

Linc Limited Announces the Launch of Joint Venture with Mitsubishi Pencil Co., Ltd. – Formation of UNI LINC INDIA PRIVATE LIMITED

Kolkata, September, 2025 – *Linc Limited*, one of India's most trusted and pioneering writing instrument manufacturers, is proud to announce the commencement of operations of its joint venture with **Mitsubishi Pencil Co., Ltd.** (Head Office: Tokyo, Japan; President: Shigehiko Suhara). The new entity, **UNI LINC INDIA PRIVATE LIMITED**, marks the beginning of an exciting new chapter in the Indian writing instruments industry.



(Photo: Entire facility view)

This collaboration combines **Linc's deep-rooted expertise, nationwide distribution network, and strong brand equity in India** with **Mitsubishi Pencil's globally renowned innovation, precision, and product excellence under the Uni brand**. Together, the joint venture aims to bring to India a new standard of writing instruments—products that merge world-class Japanese technology with affordability and accessibility for Indian consumers. UNI LINC INDIA PRIVATE LIMITED will also serve as a strategic hub to introduce its entire writing instrument range in the Indian market, positioning it as a key node in the writing instruments supply chain.

Speaking on the occasion, **Aloke Jalan, Whole time Director, Linc Limited**, said: *“At Linc, we have always believed in inspiring creativity and self-expression through quality writing instruments. Our joint venture with Mitsubishi Pencil Co., Ltd. is not just a business collaboration—it is a convergence of shared values and a shared vision. With UNI LINC INDIA PRIVATE LIMITED, we aim to bring global-quality products tailored to the Indian consumer at accessible price points, while also creating avenues for India to become a key contributor to the international writing instruments market. This is a proud milestone for Linc, and we look forward to shaping the future of writing together with our partner.”*

Production at **UNI LINC INDIA PRIVATE LIMITED** began in **September 2025**, with a dedicated focus on ballpoint pens designed to meet local needs. These products combine the precision and quality of Mitsubishi Pencil's craftsmanship with pricing suited to India's high-demand volume market. Over time, the product portfolio will be expanded to include **value-added writing instruments**, strengthening **Linc's offering and enhancing consumer choice**.

The official **inauguration ceremony of the facility** was held on **October 1st**, in the presence of senior leadership teams from both **Linc and Mitsubishi Pencil**. The event marked not only the operational launch of the joint venture but also a symbolic step towards a deeper, long-term partnership that will continue to grow in scale and ambition.

The writing instruments industry is currently undergoing a period of rapid transformation driven by **changing consumer habits and increasing demand for sustainable products**. In this context, UNI LINC INDIA PRIVATE LIMITED aligns itself with **Mitsubishi Pencil's Long-Term Vision 2036** to become *“the world's most expressive innovation company”* as well as **Linc's mission to democratize high-quality writing instruments for every segment of society**. Together, the two companies will focus on **innovation, sustainability, and accessibility**, while actively contributing to the development of the Indian manufacturing ecosystem.

By blending the strengths of both partners, UNI LINC INDIA PRIVATE LIMITED is poised to transform the way writing instruments are **created, marketed, and experienced** not only in **India** but across **international markets**.

Overview of the Joint Venture in India

(1)	N a m e	UNI LINC INDIA PRIVATE LIMITED
(2)	L o c a t i o n	Gujarat State, Republic of India
(3)	B u s i n e s s	Manufacturing and sales of writing instruments
(4)	C a p i t a l	200 million INR (approx. 340 million JPY)
(5)	E s t a b l i s h m e n t	January 2025
(6)	Fiscal Year End	March
(7)	N e t A s s e t s	200 million INR (approx. 340 million JPY)
(8)	T o t a l A s s e t s	200 million INR (approx. 340 million JPY)
(9)	E q u i t y R a t i o	MITSUBISHI PENCIL COMPANY,LIMITED: 51%, LINC LIMITED: 49%

Note: Japanese yen amounts are calculated at the rate of 1 INR = 1.7 JPY.

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