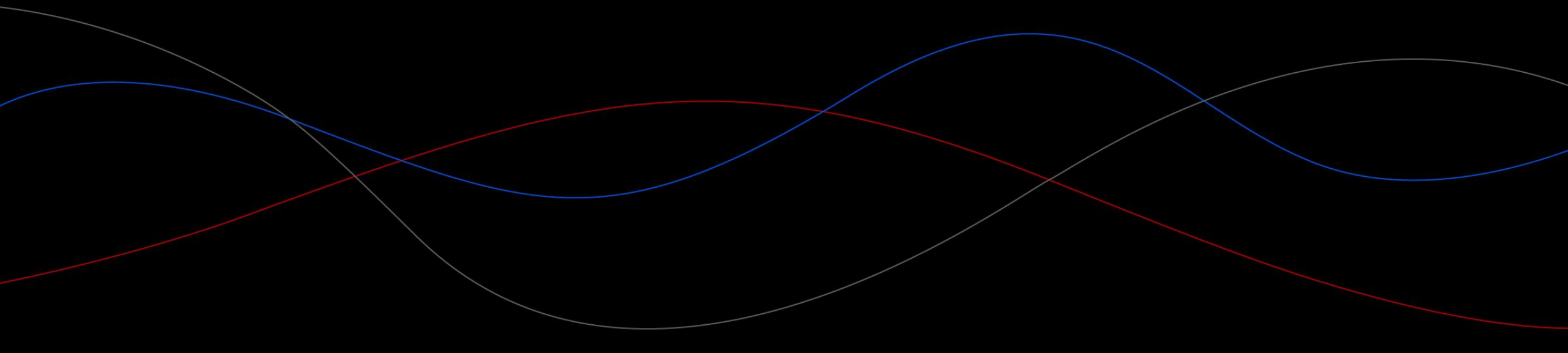




LINC LTD.

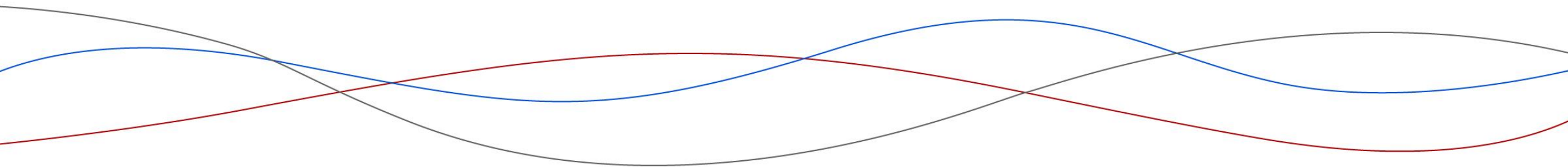




Mr. S. M. Jalan

The journey of expressions started from 1976 when Mr. S. M. Jalan envisioned LINC Limited. His undying passion and persistence for creativity & imagination led to the birth of LINC- India's most trusted writing instrument manufacturers.

With an eye for detail & fuelled with innovation, LINC embraces the philosophy of encouraging literacy. LINC is a renowned brand name both nationally & internationally.

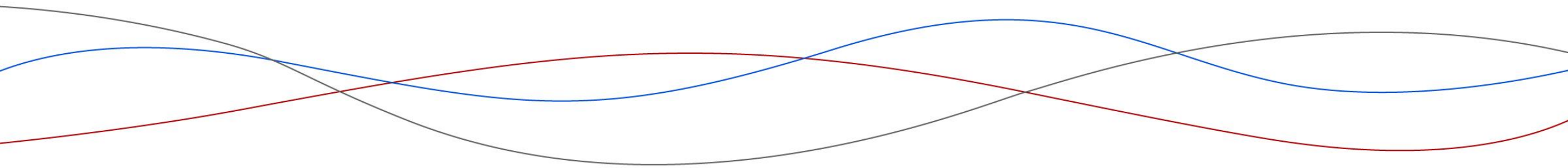




Mr. Deepak Jalan

Behind every great story, there is a visionary. And Mr. Deepak Jalan - CEO and MD - of LINC Limited is the pioneer of LINC's grand success story today.

With his relentless passion and sincere efforts, he has set great milestones for the company. Under his leadership, LINC has emerged as one of the top three writing instrument brands in India.



