



BE BOLD. BE BRILLIANT.
BE YOU.



apsara®

EXTRA MARKS FOR GOOD HANDWRITING



BE ANYTHING YOU WANT TO BE!



NATARAJ®

IS INDIA'S MOST TRUSTED BRAND.*

* As per India study 2024 in stationery category.

COMPANY OVERVIEW

Hindustan Pencils Pvt. Ltd. is the largest primary school stationery manufacturing company in India. Our brands **Apsara** and **Nataraj** are household names. Established in 1958, we have mastered the art of making high quality stationery products. With the latest machinery set up, today our state-of-the-art manufacturing units daily produce 8.5 million pencils, 1.7 million sharpeners, 2.7 million erasers, 0.2 million scales and 1 million pens.

We believe in manufacturing products of high quality. We are backward integrated and most of the components that goes into the making of our products, are produced in-house. This helps us to have a better quality control.

Our Mission

Delighting consumers with globally recognized stationery brands by being a multi-segment player offering a one-stop solution to all key stationery needs.

Quality Policy

All our products follow conventional safety standards of European CE EN-71. We pledge to manufacture and market quality products of international standards.

Environment Policy

All our products are harmless and safe to use. We do not use wood or any other kind of natural resource for our benefit. Our pencils are made from re-planted wood which fortifies the safety of natural resources.

COMPANY MILESTONE

Nataraj 621
Pencil
1958

Nataraj 621
Plasto Eraser
1958

Apsara
Platinum
Pencil
1997

Apsara
Non-Dust
Eraser
2002



Apsara
Marvel Disney
Pencil
2018



Nataraj
Hidey Pencil
2023



Apsara
Oil Pastels
2024



Apsara
Designer Kit
2018



Apsara
Notebooks
2017



Nataraj
Itip Gel Pen
2015



Apsara
Matt Magic
Pencil
2015



Nataraj
Fluro Prints
Pencil
2016



Nataraj
Gelix Gel Pen
2013



Apsara
Absolute
Pencil
2013



Apsara
Wax Crayon
2002



Nataraj
Classic
Ball Pen
2007



SCHOOL ACTIVATION PROGRAMS



PENCIL EXCHANGE PROGRAM (PEP):

PEP is one of our oldest engagement programs for students. It provides students with an instant happiness of a brand-new pencil against an old one. PEP also teaches kids the concept of exchange.



APSARA ALL INDIA GOOD HANDWRITING CONTEST:

Handwriting is an art which develops mind and body coordination & also improves concentration and presentation ability. Our brand Apsara is focused on developing good handwriting skills among children through this PAN India contest. Top 3 winners of the school in each category (Class 1 and Class 2) will be awarded prizes and certificates in the school. Further, the 1st prize winners in each category of every school will be qualified for the all-India good handwriting contest.



SCHOOL ACTIVATION PROGRAMS

APSARA ART CONTEST:

As per the quote by Albert Einstein 'The true sign of intelligence is not knowledge but imagination'. Keeping this in mind we have introduced the 'Apsara Art Contest' from the house of Apsara.

Schools/Students have to purchase the art material (at a discounted price). Coloring sheets will be provided by Apsara.

On completion of the contest, school art teacher/principle will select 3 best entries from each group who will be awarded prizes and certificates in the school.



NATARAJ PEN HANDWRITING CONTEST :

The transition from pencil to pen is a significant milestone in a student's life. Nataraj Pens Hand writing Contest is a celebration of this transition, helping students embrace it while improving their handwriting skills.

Schools/Students have to purchase the pens (at a discounted price). Writing sheets will be provided by Nataraj Pens. The teacher/principal will select 3 best entries from each group who will be awarded prizes and certificates in the school.





apsara®

GENZ BALL PEN



Features

- Pen in 5 beautiful pastel body colours.
- Comfortable grip for stress free writing.
- Suitable for long and smooth writing.
- Smudge resistant.

SKU	U/M	MRP ₹	CASE SIZE
10 Pc Pack	Box(10x10)	1000/-	12
Dispenser	Set(30x1)	300/-	9.6

Ink colour  0.7mm tip



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip



MAXPOINT BALL PEN



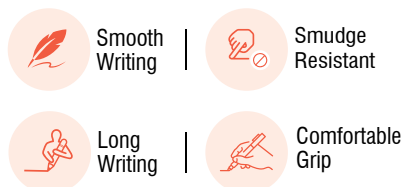
Features

- Jumbo refill which writes upto 2500 meters long.
- Elegant look.
- Comfortable grip for stress free writing.
- Suitable for long and smooth writing.
- Smudge resistant.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box(25x4)	2000/-	6

