

Linc Limited

'Pen'ning a success story

About 50 years back, India's writing instruments industry was uneventful and unappealing. Everything was the same. The same pen. The same colour. The same design. The same refill. Then came Linc Ltd. With its innovative designs, widened choice and increased affordability, it changed the entire dynamics of the market in the country.

Today, Linc Ltd. is one of India's most trusted writing instrument brands. Incorporated in 1976 by Mr. Surajmal Jalan, the company is currently credited with producing a staggering **2.5 million** writing instruments daily. Steered by its Managing Director Mr. Deepak Jalan along with his team of competent Directors, one of a top stationary company in India and an established household name, boasting of an annual turnover of Rs. 450 crores.

Since its inception, *Linc Ltd.* has continued to thrive on its brand ethos to deliver innovative, user-friendly and quality products and offer them at affordable prices to the end-consumers. Adhering to a strong company mission of "establishing the company as a global brand known for its values, assertiveness and the acumen to adapt to an ever-changing environment", the growth story has been nothing short of prolific. Riding on the exemplary leadership skills and futuristic vision of Mr. Jalan and the top management, the company has moved from strength to strength and has spread its wings to being present pan-India as well as in 50 countries across the world now.

With around 10% share in the Rs 3,500-crore organized market in India, the company, with 1000-plus proud employees, has always been abreast of its competitors by dint of its innovative product portfolio, wide array of products, premium quality, and minimalistic yet classy look *vis-à-vis* all its offerings.

Linc Limited is one of India's most trusted writing instrument manufacturers with a national and international presence in over 60 countries. We boast of a strong and extensive network in South East Asia, Middle East, USA, UK, Europe, South America, Africa, Russia and CIS countries. The organization constantly endeavors to bring out new and innovative products and packaging and has an extensive and diverse range of products catering an assortment of ball pens, gel pens, retractable ball pens and stationery.

Linc Limited have their manufacturing units in Serakol and Umbergaon, with ISO 9001:2008 certification, guaranteeing top quality products. It is listed on NSE, BSE and CSE.

LINC is a dynamic company addressing the growing needs of the second most populous country; it is a global organization striving to achieve greater heights through sustainable growth over the years. Linc Limited is the exclusive importer and distributor of world-famous brands :
Uni-ball, Mitsubishi Pencil Co. Japan and Deli, the stationary giant based out of Ningbo Zhejiang, China.