Vision

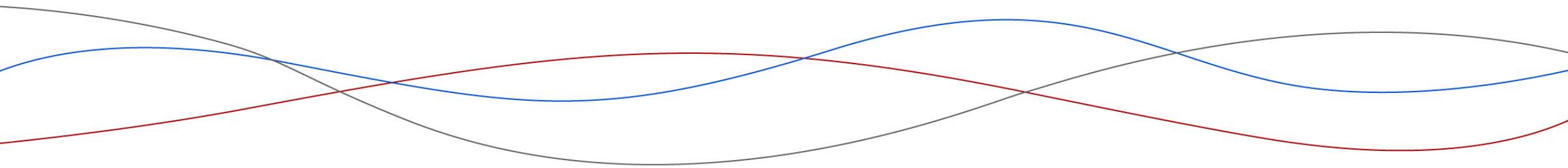
To empower people to express themselves better and create a happier world by providing innovative, quality and affordable solutions, conveniently.

Mission

To deliver innovative, user-friendly and high quality products at best value to customers.

Values

Integrity is our soul. We are proud of our ethical ways.
We are dedicated to each cause that we take up and each relationship that we build.
Creating innovative products and finding innovative solutions is in our core.



Strengths

- Digitization – Automation of processes and systems
- Vector Consultancy – Enhanced operations
- On time delivery
- Ability to enhance production in committed time frame
- Consistent quality production
- Flexible and adaptable to buyer requirements

Weaknesses

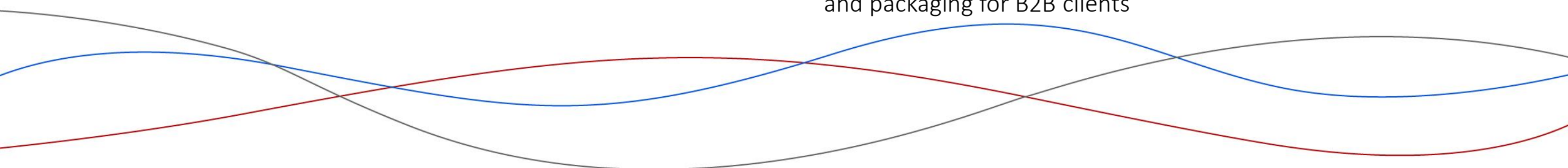
- Stagnant industry growth in the past few years in the writing instrument segment

Opportunities

- LINC Pens to LINC Ltd. – Not restricted to only the pen segment and expanding into other stationery segments
- Sustainable packaging – With newer technology and environmental awareness, keeping the use of plastic at the minimum and using alternative packaging style
- Large & expanding domestic market and enormous potential in global market
- Specialized in customized printing and packaging for B2B clients