Ink colour   0.7mm tip

*customization available



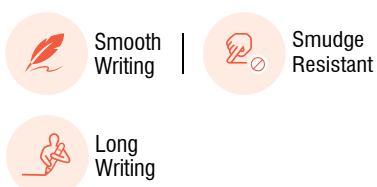
Features

- Never lose your pen again.
- Secure adhesive mounts to any flat surface.
- Ideal for offices, hotels, banks, retailers, etc.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box(1x100)	2000/-	2.4

Ink colour   0.7mm tip

*customization available



PENLOCK BALL PEN



**NATARAJ®**

MAXGRIP BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip

Features

- Hi-tech tip for break free writing.
- Comfortable grip for smooth and stress free writing.
- Smudge resistant.
- Superior non-fading ink.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box(10x10)	1000/-	12

Ink colour    0.7mm tip

*customization available

Features

- Retractable pen in 3 beautiful pastel shades.
- Suitable for long and smooth writing.
- Smudge resistant.
- Attractive look.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box(10x10)	1000/-	12

Ink colour    1.6mm tip

*customization available

RETRAX BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing

**NATARAJ®**

ALL ROUNDER BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip

Features

- Strong NSTC tip for break free writing.
- Non fading ink for smooth and long writing.
- Non-slip rubber grip for stress free writing.
- Firm pocket clip for better hold on your pocket.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box(10x10)	1000/-	12

Ink colour     0.7mm tip

*customization available

Features

- Free flowing ink for break free writing.
- Specially designed tip for smooth writing.
- Non-slip rubber grip for stress free writing.
- Smudge resistant.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box(10x10)	1000/-	12
Dispenser	Set (100x1)	1000/-	12

Ink colour     0.7mm tip

*customization available

JOI BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip

**NATARAJ®**

DUAL BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing

Features

- Two ink colours in a single pen.
- Convenience of hassle-free writing.
- Smudge resistant.
- Clear and smooth writing.
- Glides easily on paper.

SKU	U/M	MRP ₹	CASE SIZE
10 pc Hanger	Box(10x10)	1000/-	12

Ink colour    0.6mm tip

Features

- Pen in 5 attractive body colours.
- Comfortable grip for stress free writing.
- Suitable for long and smooth writing.
- Smudge resistant.
- Attractive look.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box(10x10)	1000/-	12

Ink colour   0.7mm tip

*customization available

GRIPPOINT BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip

**NATARAJ®**

POPFLOW BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing

Features

- 10 Bright colour ink for making writing more colourful.
- Water resistant ink.
- Writes smoother and faster.
- Ideal for projects, cards, etc.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pouch	Box (10x10)	500/-	12

Ink colour

▲ 0.7mm tip

SPEED-ON NXT BALL PEN

Features

- Attractive body designs to add element of fun in your pencil box.
- Fine tip for fast and smooth writing.
- Ergonomic design for stress free writing.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24

Ink colour ▲ 0.7mm tip



Smooth
Writing



Smudge
Resistant



Long
Writing



NATARAJ®

SUPERX BALL PEN



Smooth Writing



Smudge Resistant



Long Writing



Comfortable Grip

Features

- Textured grip for tireless writing.
- Easy glide control ensuring comfortable writing.
- Superior non fading ink for smooth writing.
- Smudge resistant.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box(5x20)	500/-	24
10 pc pouch	Box(10x10)	500/-	24
Dispenser	Set(100x1)	500/-	12

Ink colour ■ ■ ■ ■  0.7mm tip

Features

- Textured grip for tireless writing.
- Easy glide control ensuring comfortable writing.
- Superior non fading ink for smooth writing.
- Smudge resistant.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24

Ink colour ■  0.7mm tip

*customization available

SUPERX2 BALL PEN



Smooth Writing



Smudge Resistant



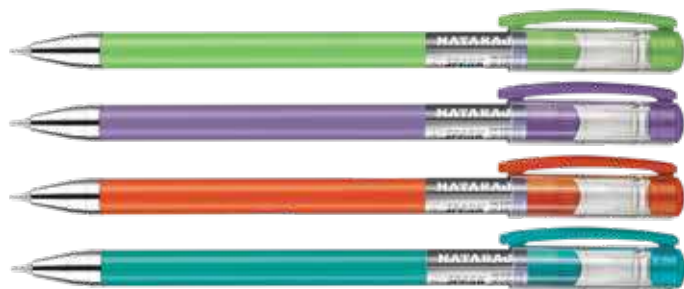
Long Writing



Comfortable Grip

**NATARAJ®**

ALL SPARK BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing

Features

- Hi-tech tip for smooth writing.
- Attractive multi colour body design for fun writing.
- Superior non fading ink.
- Smudge resistant.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box(5x20)	500/-	24

