, Wing A, Building No 3,
Inspire BKC, G Block,
Bandra Kurla Complex,
Bandra East,
Mumbai - 400 051
Maharashtra, India

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1st Floor, Axis House
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Maharashtra, India

Domestic Legal Counsel to the BRLMs

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#1502B, 15th Floor,
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Domestic Legal Counsel to the Company

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Consent from each Selling Shareholder

Date: 08th November 2023

To,

The Board of Directors,
Flair Writing Industries Limited
63 B/C, Government Industrial Estate, Charkop,
Kandivali (West), Mumbai - 400 067
Maharashtra, India

Dear Ma'am(s)/Sir(s),

Re: Proposed initial public offering of equity shares of face value of Rs. 5 each (the "Equity Shares" and such offering, the "Offer") of Flair Writing Industries Limited (the "Company")

As on the date of this letter, I, Nirmala Khubilal Rathod, daughter of Chandmal Premchand Bhandari, residing at 101/3, Friends CHS, North South Road No. 5, JVPD Scheme, Vile Parle West, Mumbai- 400056, holder of passport number S8314586, holder of permanent account number AAAPR8007L, do confirm that I hold 9338880 Equity Shares, representing 10% of the pre-Offer Equity Share capital of the Company.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "Fresh Issue") by the Company and an offer for sale of Equity Shares (the "Offer for Sale") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "Offer"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

This letter of consent supersedes any prior letter of consent issued by me, including the letter dated July 1, 2023.

I, Nirmala Khubilal Rathod, hereby consent to the following:

1. Inclusion of such number of Equity Shares aggregating to INR 323.00 million, held by me in the Company as part of the Offer for Sale (the "Offered Shares"), subject to the approval of Securities and Exchange Board of India ("SEBI"), and of any other regulatory authority, if required, for cash at such price per Equity Share, as may be fixed and determined, through the book building process as may be permitted and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). The Offered Shares may be offered to such category of persons in accordance with the SEBI ICDR Regulations and other applicable laws.

Further, I understand and acknowledge that my consent for the inclusion of the above number of Offer Shares as part of the Offer for Sale does not in any manner bind or compel the Company to accept all the Offer Shares tendered by me.

2. Inclusion of my name and details as a selling shareholder and any other information contained in this certificate (in part or full) in the draft red herring prospectus to be filed with the Securities and Exchange Board of India ("SEBI") and the stock exchanges, the red herring prospectus and the prospectus to be filed with SEBI, the Registrar of Companies, Maharashtra at Mumbai ("RoC") and stock exchanges or any other materials or document to be filed or issued in relation to the Offer.

Acknowledgements:

I acknowledge that incomplete or deficient consents may, and consents received after the due date as prescribed by the Company, will be rejected by the Company. In the event that the Company receives multiple consents from me, the Company may reject such multiple Consents or consider the last received valid Consents.

I consent to the inclusion of this letter as a part of "*Material Contracts and Documents for Inspection*" in connection with this Offer, which will be available for public for inspection from date of the filing of the RHP until the Bid / Offer Closing Date.

I also authorise you to deliver a copy of this letter of consent to the RoC, pursuant to the provisions of sections 26 and 32 of the Companies Act, 2013, as amended, the stock exchanges, SEBI or any other statutory or regulatory authority, as required by law.

I confirm that I will immediately communicate any changes in writing in the above information to the book running lead managers to the Offer ("**BRLMs**") until the date when the Equity Shares are listed and commence trading on the relevant stock exchanges pursuant to the Offer.

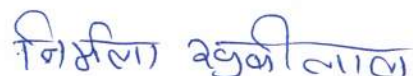
This letter may be relied on by the Company, BRLMs and the legal counsel to the Company and BRLMs appointed in relation to the Offer. I hereby consent for this certificate being included for the records to be maintained by the BRLMs in connection with the Offer. I further consent to this consent letter being disclosed by the BRLMs, if required, (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

All capitalized terms used herein and not defined shall have the same meaning as assigned to them in the DRHP, the RHP and the Prospectus.