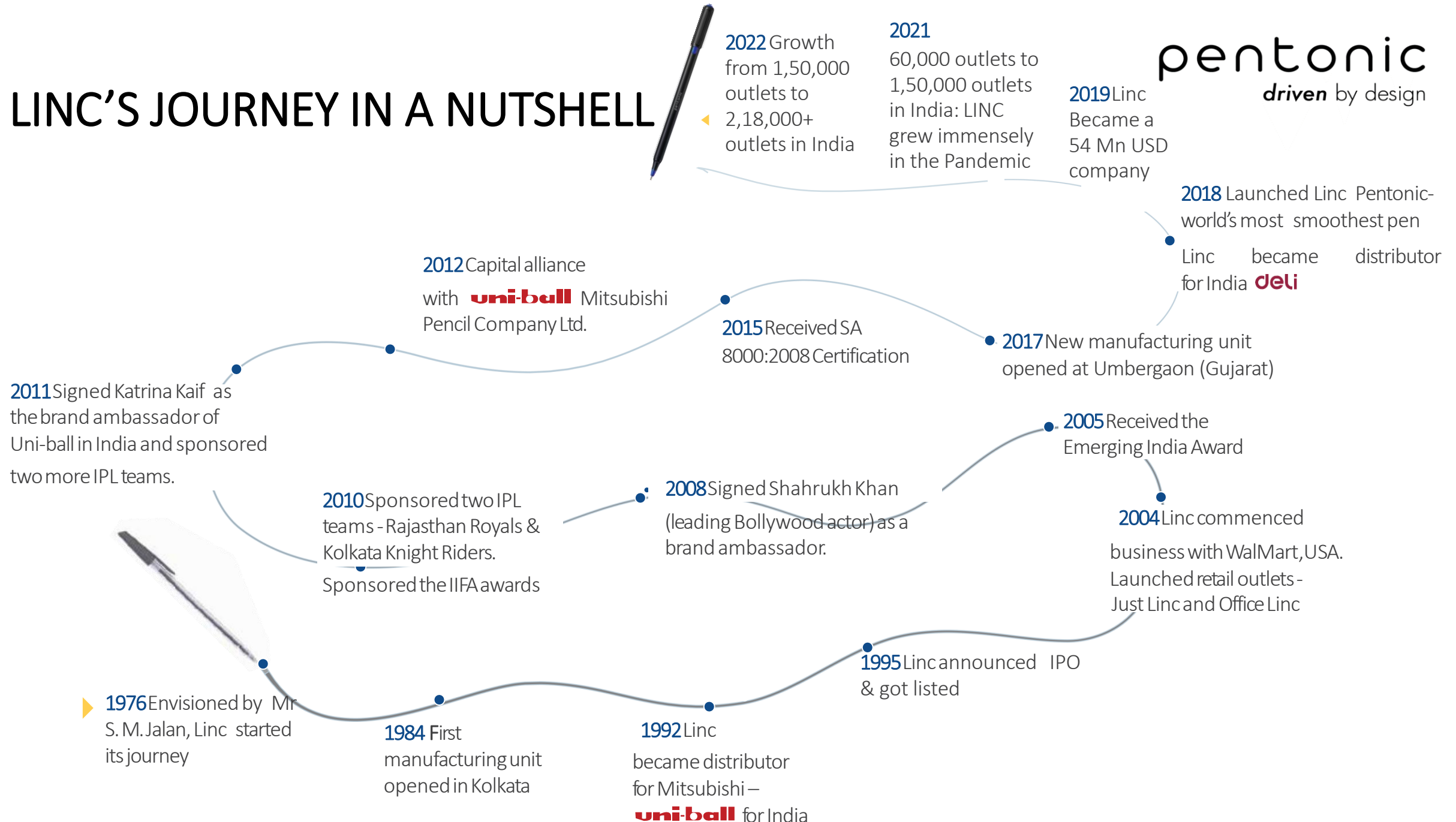
Threats

- Fluctuation in currency rates for international market
- Regulatory changes in importing countries
- Global macro factors can cause regular fluctuations in the input cost



LINC'S JOURNEY IN A NUTSHELL

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PRODUCTION CAPABILITIES

AUTO RAW MATERIAL FEEDING SYSTEM

SCREEN & LAZOR PRINTING MACHINES

ROBOTIC ARMS

**INCREASED AUTO ASSEMBLING
CAPACITY**

HITECH REFILL ASSEMBLY MACHINE

The state-of-the-art infrastructure located in Kolkata & Umbergaon (Gujarat) has set stringent manufacturing standards for LINC having production capacity of **2.5 million** writing instruments every day.

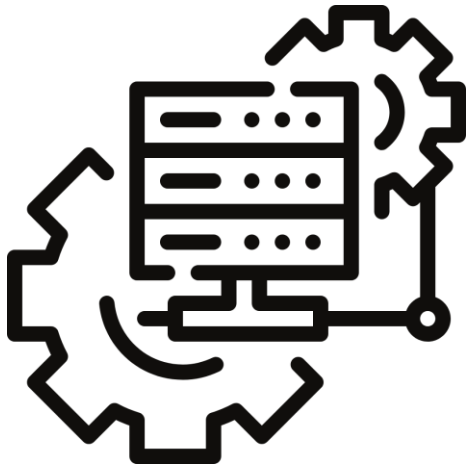
The manufacturing facilities are marked by a high degree of automation and integration supported by cutting edge R&D process, discipline and certification.

Auto raw material feeding and auto assembling machines saves man-hours and improves quality, high tech refill has increased daily production by 2X, robotic arms helps prevents accidents in the factory.