Ink colour   0.7mm tip

*customization available

Features

- Superior non-fading ink.
- Free flowing ink that ensures smooth writing.
- Ergonomic design for stress-free and long writing.
- Smudge resistant.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box(5x20)	500/-	24

Ink colour      0.7mm tip

*customization available

ALL GRIP BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing

**NATARAJ®**

DEW BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing

Features

- Break free writing.
- Smooth writing.
- Firm pocket clip.
- Long writing.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box(5x20)	500/-	24

Ink colour      0.7mm tip

*customization available

Features

- Break free writing.
- Smooth writing.
- Firm pocket clip.
- Long writing.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box(5x20)	500/-	24

Ink colour   0.7mm tip

SILVO BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing



NATARAJ®

SNAPPY BALL PEN



Smooth Writing



Smudge Resistant



Long Writing

Features

- Ergonomic non-slip grip for stress-free and long writing.
- Attractive body colour for fun writing.
- Super smooth click mechanism.
- Smudge resistant.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box(5x20)	500/-	24
Dispenser	Set (100x1)	500/-	12

Ink colour    0.7mm tip

*customization available

FLURO BALL PEN

Features

- Comfortable writing with non fading ink.
- Hexagonal shape for better grip while writing.
- Fine NSTC tip for break free writing.
- For smooth and long writing.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box(20x5)	400/-	24

Ink colour   0.7mm tip

*customization available



Smooth Writing



Smudge Resistant



Long Writing

**NATARAJ®**

GLOW / CLASSIC / MIST BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing

Features

- Comfortable writing with non fading ink.
- Hexagonal shape for better grip while writing.
- Fine NSTC tip for break free writing.
- For smooth and long writing.

SKU	U/M	MRP ₹	CASE SIZE
Glow / Classic / Mist (20 pc. pack)	Box (20x5)	400/-	24
GCM (100 pc. assorted)	Jar (100x1)	400/-	24

Ink colour ■■■■ (Classic/Mist)

Ink colour ■ (Glow/GCM Jar) ▲ 0.7mm tip

**NATARAJ®**

ITIP Gel PEN



Features

- Comfortable grip for stress free and long writing.
- Hi-tech tip for smart writing.
- Japanese waterproof gel ink.
- Fade Resistant.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	1000/-	12

Ink colour     1.6mm tip


*customization available

Features

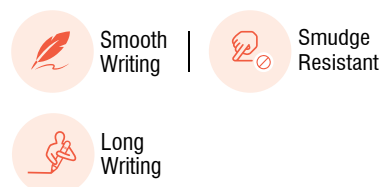
- Sparkling bright colours for fun writing.
- Quick drying.
- Smudge resistant.
- Hi-tech tip for long writing experience.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	1000/-	12

Ink colour         

 1.6mm tip

SKATER Gel PEN





NATARAJ®

GELIX Gel PEN



Smooth
Writing



Long
Writing



Waterproof
Gel Ink

Features

- Special formulated ink helps in quick drying.
- Japanese waterproof ink.
- Glides easily on paper without applying any pressure.
- Clear and smooth writing.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24

Ink colour     1.6mm tip

*customization available

Features

- Special formulated ink helps in quick drying.
- Japanese waterproof ink.
- Glides easily on paper without applying any pressure.
- Clear and smooth writing.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24

Ink colour   1.6mm tip

*customization available

GELIX II Gel PEN



Smooth
Writing



Long
Writing



Waterproof
Gel Ink



apsara®

ART MATERIAL

WAX CRAYONS



Features

- Bright, colourful, and fun to use.
- Smooth, rich, long-lasting hues.
- Non-flaking, non-toxic, superior quality pigments.
- Tested and certified safe for ages 3+.

SKU	U/M	MRP ₹	CASE SIZE
24 Wax Crayons	Set	25/-	240
13 Wax Crayons	Set	15/-	400
10 Wax Crayons	Set	10/-	720
6 Wax Crayons	Set	6/-	960



Brilliant colours



Round shape



Non-toxic

14 JUMBO WAX CRAYONS

Features

- Bright, colourful, and fun to use.
- Smooth, rich, long-lasting hues.
- Jumbo size crayons for better grip.
- Non-flaking, non-toxic, superior quality pigments.
- Tested and certified safe for ages 3+.

SKU	U/M	MRP ₹	CASE SIZE
14 Jumbo Wax Crayons	Set	60/-	120



Brilliant colours



Round shape



Non-toxic





apsara®

WAX CRAYONS - EXTRA LONG



Features

- Bright, colourful, and fun to use.
- Extra long crayon for endless joy of colouring and creativity.
- Non-flaking, non-toxic, superior quality pigments.
- Tested and certified safe for ages 3+.

