



1<sup>st</sup> May, 2017

The Secretary  
The Calcutta Stock Exchange Ltd.  
7, Lyons Range  
Kolkata – 700 001

Dear Sir,

**Re : Press Release**

Please find enclosed herewith the Press Release relating to inauguration of new manufacturing unit at Umbergaon, Gujarat.

Thanking You,

Yours faithfully,

For LINC PEN & PLASTICS LTD.

*for N. K. Dujari,*  
*Dipankar*

N. K. DUJARI  
Chief Financial Officer &  
Company Secretary

Encl: as above

CC: 1. The Executive Director  
The Stock Exchange, Mumbai

Stock Code - 531241

2. The Manager,  
Listing Department,  
National Stock Exchange of India Ltd.

**Hon'ble Prime Minister, Shri Narendra Modi congratulates Linc Pens**

**Linc Pens inaugurates new state-of-the-art factory in Gujarat**

**Umbergaon, (Gujarat) 1st May, 2017:** Kolkata based writing instrument brand, Linc Pens, an ISO 9001:2008 certified company today inaugurated its state-of-the-art factory in Umbergaon, Gujarat. The inauguration ceremony was attended by Mr. Eiichiro Suhara, President Mitsubishi Pencil Company, Japan; Mr. Deepak Jalan, Managing Director, Linc Pens; Mr. Alope Jalan, Wholetime Director; Ms. Supriya Newar, Non-Executive Director along with other senior team members of Linc Pens. It may be noted that Mitsubishi Pencil Company, Japan, acquired a stake of 13.5% in Linc Pens in 2012 and since then, the bond between the two brands has strengthened year on year.

Currently, Linc Pens has two manufacturing units in the outskirts of Kolkata(WB) in Falta (SEZ) and Serakole that jointly have a capacity of producing close to one billion pens annually. With its third manufacturing unit in Umbergaon, Linc Pens will immediately add a capacity enhancement of 18 crore pens annually, that will gradually be scaled up to nearly 50 crore pens each year. The Umbergaon Gujarat unit is spread over 85,000 sq ft and comes at an investment of Rs.26 crore for the first phase. The unit will especially cater to the western regions of the domestic market as well as the growing export markets and will employ close to 300 people to begin with.

**Accolades:** Rated as amongst the top three pen brands of the country, Linc Pens celebrated its 40<sup>th</sup> year in 2016. A special journal, '*What India writes with: A 4 decade story,*' documenting 40 years of its fascinating journey was released on the occasion. Over the last four decades, the brand has acquired a footprint over 50 countries and 6 continents and is domestically, available at over one lakh outlets in India. Enlisted on both the BSE & the NSE, Linc Pens has scripted success over and over again by being the recipient of awards such as Emerging India Award by ICICI Bank CNBC TV 18 in 2005 and a Star Export House in 2015 by Ministry of Commerce. Infact, The Hon'ble Prime Minister of India, Shri Narendra Modi, has sent a note of appreciation to Linc Pens for its new unit.

**Brand Story:** In a bold move to further its brand strength, Linc Pens had signed on King Khan as its brand ambassador in 2008. Their campaign with Shah Rukh Khan helped the brand gain further salience. Over the years, Linc Pens has also had brand associations with actor Katrina Kaif and various IPL teams. Recently, Linc Pens also signed on Cricketer Shakib-al-Hasan for its neighbouring Bangladesh market.

**From the Managing Director:**

Speaking on the occasion, Mr. Deepak Jalan said, "We are very excited about our new manufacturing unit in Umbergaon. This unit has been put together after a great deal of research and understanding and will help us cater to the western parts of the country that have a robust market, thereby enhancing our national footprint and brand engagement. This factory will become operational immediately but will reach its optimal production over several phases. We closed the Financial Year 16-17 at Rs. 355 crore and are well on our way of achieving our target for 2020. We are also thrilled to receive a note of appreciation from our Hon'ble Prime Minister and hope that we can do our bit to take the vision of 'Make in India' stronger. I am also grateful to Mr. Suhara for coming down all the way from Japan to attend the inauguration."



सत्यमेव जयते

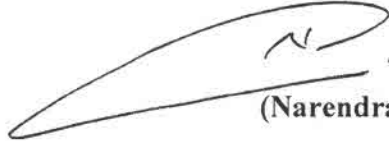
प्रधान मंत्री  
Prime Minister

**MESSAGE**

Congratulations to Linc Pens on the opening of their new factory at Umbergaon, Gujarat. It is great to hear that the 85,000 sq. feet factory with a production capacity of 1 Million pens per day is being inaugurated in a year when the company marks the 40<sup>th</sup> year of its inception.

This unit adds new vigour to the 'Make in India' initiative. 'Make in India' is a historic movement to realise the potential of our country to transform into the manufacturing hub of the world. This expansion in manufacturing will bring employment opportunities as well.

My best wishes for the new manufacturing plant of Linc Pens at Umbergaon.

  
(Narendra Modi)

New Delhi  
24 April, 2017

**Shri Deepak Jalan**  
Managing Director  
Linc Pen & Plastics Ltd.  
A - 3, Alipore Road  
Satyam Towers  
Kolkata - 700027