

Schneider Schreibgeräte GmbH · 78144 Schramberg · Germany

Mr. Pratik Pednekar  
**Axis Capital Limited**  
1st Floor, Axis House, C-2  
Wadia International Centre  
Pandurang Budhkar Marg, Worli  
Mumbai 400 025  
Maharashtra, India

**Contact** Christian Schneider  
**Department** GL  
**T** +49 7729 888-204  
**E-mail** christian.schneider@schneiderpen.de

Schramberg, 18.08.2023

## Hauser Germany

Dear Mr. Pratik Pednekar,

We, Schneider Schreibgeräte GmbH, having office at Schwarzenbach 9, 78144 Schramberg, Germany are a GmbH company based in Germany. Our company is engaged in the manufacturing and sale of writing instruments globally under the brand "Schneider" since 1938. Our worldwide known brand Schneider is a famous brand in the writing instruments category. Our products are known for precision and quality. We have built consumer loyalty for our brand by providing innovative products with genuine German technology and this has been a primary reason of consumer association with Schneider brand over the years.

Recently we have entered into long term collaborative arrangements with Luxor Writing Instruments Pvt. Limited in India for the sale of cobranded products "**Luxor Schneider - Germany**" in India. Under our technical know-how and assistance collaboration with Luxor we are supporting Luxor with some key components, manufactured by us in Germany and also technical assistance of our personnel in the manufacture and assembly of the co-branded products. It is in this context we planned and have launched products under the co-brand "**Luxor Schneider - Germany**" recently.

During our recent visits to India for the purposes of discussion with our partners Luxor we came across products being sold under the brand "**Hauser Germany**" by Flair Writing Instruments Pvt. Limited. Being a German based company we are aware that Hauser Germany is not presently owned by any German based company. We are also aware that Hauser GmbH is presently not engaged in any writing instrument business. Therefore we are very surprised and taken aback by the use of the brand "**Hauser Germany**" by Flair on its products. Curious we did some further general market research and found that products which branded as Flair with minor deviations were being sold under the brand "**Hauser Germany**". Some illustrative examples with reference images are attached in this letter. Clearly this implies that products being sold under the brand "**Hauser Germany**" are not

Schneider Schreibgeräte GmbH  
Tennenbronn · Schwarzenbach 9  
78144 Schramberg · Germany  
www.schneiderpen.com  
T +49 7729 888-0 · F +49 7729 888-88  
E-Mail info@schneiderpen.de

Geschäftsführer:  
Christian Schneider, Frank Groß

Registergericht Stuttgart HRB 480143  
USt.-Id.-Nr. DE 142820992

Bankverbindungen:  
Sparkasse Schwarzwald-Baar  
BIC SOLADES1VSS  
IBAN DE50 6945 0065 0009 3305 15

Commerzbank AG VS-Villingen  
BIC COBADEFFXXX  
IBAN DE52 6944 0007 0254 0409 00

Deutsche Bank AG VS-Villingen  
BIC DEUTDE6F694  
IBAN DE38 6947 0039 0013 9717 00

Volksbank eG Schwarzwald Baar Hegau  
BIC GENODE61V51  
IBAN DE07 6949 0000 0007 0044 19

Kreissparkasse Rottweil  
BIC SOLADES1RWL  
IBAN DE56 6425 0040 0009 0152 30



# Schneider Schreib's auf

products based on German technology (as claimed by Flair on its packaging) or having any components imported from the parent company Hauser GmbH.

In our opinion the use of the suffix "Germany" with Hauser brand by Flair is completely a misrepresentation to the consumer intentionally done by Flair to lure the Indian customer to believe that these products are based on German technology inducing them to pay a premium price of these products. We believe that as manufacturers of international repute the consumer interest is paramount first and see it highly unfair for Flair to misrepresent to consumers for monetary gains.

We also came across a consumer complaint been filed by an aggrieved consumer Mr. Nripendra (reference DRHP of flair IPO) before the State Consumer Forum Delhi, India who was duped by Flair's unjust acts.

It is really sad to note that Flair has steadily build a big turnover for the "**Hauser Germany**" brand for its company in India (reference DRHP of flair IPO) by duping and cheating the consumers by its inappropriate and unethical misrepresentations.

We thought that it would be prudent to place the above facts in your knowledge for you to take this up with Flair management in the interest of the Indian consumer and the writing instrument industry as a whole.

Best regards  
Christian Schneider  
Managing Director of  
**Schneider Schreibgeräte GmbH**

**Schneider** 

  
Schneider Schreibgeräte GmbH  
Tennenbronn · Schwarzenbach 9  
78144 Schramberg · Germany

Schneider Schreibgeräte GmbH  
Tennenbronn · Schwarzenbach 9  
78144 Schramberg · Germany  
www.schneiderpen.com  
T +49 7729 888-0 · F +49 7729 888-88  
E-Mail info@schneiderpen.de

Geschäftsführer:  
Christian Schneider, Frank Groß  
Registergericht Stuttgart HRB 480143  
USt.-Id-Nr. DE 142820992

Bankverbindungen:  
Sparkasse Schwarzwald-Baar  
BIC SOLADES1VSS  
IBAN DE50 6945 0065 0009 3305 15

Commerzbank AG VS-Villingen  
BIC COBADEFFXXX  
IBAN DE52 6944 0007 0254 0409 00

Deutsche Bank AG VS-Villingen  
BIC DEUTDE6F694  
IBAN DE38 6947 0039 0013 9717 00

Volksbank eG Schwarzwald Baar Hegau  
BIC GENODE61VS1  
IBAN DE07 6949 0000 0007 0044 19

Kreissparkasse Rottweil  
BIC SOLADES1RWL  
IBAN DE56 6425 0040 0009 0152 30





Flair Sunny



Hauser 4 in 1



Flair Writometer Jumbo



Hauser Aspire



Flair silkina



Hauser sonic



Flair clicker



Hauser cyclone



Flair Fx



Hauser flix

Schneider Schreibgeräte GmbH  
Tennenbronn · Schwarzenbach 9  
78144 Schramberg · Germany  
www.schneiderpen.com  
T +49 7729 888-0 · F +49 7729 888-88  
E-Mail info@schneiderpen.de

Geschäftsführer:  
Christian Schneider, Frank Groß

Registergericht Stuttgart HRB 480143  
USt.-Id-Nr. DE 142820992

Bankverbindungen:  
Sparkasse Schwarzwald-Baar  
BIC SOLADES1VSS  
IBAN DE50 6945 0065 0009 3305 15

Commerzbank AG VS-Villingen  
BIC COBADEFFXXX  
IBAN DE52 6944 0007 0254 0409 00

Deutsche Bank AG VS-Villingen  
BIC DEUTDE6F694  
IBAN DE38 6947 0039 0013 9717 00

Volksbank eG Schwarzwald Baar Hegau  
BIC GENODE61V51  
IBAN DE07 6949 0000 0007 0044 19

Kreissparkasse Rottweil  
BIC SOLADES1RWL  
IBAN DE56 6425 0040 0009 0152 30



EMAS  
GEPRÜFTES  
UMWELTMANAGEMENT  
DE-169-000015