SKU	U/M	MRP ₹	CASE SIZE
24 Extra Long Wax Crayons	Set	70/-	120
16 Extra Long Wax Crayons	Set	40/-	180
13 Extra Long Wax Crayons	Set	30/-	180



Brilliant colours



Round shape



Non-toxic

OIL PASTELS

Features

- Rich, creamy pastels for effortless blending.
- Non-toxic, superior quality pigments, certified safe for ages 3+.
- Comes in a plastic case with handle for easy storage.

SKU	U/M	MRP ₹	CASE SIZE
12 Oil Pastels	Set	40/-	240
26 Oil Pastels	Set	120/-	80
50 Oil Pastels	Set	230/-	40



Brilliant colours



Round shape



Non-toxic





apsara®

12 WASHABLE CRAYONS



Features

- Essential creative tool for kids.
- 12 Non-toxic crayons wash clean from skin, clothing, and walls.
- Classic and neon colours inspire self-expression.
- Triangular shape for proper grip.
- Ideal for home or school.

SKU	U/M	MRP ₹	CASE SIZE
12 Washable Crayons	Set	60/-	120



Brilliant colours



Triangular Shape



Non-toxic

Features

- Made from soyabean oil, eco-friendly choice.
- Plant oil-based with EN 71-approved pigments.
- Hexagonal shape for improved grip.
- 12 smooth, bright colours for fun creativity.

SKU	U/M	MRP ₹	CASE SIZE
12 Soyfun Crayons	Set	60/-	120



Brilliant colours



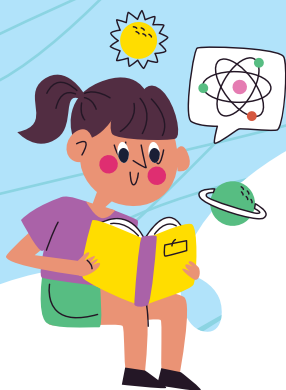
Hex shape



Non-toxic

12 SOYFUN CRAYONS





apsara®

SKETCH PENS



Features

- 12 smooth and bright colours are fun to use for children.
- Comes in attractive pack with hanger.
- Non-toxic, child-safe, CE certified.

SKU	U/M	MRP ₹	CASE SIZE
12 Sketch Pen	Set	30/-	240



Brilliant colours



Non-toxic

Features

- 12 bright, colourful, and fun to use clay rods.
- Helps developing creativity & self expression.
- Enhance child's ability to recognize different colours and the differences in shape, size, and texture.
- Includes 8 toys & 1 roller.
- Non-toxic, child-safe, CE certified.

SKU	U/M	MRP ₹	CASE SIZE
12 Modelling Clay	Set	100/-	40



Non-toxic

MODELLING CLAY





apsara®

TEMPERA COLOURS



Features

- Bright, opaque and ready to use colours.
- Attractive and easy-to-use container chain pack.
- Washable from most surfaces including hands, skin and some fabrics.
- Smooth flow from brush to paper.

SKU	U/M	MRP ₹	CASE SIZE
6 Tempera colours	Set	10/-	360



Brilliant colours



Non-toxic

WATER COLOUR TUBES

Features

- Transparent and completely water-soluble.
- Smooth flow from brush to paper.
- Quick-drying with bright, fresh results.

SKU	U/M	MRP ₹	CASE SIZE
14 Water Colours	Set	125/-	120
6 Water Colours	Set	50/-	240



Brilliant colours



Non-toxic





apsara®

POSTER COLOURS



Features

- Bold, bright, and opaque with superior colour mixing.
- Attractive, durable plastic box for storage.
- Special formula prevents paint from drying up.
- Non-toxic, child-safe, CE certified.

SKU	U/M	MRP ₹	CASE SIZE
12 Poster Colours	Set	190/-	40
6 Poster Colours	Set	100/-	80



Brilliant colours



Non-toxic

ACRYLIC COLOURS

Features

- These acrylic colours offers vibrant shades for creating art with depth and dimensions.
- It can be used on various surfaces like wood, canvas, leather, terracotta, and fabrics.
- Non-toxic and safe colours.

SKU	U/M	MRP ₹	CASE SIZE
12 Acrylic Colours	Set	220/-	40
06 Acrylic Colours	Set	100/-	80



Brilliant colours



Non-toxic





apsara®

COLOUR PENCILS



Consumer Offer

* Special colour pencil sharpener

Features

- Smooth & bright coloured leads in an array of shades.
- Uniform dispersion of colours that provides good coverage.
- Non-toxic, easy to use & safe for childrens.