Thanking you

Yours faithfully,

Nirmala Khubilal Rathod



Place: Mumbai

CC:

Book Running Lead Managers

Nuvama Wealth Management Limited
(Formerly known as Edelweiss Securities Limited)
801 - 804, Wing A, Building No 3,
Inspire BKC, G Block,
Bandra Kurla Complex,
Bandra East,
Mumbai - 400 051
Maharashtra, India

Axis Capital Limited
1st Floor, Axis House
C-2 Wadia International Center
Pandurang Budhkar Marg,
Worli, Mumbai 400 025
Maharashtra, India

Domestic Legal Counsel to the BRLMs

IndusLaw
#1502B, 15th Floor,
Tower - 1C, "One Indiabulls Centre",
Senapati Bapat Marg, Lower Parel,
Mumbai - 400 013
Maharashtra, India

Domestic Legal Counsel to the Company

S&R Associates
One World Center
1403 Tower 2 B
841 Senapati Bapat Marg, Lower Parel
Mumbai 400013
Maharashtra, India

Consent from each Selling Shareholder

Date: 08th November 2023

To,

The Board of Directors,
Flair Writing Industries Limited
63 B/C, Government Industrial Estate, Charkop,
Kandivali (West), Mumbai - 400 067
Maharashtra, India

Dear Ma'am(s)/Sir(s),

Re: Proposed initial public offering of equity shares of face value of Rs. 5 each (the "Equity Shares" and such offering, the "Offer") of Flair Writing Industries Limited (the "Company")

As on the date of this letter, I, Manjula Vimalchand Rathod, daughter of Nagaraj Kesuram Rathod, residing at 1201, Mayur, Plot No. 40, Road No. 8, Near PNB Presidency CHS, JVPD, Vile Parle West, Mumbai- 400056, holder of passport number S5904785, holder of permanent account number AAAPR8935K, do confirm that I hold 9338880 Equity Shares, representing 10% of the pre-Offer Equity Share capital of the Company.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "Fresh Issue") by the Company and an offer for sale of Equity Shares (the "Offer for Sale") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "Offer"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

This letter of consent supersedes any prior letter of consent issued by me, including the letter dated July 1, 2023.

I, Manjula Vimalchand Rathod , hereby consent to the following:

1. Inclusion of such number of Equity Shares aggregating to INR 323.00 million, held by me in the Company as part of the Offer for Sale (the "Offered Shares"), subject to the approval of Securities and Exchange Board of India ("SEBI"), and of any other regulatory authority, if required, for cash at such price per Equity Share, as may be fixed and determined, through the book building process as may be permitted and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). The Offered Shares may be offered to such category of persons in accordance with the SEBI ICDR Regulations and other applicable laws.

Further, I understand and acknowledge that my consent for the inclusion of the above number of Offer Shares as part of the Offer for Sale does not in any manner bind or compel the Company to accept all the Offer Shares tendered by me .

2. Inclusion of my name and details as a selling shareholder and any other information contained in this certificate (in part or full) in the draft red herring prospectus to be filed with the Securities and Exchange Board of India ("SEBI") and the stock exchanges, the red herring prospectus and the prospectus to be filed with SEBI, the Registrar of Companies, Maharashtra at Mumbai ("RoC") and stock exchanges or any other materials or document to be filed or issued in relation to the Offer.

Acknowledgements:

I acknowledge that incomplete or deficient consents may, and consents received after the due date as prescribed by the Company, will be rejected by the Company. In the event that the Company receives multiple consents from me, the Company may reject such multiple Consents or consider the last received valid Consents.

I consent to the inclusion of this letter as a part of "*Material Contracts and Documents for Inspection*" in connection with this Offer, which will be available for public for inspection from date of the filing of the RHP until the Bid / Offer Closing Date.

I also authorise you to deliver a copy of this letter of consent to the RoC, pursuant to the provisions of sections 26 and 32 of the Companies Act, 2013, as amended, the stock exchanges, SEBI or any other statutory or regulatory authority, as required by law.

I confirm that I will immediately communicate any changes in writing in the above information to the book running lead managers to the Offer ("**BRLMs**") until the date when the Equity Shares are listed and commence trading on the relevant stock exchanges pursuant to the Offer.

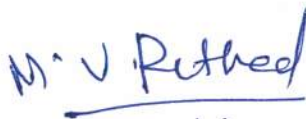
This letter may be relied on by the Company, BRLMs and the legal counsel to the Company and BRLMs appointed in relation to the Offer. I hereby consent for this certificate being included for the records to be maintained by the BRLMs in connection with the Offer. I further consent to this consent letter being disclosed by the BRLMs, if required, (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

All capitalized terms used herein and not defined shall have the same meaning as assigned to them in the DRHP, the RHP and the Prospectus.