[Click to check out our FACTORY](#)



LINC'S TOP QUALITY EFFORTS



Leap from **QC to QA** by rigorous system implementation and continuous training to teams on problem solving techniques.

Taking **every complaint from customer** to consumers very seriously and acting on every complaint that is received.

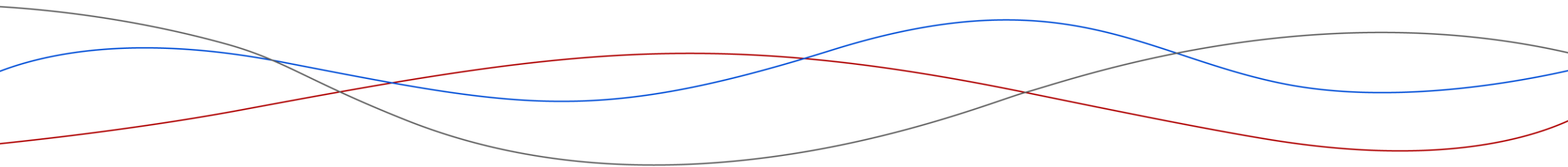
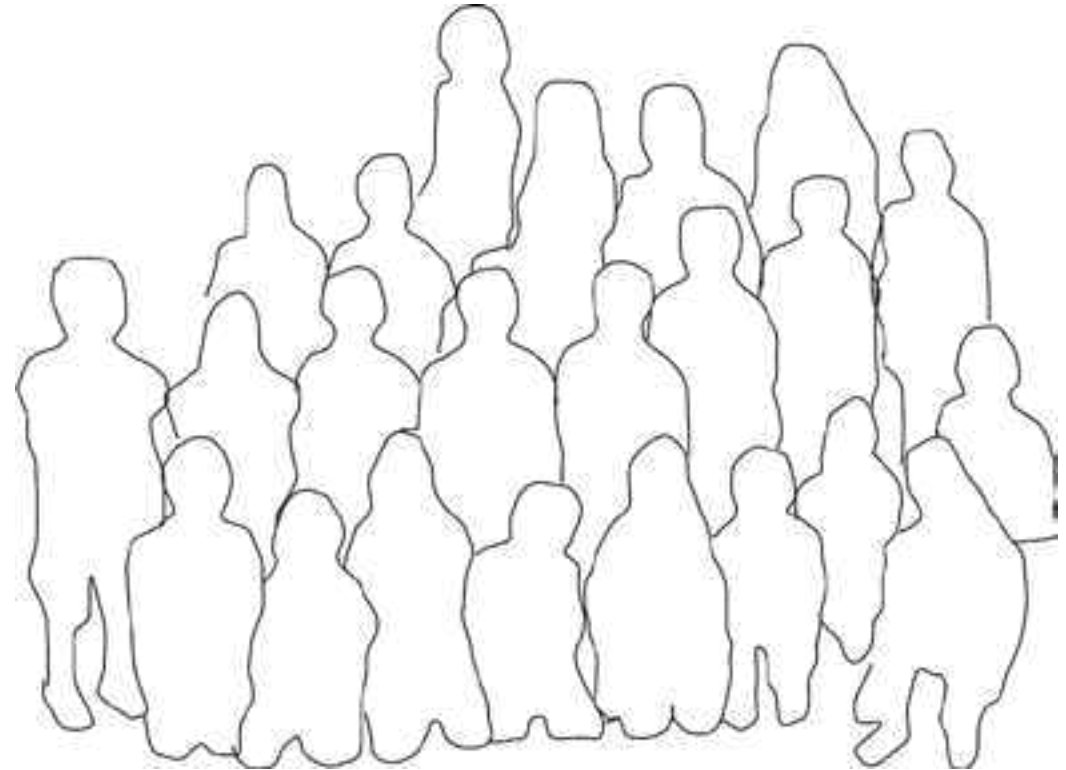
QA inspections are now in **SAP with 100% involvement of QA inspectors**, which eliminates paper use, and reports are readily available to all LINC employees from any part of the world.

LINC FAMILY

Skilful execution with precision & resolve - this is the motto that fuels our workforce. With innovators and pioneers on board- every team member conforms to a stringent quality control policy.