SKU	U/M	MRP ₹	CASE SIZE
24 FS	Box	120/-	10
12 FS	Box	60/-	20
12 HS	Box	30/-	24



Brilliant colours



Hex shape



Easy Grip



Superior lead quality

BI COLOUR PENCILS

Features

- Dual sided Bi colour pencils in hexagonal shape.
- Super smooth, coloured leads in an array of shades.
- Superior-quality, resistant to breakage.
- Uniform dispersion of colours that provides good coverage.

SKU	U/M	MRP ₹	CASE SIZE
12 FS Bi Colour	Box	120/-	12



Brilliant colours



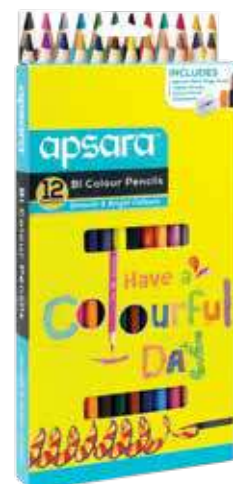
Hex shape



Easy Grip



Superior lead quality



Consumer Offer

* Special colour pencil sharpener
Matt Magic pencil
Top it eraser



NATARAJ®

COLOUR PENCILS

Features

- Super smooth, coloured leads in an array of shades.
- Superior-quality, resistant to breakage.
- Uniform dispersion of colours for greater depth and texture.

SKU	U/M	MRP ₹	CASE SIZE
24 FS	Box	120/-	10
24 HS	Box	60/-	20
12 FS	Box	60/-	20
12 HS	Box	30/-	24
10 HS	Box	25/-	70



Brilliant colours



Hex shape



Easy Grip



Superior
lead quality



Consumer Offer

* Special colour pencil sharpener except in 10 HS pack.



apsara®

MY APSARA BAG



Features

- Includes a complete collection of premium stationery items for writing and colouring.
- Special school bag pack with a fresh look that is reusable for storage.
- Includes DIY Birdhouse for enhancing your child's creativity.
- Ideal for gifting as well as personal use.
- Bag comes in four attractive colours.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	500/-	12

Features

- Apsara Art Explorer kit ignites creativity with Bear and Penguin's friendship story.
- Features 20 activities inspired by the story.
- Includes 20 activity cards, 10 art tools, and a colour-me storybook.
- Child-safe, non-toxic products for engaging and safe fun.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	500/-	10

ART EXPLORER KIT





MY APSARA KIT



Features

- A complete collection of stationery and colours for back-to-school purchases.
- Special briefcase-shaped pack for students which is reusable for storage.
- An ideal option for gifting and personal use.
- One-stop solution for all scholastic needs.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	500/-	10

Features

- Premium pack with Apsara pencils, sharpeners, erasers, and more.
- Includes all writing materials for exams and daily use.
- Perfect for gifting and personal use.
- One pack meets all basic stationery needs, making learning enjoyable.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	250/-	20

WRITING KIT





apsara®

DESIGNER'S KIT



Features

- A kit that perfectly compliments a child's designer instincts.
- All-in-one blend of drawing and colouring materials to spark the imagination.
- Non-toxic, child-safe, CE certified.
- Attractively packaged, ideal for gifting.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	199/-	30

COLOURING KIT

Features

- Attractive colouring kit for little artist.
- All-in-one blend of drawing and colouring materials to spark the imagination.
- Non-toxic, child-safe, CE certified.
- Attractively packaged, ideal for gifting.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	150/-	30





ART KIT



Features

- Combination of various drawing and colouring materials.
- Non-toxic, child-safe, CE certified.
- Special designed kit for children with artistic minds to make their imagination colourful on paper.
- Attractively packaged, ideal for gifting .

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	150/-	20

ACE KIT

Features

- All-in-one blend of writing and colouring materials.
- Non-toxic, child-safe, CE certified.
- Attractively packaged, ideal for gifting.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	160/-	40





apsara®

PREMIUM SCHOLAR'S KIT



Features

- Specially designed premium pack consisting of different writing materials like Apsara pencils, sharpeners, erasers etc.
- All stationery writing materials included for exams and regular use.
- Ideal for gifting and personal use.
- All basic stationery needs in one pack to making learning fun.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	149/-	80

Features

- Attractive colouring kit for little artist.
- All-in-one includes drawing and colouring materials to spark the imagination .
- Non-toxic, child-safe, CE certified.
- Attractively packaged, ideal for gifting .
- Exclusive Funanza Kit consists of Drawing Book, Wax Crayon, Sketch pens mini, Matt Magic Pencil, Eraser, Sharpener, Topper Eraser.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	100/-	80