Thanking you

Yours faithfully,

Manjula Vimalchand Rathod



Place: Mumbai

CC:

Book Running Lead Managers

Nuvama Wealth Management Limited
(Formerly known as Edelweiss Securities Limited)
801 - 804, Wing A, Building No 3,
Inspire BKC, G Block,
Bandra Kurla Complex,
Bandra East,
Mumbai - 400 051
Maharashtra, India

Axis Capital Limited
1st Floor, Axis House
C-2 Wadia International Center
Pandurang Budhkar Marg,
Worli, Mumbai 400 025
Maharashtra, India

Domestic Legal Counsel to the BRLMs

IndusLaw
#1502B, 15th Floor,
Tower - 1C, "One Indiabulls Centre",
Senapati Bapat Marg, Lower Parel,
Mumbai - 400 013
Maharashtra, India

Domestic Legal Counsel to the Company

S&R Associates
One World Center
1403 Tower 2 B
841 Senapati Bapat Marg, Lower Parel
Mumbai 400013
Maharashtra, India

Consent from each Selling Shareholder

Date: 08th November 2023

To,

**The Board of Directors,
Flair Writing Industries Limited**
63 B/C, Government Industrial Estate, Charkop,
Kandivali (West), Mumbai - 400 067
Maharashtra, India

Dear Ma'am(s)/Sir(s),

Re: Proposed initial public offering of equity shares of face value of Rs. 5 each (the "Equity Shares" and such offering, the "Offer") of Flair Writing Industries Limited (the "Company")

As on the date of this letter, I, Sangita Rajesh Rathod, daughter of Fatehchand Papatlal Sundesha, residing at 101/3, Friends CHS, North South Road No. 5, JVPD Scheme, Vile Parle West, Mumbai-400056, holder of passport number Z4232608, holder of permanent account number AABPR3870L, do confirm that I hold 4669440 Equity Shares, representing 5% of the pre-Offer Equity Share capital of the Company.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "Fresh Issue") by the Company and an offer for sale of Equity Shares (the "Offer for Sale") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "Offer"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

This letter of consent supersedes any prior letter of consent issued by me, including the letter dated July 1, 2023.

I, Sangita Rajesh Rathod, hereby consent to the following:

1. Inclusion of such number of Equity Shares aggregating to INR 161.50 million, held by me in the Company as part of the Offer for Sale (the "Offered Shares"), subject to the approval of Securities and Exchange Board of India ("SEBI"), and of any other regulatory authority, if required, for cash at such price per Equity Share, as may be fixed and determined, through the book building process as may be permitted and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). The Offered Shares may be offered to such category of persons in accordance with the SEBI ICDR Regulations and other applicable laws.

Further, I understand and acknowledge that my consent for the inclusion of the above number of Offer Shares as part of the Offer for Sale does not in any manner bind or compel the Company to accept all the Offer Shares tendered by me.

2. Inclusion of my name and details as a selling shareholder and any other information contained in this certificate (in part or full) in the draft red herring prospectus to be filed with the Securities and Exchange Board of India ("SEBI") and the stock exchanges, the red herring prospectus and the prospectus to be filed with SEBI, the Registrar of Companies, Maharashtra at Mumbai ("RoC") and stock exchanges or any other materials or document to be filed or issued in relation to the Offer.

Acknowledgements:

I acknowledge that incomplete or deficient consents may, and consents received after the due date as prescribed by the Company, will be rejected by the Company. In the event that the Company receives multiple consents from me, the Company may reject such multiple Consents or consider the last received valid Consents.

I consent to the inclusion of this letter as a part of "*Material Contracts and Documents for Inspection*" in connection with this Offer, which will be available for public for inspection from date of the filing of the RHP until the Bid / Offer Closing Date.

I also authorise you to deliver a copy of this letter of consent to the RoC, pursuant to the provisions of sections 26 and 32 of the Companies Act, 2013, as amended, the stock exchanges, SEBI or any other statutory or regulatory authority, as required by law.

I confirm that I will immediately communicate any changes in writing in the above information to the book running lead managers to the Offer ("**BRLMs**") until the date when the Equity Shares are listed and commence trading on the relevant stock exchanges pursuant to the Offer.

This letter may be relied on by the Company, BRLMs and the legal counsel to the Company and BRLMs appointed in relation to the Offer. I hereby consent for this certificate being included for the records to be maintained by the BRLMs in connection with the Offer. I further consent to this consent letter being disclosed by the BRLMs, if required, (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

All capitalized terms used herein and not defined shall have the same meaning as assigned to them in the DRHP, the RHP and the Prospectus.