Contracted
employees
1502

Payroll
employees
938



BRAND PORTFOLIO

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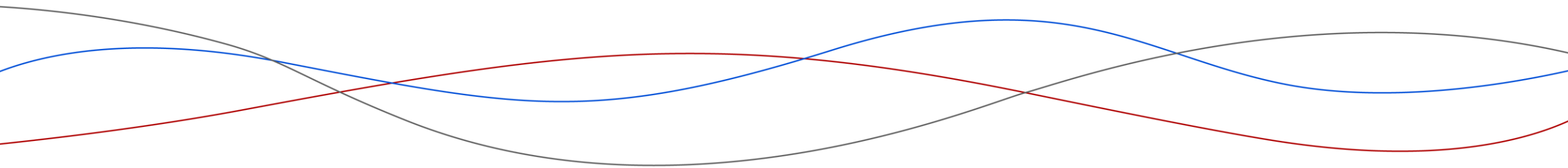
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MARKLINE

uni
MITSUBISHI PENCIL

deli

LINC+PLUS



PRODUCT PORTFOLIO

LINC Limited offers a range of products suitable for office, home, stationery stores, etc.

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[Click here to know more](#)

PRODUCT PORTFOLIO

Leave a mark with the wide range of markers and highlighters designed to create an impression. Imagine and create with a range of superior quality stationery that equips one to express with ease.

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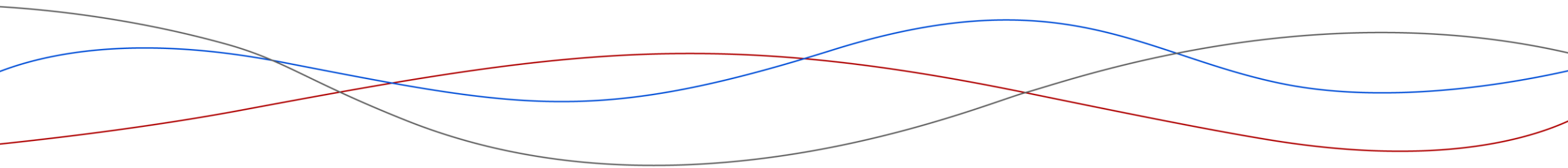
Pencil



GumStik



Geometry Box

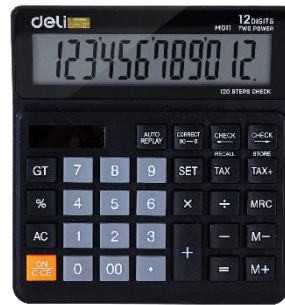


PRODUCT PORTFOLIO

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Rotatory Sharpener



Calculator



Sticky Notes



Lever Arch File



Desk Organiser



Scissor



Gouache



Glue stick

[Click here to know more about DELI](#)

PRODUCT PORTFOLIO



UNI POSCA



UNI SIGNO



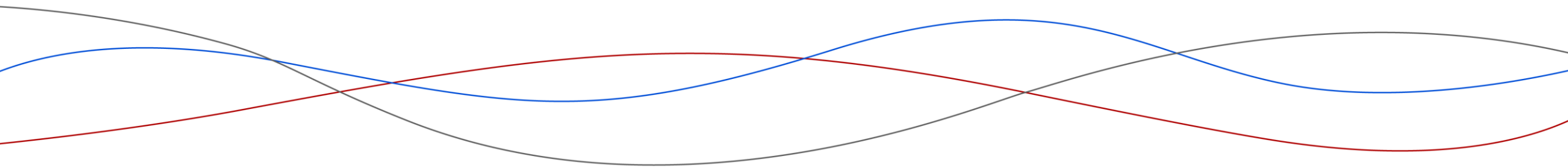
UNIBALL AIR



UNIBALL EYE



UNI PIN

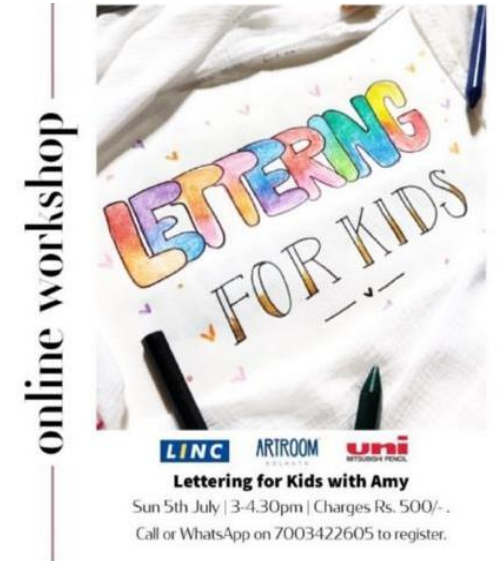


MARKETING ACTIVITIES (DIGITAL)