FUNANZA KIT





apsara®

SCHOLAR'S KIT



Features

- Includes a perfect combination of scholastic products for children.
- A comprehensive combination kit to satisfy your kids' learning needs.
- Attractive pack for the joy of gifting as well as personal use.
- All basic stationery needs in one pack to make learning fun.
- One stop solution for all basic stationery needs.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	99/-	80

Features

- It is a well curated kit that includes a mix of colours and stationery products.
- A comprehensive combination kit to satisfy your kids' learning needs.
- Attractive pack for the joy of gifting as well as personal use.
- Attractively packaged, ideal for gifting.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	50/-	200

JOY KIT





apsara®

AVENGERS KIT



Features

- Exclusive Marvel Avengers themed products consisting of pencil, sharpener, eraser.
- Features iconic Avengers characters: Iron Man, Captain America, Hulk and Thor in five different sets.
- Unique design elements inspired by the Avengers universe.
- Ideal for gifting.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	30/-	360



**APSARA'S KIT
FEATURING
MARVEL'S AVENGERS**



apsara®

WRITER'S KIT



Features

- A perfect combination of Pen + Pencil kit to satisfy your kids' learning needs.
- Attractive pack for the joy of gifting as well as personal use.
- Ideal for a quick purchase during exams.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	30/-	400

Features

- A comprehensive combination kit to satisfy your kids' learning needs.
- Attractive pack for the joy of gifting as well as personal use.
- Ideal for a quick purchase during exams.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	25/-	240

PLATINUM KIT





NATARAJ®

WRITING KIT



Features

- Best solution for a quick purchase of the academic kit.
- Includes all basic stationery products in one pack before going to exams.
- Ideal pack for the joy of gifting.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	49/-	120

BEST OF LUCK KIT

Features

- Ideal pack which contains all essential stationery products.
- Best for personal and gift use as well.
- Easy to carry in exams as it is lightweight and has all basic products.
- Attractive look.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	15/-	400





NATARAJ®

WILDLIFE WONDER

Features

- A comprehensive combination kit to satisfy your kids' learning needs.
- The fun pack that includes animal shape eraser, colourful sharpener and our new 5.5 inch animal print pencils which is easy to hold and use for small kids.
- A perfect choice for return gifts and various other festivals.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	10/-	600





apsara®

ZESTA SCENTED PENCILS



Features

- Enhance mood, evoke creativity & imagination while writing.
- Writing pencils in three pleasant and long-lasting fragrances: Tropical Orange, Peppermint and Candy.
- Rubber-tipped for quick erasing.
- Extra dark writing pencils for lasting impressions.
- Each pack has a point protection cap.

SKU	U/M	MRP ₹	CASE SIZE
6 pc pack	Pack	60/-	90



Pleasant
Fragrance



Point Protection
cap



Rubber
Tipped



Extra dark

Consumer Offer

MAKING WRITING

aROMATIC



PENCILS



apsara®

MARVEL

AVENGERS PENCILS



Consumer Offer

Features

- Add adventure to your pencil box with your favourite Marvel Avengers superheroes.
- Superior transfer-film technology to make characters life-like.
- Extra-dark lead and soft wood, for easy writing and sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	1000/-	36



Round shape



Easy to sharpen



Superior lead quality



Easy to erase

Features

- Add adventure to your pencil box with Disney's Mickey Mouse and friends.
- Superior transfer-film technology to make characters life-like.
- Extra-dark lead and soft wood, for easy writing and sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	1000/-	36



Round shape



Easy to sharpen



Superior lead quality



Easy to erase

Disney

MICKY MOUSE & FRIENDS PENCILS



Consumer Offer



apsara®

Disney PRINCESS PENCILS



Consumer Offer

Features

- Add adventure to your pencil box with your favourite Disney Princesses.
- Superior transfer-film technology to make characters life-like.
- Extra-dark lead and soft wood, for easy writing and sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	1000/-	36



Round shape



Easy to sharpen



Superior lead quality



Easy to erase

Disney FROZEN II PENCILS

Features

- Add adventure to your pencil box with your favourite Disney Frozen II characters.
- Superior transfer-film technology to make characters life-like.
- Extra-dark lead and soft wood, for easy writing and sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	1000/-	28