Thanking you

Yours faithfully,

Sangita Rajesh Rathod



Place: Mumbai

CC:

Book Running Lead Managers

Nuvama Wealth Management Limited
(Formerly known as Edelweiss Securities Limited)
801 - 804, Wing A, Building No 3,
Inspire BKC, G Block,
Bandra Kurla Complex,
Bandra East,
Mumbai - 400 051
Maharashtra, India

Axis Capital Limited
1st Floor, Axis House
C-2 Wadia International Center
Pandurang Budhkar Marg,
Worli, Mumbai 400 025
Maharashtra, India

Domestic Legal Counsel to the BRLMs

IndusLaw
#1502B, 15th Floor,
Tower - 1C, "One Indiabulls Centre",
Senapati Bapat Marg, Lower Parel,
Mumbai - 400 013
Maharashtra, India

Domestic Legal Counsel to the Company

S&R Associates
One World Center
1403 Tower 2 B
841 Senapati Bapat Marg, Lower Parel
Mumbai 400013
Maharashtra, India

Consent from each Selling Shareholder

Date: 08th November 2023

To,

The Board of Directors,
Flair Writing Industries Limited
63 B/C, Government Industrial Estate, Charkop,
Kandivali (West), Mumbai - 400 067
Maharashtra, India

Dear Ma'am(s)/Sir(s),

Re: Proposed initial public offering of equity shares of face value of Rs. 5 each (the "Equity Shares" and such offering, the "Offer") of Flair Writing Industries Limited (the "Company")

As on the date of this letter, I, Shalini Mohit Rathod, daughter of Bhushan Jain, residing at 101, Friends CHS, North South Road No. 5, JVPD Scheme, Vile Parle West, Mumbai- 400056, holder of passport number Z2335187, holder of permanent account number AGGPR6817E, do confirm that I hold 4669440 Equity Shares, representing 5% of the pre-Offer Equity Share capital of the Company.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "Fresh Issue") by the Company and an offer for sale of Equity Shares (the "Offer for Sale") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "Offer"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

This letter of consent supersedes any prior letter of consent issued by me, including the letter dated July 1, 2023.

I, Shalini Mohit Rathod , hereby consent to the following:

1. Inclusion of such number of Equity Shares aggregating to INR 161.50 million, held by me in the Company as part of the Offer for Sale (the "Offered Shares"), subject to the approval of Securities and Exchange Board of India ("SEBI"), and of any other regulatory authority, if required, for cash at such price per Equity Share, as may be fixed and determined, through the book building process as may be permitted and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). The Offered Shares may be offered to such category of persons in accordance with the SEBI ICDR Regulations and other applicable laws.

Further, I understand and acknowledge that my consent for the inclusion of the above number of Offer Shares as part of the Offer for Sale does not in any manner bind or compel the Company to accept all the Offer Shares tendered by me .

2. Inclusion of my name and details as a selling shareholder and any other information contained in this certificate (in part or full) in the draft red herring prospectus to be filed with the Securities and Exchange Board of India ("SEBI") and the stock exchanges, the red herring prospectus and the prospectus to be filed with SEBI, the Registrar of Companies, Maharashtra at Mumbai ("RoC") and stock exchanges or any other materials or document to be filed or issued in relation to the Offer.

Acknowledgements:

I acknowledge that incomplete or deficient consents may, and consents received after the due date as prescribed by the Company, will be rejected by the Company. In the event that the Company receives multiple consents from me, the Company may reject such multiple Consents or consider the last received valid Consents.

I consent to the inclusion of this letter as a part of "*Material Contracts and Documents for Inspection*" in connection with this Offer, which will be available for public for inspection from date of the filing of the RHP until the Bid / Offer Closing Date.

I also authorise you to deliver a copy of this letter of consent to the RoC, pursuant to the provisions of sections 26 and 32 of the Companies Act, 2013, as amended, the stock exchanges, SEBI or any other statutory or regulatory authority, as required by law.

I confirm that I will immediately communicate any changes in writing in the above information to the book running lead managers to the Offer ("**BRLMs**") until the date when the Equity Shares are listed and commence trading on the relevant stock exchanges pursuant to the Offer.

This letter may be relied on by the Company, BRLMs and the legal counsel to the Company and BRLMs appointed in relation to the Offer. I hereby consent for this certificate being included for the records to be maintained by the BRLMs in connection with the Offer. I further consent to this consent letter being disclosed by the BRLMs, if required, (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

All capitalized terms used herein and not defined shall have the same meaning as assigned to them in the DRHP, the RHP and the Prospectus.