- Creatives on Social Media
- Contests and Rewards
- Digital PR
- Paid Campaigns
- Influencer Giveaways
- Collaborations



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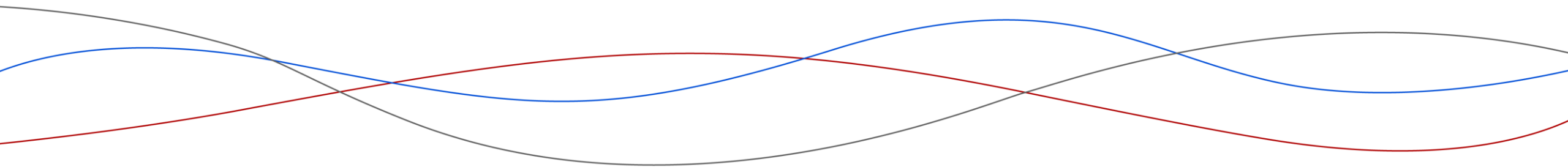
MARKETING ACTIVITIES (BTL)

- Promoter Table Activity
- Spin The Wheel
- Dealer Boards
- Display Contest
- POSM Branding
- Fairs and Exhibitions
- Sponsorship events
- School Activations
- Notebook Branding
- Vehicle Branding
- Retailer and Distributor Meet
- Mall Activations
- Leafleting campaigns
- CSR Camps
- Collaborations

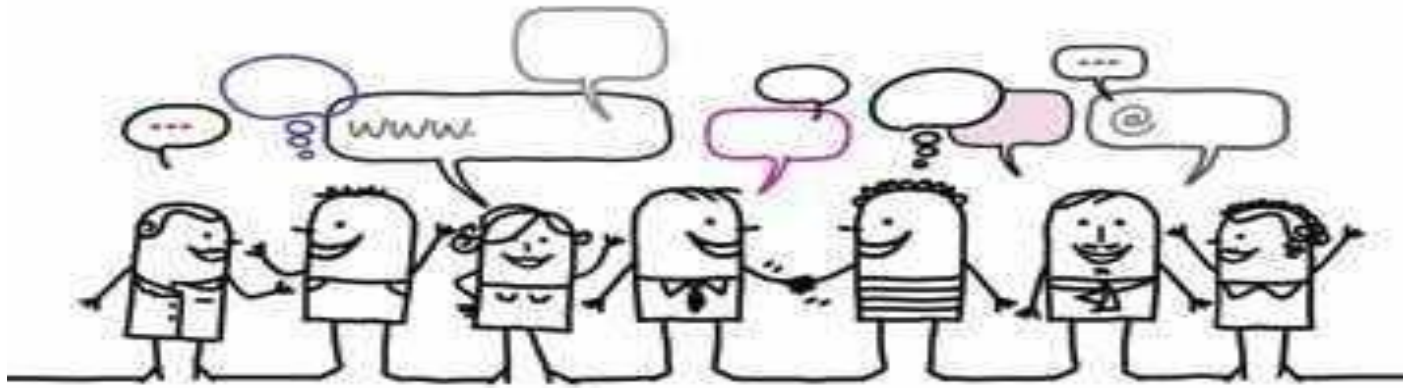


MARKETING ACTIVITIES (ATL)

- TVC
- Hoardings
- Police Booth Branding
- Bus Shelter Branding
- Print Media



CHANNEL DISTRIBUTION



The market in reality is much larger than we can perceive due to the significant expansion in consumer buying patterns and trends. But LINC has understood the market potential by expanding the distribution network and reaching out to every possible sales channel. This market penetration has helped LINC to successfully establish its coverage in India - not only in general trade but also in modern trade, e-commerce and B2B channels. They have positioned their product amidst a larger variant of customers.