Round shape



Easy to sharpen



Superior lead quality



Easy to erase

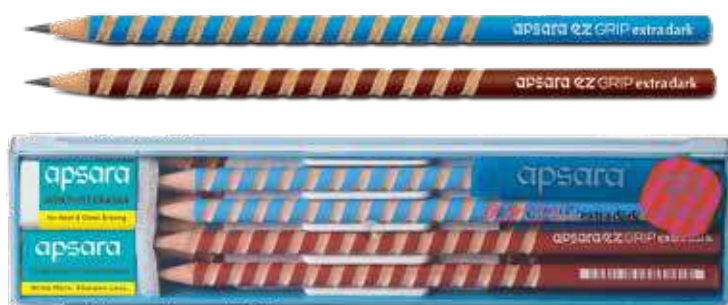


Consumer Offer



apsara®

EZ GRIP PENCILS



Features

- Spiral grooves offer continuous good grip.
- Extra-dark lead and soft wood, for easy writing and sharpening.
- Available in a cool transparent pencil box.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box(10x10)	1000/-	10



Round shape



Spiral grip



Superior lead quality

ABSOLUTE PENCILS

Features

- Extra-strong lead resists breakage.
- Extra- dark lead for better writing.
- Soft wood for easy sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	800/-	36



Hex shape



Easy to sharpen



Extra strong lead



Easy to erase





MATT MAGIC PENCILS



Consumer Offer

Features

- Writing pencils with dual-coloured wood for colourful pencil shavings.
- Dark lead for extra dark writing and soft wood for easy sharpening.
- Colourful shavings can be utilised for creative work.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	700/-	36



Hex shape



Easy to sharpen



Superior lead quality



Easy to erase

Writing Pencils with Colourful Wood





apsara®

PLATINUM PENCILS



Features

- Extra-dark lead for good handwriting, needs less pressure while writing.
- Classic design loved by students across India.
- Soft wood for easy sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	600/-	36
Rubber tipped 10 pc pack	Box (10x10)	700/-	32



Hex shape



Easy to sharpen



Superior lead quality



Easy to erase





TRIGA PENCILS



Consumer Offer

Features

- Triangle shaped pencils with specially designed grip for extra comfort while writing.
- Dark lead for better writing.
- Soft wood for easy sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	600/-	32



Triangular shape



Easy to sharpen



Superior lead quality



Easy grip

GOLD PENCILS

Features

- Black and golden look for executives.
- HB lead for better writing, resists breakage.
- Soft wood for easy sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	500/-	40



Hex shape



Easy to sharpen



Superior lead quality



Easy to erase



Consumer Offer



apsara®

REGAL GOLD PENCILS



Consumer Offer

Features

- Premium design for sophisticated look.
- Dark lead for extra dark writing and soft wood for easy sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	500/-	40



Hex shape



Easy to sharpen



Superior lead quality



Easy to erase

BEAUTY PENCILS

Features

- Classic black design for premium look.
- Dark lead and soft wood for better writing and easy sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	500/-	40



Hex shape



Easy to sharpen



Superior lead quality



Easy to erase

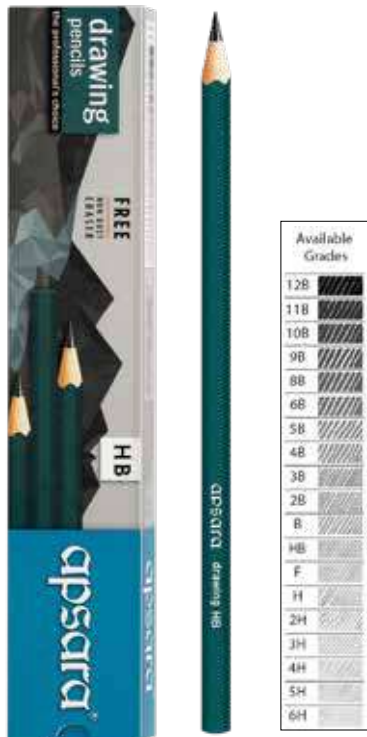


Consumer Offer



apsara®

DRAWING PENCILS



Features

- Distinctive grades of premium drawing pencils.
- Superior quality wood for easy sharpening.
- Specialty lead gives extra smoothness.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack (10B, 11B, 12B Single grade)	Box (10x10)	1000/-	28
10 pc pack (8B & 9B Single grade))	Box (10x10)	1000/-	28
10 pc pack (6H to 6B Single grade)	Box (10x10)	700/-	28
Assorted 6 pc pack (HB, 2B, 4B, 6B, 8B, 10B)	Set	60/-	320



Hex shape



Superior lead quality

Makes pictures
come alive





apsara®

CHARCOAL PENCILS



Features

- Assorted pack of hard, medium and soft charcoal pencils.
- Gives rich, black tones and leaves texture on paper without leaving permanent marks.
- Sketch lines range from light to intensely black.