Thanking you

Yours faithfully,

Shalini Mohit Rathod



Place: Mumbai

CC:

Book Running Lead Managers

Nuvama Wealth Management Limited
(Formerly known as Edelweiss Securities Limited)
801 - 804, Wing A, Building No 3,
Inspire BKC, G Block,
Bandra Kurla Complex,
Bandra East,
Mumbai - 400 051
Maharashtra, India

Axis Capital Limited
1st Floor, Axis House
C-2 Wadia International Center
Pandurang Budhkar Marg,
Worli, Mumbai 400 025
Maharashtra, India

Domestic Legal Counsel to the BRLMs

IndusLaw
#1502B, 15th Floor,
Tower - 1C, "One Indiabulls Centre",
Senapati Bapat Marg, Lower Parel,
Mumbai - 400 013
Maharashtra, India

Domestic Legal Counsel to the Company

S&R Associates
One World Center
1403 Tower 2 B
841 Senapati Bapat Marg, Lower Parel
Mumbai 400013
Maharashtra, India

Consent from each Selling Shareholder

Date: 08th November 2023

To,

**The Board of Directors,
Flair Writing Industries Limited**
63 B/C, Government Industrial Estate, Charkop,
Kandivali (West), Mumbai - 400 067
Maharashtra, India

Dear Ma'am(s)/Sir(s),

Re: Proposed initial public offering of equity shares of face value of Rs. 5 each (the "Equity Shares" and such offering, the "Offer") of Flair Writing Industries Limited (the "Company")

As on the date of this letter, I, Sonal Sumit Rathod, daughter of Pradeep Phutarmal Sanghvi, residing at 1301, Mayur Plot No. 40, NS Road 8, JVPD, Near PNB Residency CHS, Mumbai, Maharashtra 400056, holder of passport number S6848257, holder of permanent account number AUNPS7369B, do confirm that I hold 4669440 Equity Shares, representing 5% of the pre-Offer Equity Share capital of the Company.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "Fresh Issue") by the Company and an offer for sale of Equity Shares (the "Offer for Sale") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "Offer"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

This letter of consent supersedes any prior letter of consent issued by me, including the letter dated July 1, 2023.

I, Sonal Sumit Rathod, hereby consent to the following:

1. Inclusion of such number of Equity Shares aggregating to INR 161.50 million, held by me in the Company as part of the Offer for Sale (the "Offered Shares"), subject to the approval of Securities and Exchange Board of India ("SEBI"), and of any other regulatory authority, if required, for cash at such price per Equity Share, as may be fixed and determined, through the book building process as may be permitted and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). The Offered Shares may be offered to such category of persons in accordance with the SEBI ICDR Regulations and other applicable laws.

Further, I understand and acknowledge that my consent for the inclusion of the above number of Offer Shares as part of the Offer for Sale does not in any manner bind or compel the Company to accept all the Offer Shares tendered by me.

2. Inclusion of my name and details as a selling shareholder and any other information contained in this certificate (in part or full) in the draft red herring prospectus to be filed with the Securities and Exchange Board of India ("SEBI") and the stock exchanges, the red herring prospectus and the prospectus to be filed with SEBI, the Registrar of Companies, Maharashtra at Mumbai ("RoC") and stock exchanges or any other materials or document to be filed or issued in relation to the Offer.

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I consent to the inclusion of this letter as a part of "*Material Contracts and Documents for Inspection*" in connection with this Offer, which will be available for public for inspection from date of the filing of the RHP until the Bid / Offer Closing Date.

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I confirm that I will immediately communicate any changes in writing in the above information to the book running lead managers to the Offer ("BRLMs") until the date when the Equity Shares are listed and commence trading on the relevant stock exchanges pursuant to the Offer.

This letter may be relied on by the Company, BRLMs and the legal counsel to the Company and BRLMs appointed in relation to the Offer. I hereby consent for this certificate being included for the records to be maintained by the BRLMs in connection with the Offer. I further consent to this consent letter being disclosed by the BRLMs, if required, (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

All capitalized terms used herein and not defined shall have the same meaning as assigned to them in the DRHP, the RHP and the Prospectus.

Thanking you

Yours faithfully,

Sonal Sumit Rathod



Place: Mumbai

CC:

Book Running Lead Managers

Nuvama Wealth Management Limited
(Formerly known as Edelweiss Securities Limited)
801 - 804, Wing A, Building No 3,
Inspire BKC, G Block,
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