CHANNEL DISTRIBUTION



EXPORTS

We are currently exporting in 60 countries



MODERN TRADE

We are present in 16 national chains like Dmart, Metro, Walmart etc.



CORPORATE

We have 995 clients. Wipro, Lux Industries, Pidilite, Mobi World etc. being some of the top ones.



E-COMMERCE

We are listed on top online platforms like Amazon, Flipkart, Zamiit, Myntra, FirstCry, Blink It etc.



GENERAL TRADE

We are currently present in 218000+ outlets.
FMCG- 95000+
Stationery outlets- 120000+

CHANNEL DISTRIBUTION

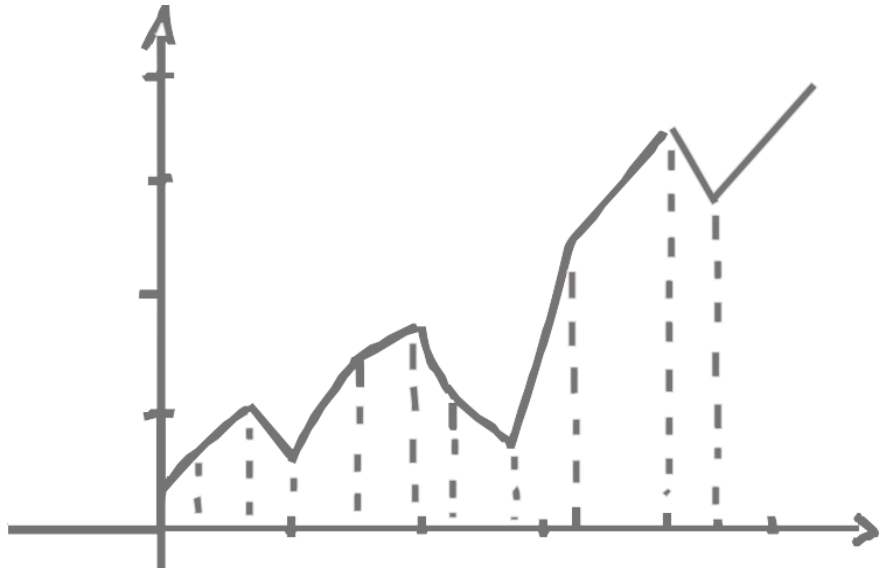
TOP CORPORATE CLIENTS



TOP MODERN TRADE CHAINS

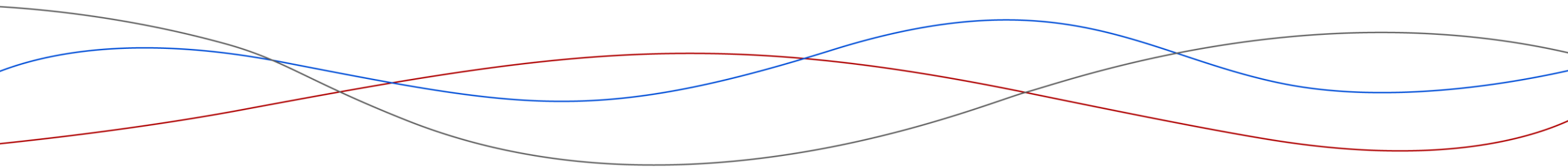


BEYOND BOUNDARIES



Constant product innovation and the consistent expansion of business has boosted the presence of LINC in the domestic market. With a turnover of USD 60 million, LINC boasts of a track record of paying consistent dividends since the company was listed on Indian Stock Exchange in 1995.

LINC has created niche in the global market as one of the leading manufacturers of writing instruments and stationery. Presently they have a prominent global presence over 60 countries spread across South East Asia, Middle East, USA, UK, Europe, South America, Africa, Russia & CIS countries. The export contribute of the company is over 21% of the total turnover.



BEYOND BOUNDARIES

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SUMMING IT UP



With its diverse range of products ranging from ball pens, gel pens, retractable pens and stationery such as markers, LINC has marked a global presence in over 60 countries. Presently LINC is the exclusive importer and distributor of Chinese stationery giant, **deli** and world famous pen brand, **uni-ball** Mitsubishi Pencil Co., Japan in India.

THANK YOU