SKU	U/M	MRP ₹	CASE SIZE
Assorted (3 pc pack)	Set	50/-	480



Hex shape



Superior lead quality

Features

- Wax-based smooth lead, writes on leather, glass, optical lenses, vinyl, metal, etc.
- Superior quality wood makes sharpening easy.
- Available in colours ○ ● ● ● ● ● ●.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	700/-	40



Round shape



Superior lead quality

GLASS MARKING PENCILS





apsara®

COLOUR COPYING PENCILS



Features

- Used by architects and in laboratories by scientists, and medical students.
- Permanent markings that are difficult to erase.
- Available colours ● ● .

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	600/-	40



Round shape



Easy to sharpen



Superior lead quality

STENO PENCILS

Features

- Round pencils for comfortable writing.
- Superior bonded strong lead resists breakage.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	600/-	40



Round shape



Easy to sharpen



Superior lead quality



Easy to erase



Consumer Offer



apsara®

ABSOLUTE MECHANICAL PENCIL



Includes 1 lead tube of 3 pcs.

Features

- 2.0 mm lead mechanical pencil.
- 2B extra strong lead.
- Ergonomic design with comfortable grip.
- Built-in sharpener.
- Available in 5 colours.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Box (1x100)	3000/-	8



Brilliant colours



Superior lead quality



Easy Grip



Available in 2.0 mm lead



Built-in sharpener

JOI MECHANICAL PENCIL

Features

- Available in HB lead 0.5 and 0.7mm.
- Available in 5 vibrant colours.
- Rubberised grip for comfortable writing and drawing.
- Dark and fine writing.
- In-built eraser for quick erasing.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Box (1x100)	2500/-	8



Brilliant colours



Superior lead quality



Easy Grip



Available in 0.5 and 0.7 mm lead



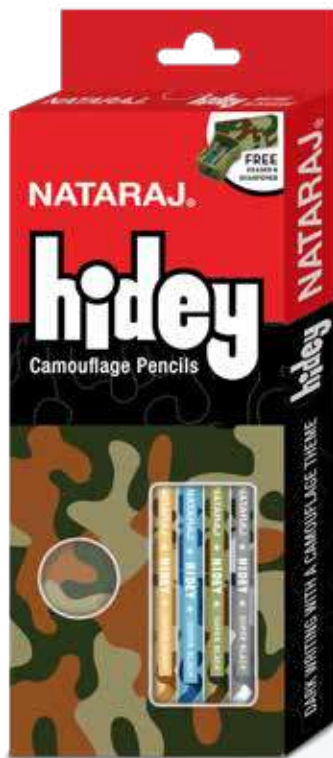
Consumer Offer

Includes 1 lead tube of 5 pcs.



NATARAJ®

HIDEY PENCILS



Features

- Available in 5 camouflage themed colours.
- Free jumbo camouflage eraser and sharpener.
- Attractive packaging with a fun puzzle.
- Non-toxic lead.
- Soft wood for easy sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Dispenser (10x10)	700/-	16



Round shape



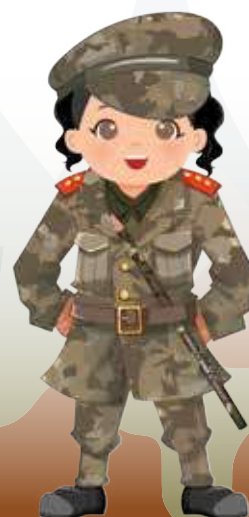
Easy to sharpen



Superior lead quality



Consumer Offer





NATARAJ®

621 BE BOLD PENCILS



Consumer Offer

Features

- HB bonded lead for bold writing.
- The most trusted pencil for its sharp writing.
- Long lasting lead for long and comfortable writing.
- Easy to sharpen.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	500/-	36



Hex shape



Easy to sharpen



Superior lead quality



Easy to erase

Features

- Fluorescent coloured printed writing pencils for cheerful writing.
- Superior black lead for long lasting impressions.
- Soft wood makes sharpening easy.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	600/-	32



Round shape



Easy to sharpen



Superior lead quality



Eraser tipped

FLURO PRINTS PENCILS







Consumer Offer

**NATARAJ®**

CHECKING PENCILS

**Consumer Offer**

Features

- Specially designed for non-erasable writing.
- Thick lead for clear and bold marking.
- Ideal for auditors and teachers.
- Available in    .

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	700/-	36



Hex shape



Easy to sharpen

Superior
lead quality

DEFINE MECHANICAL PENCIL

Features

- Available in 0.5 and 0.7mm lead.
- Rubberized grip for comfortable writing and drawing.
- Elegant chrome plated front cone which gives an attractive look to the pencil.
- In-built eraser for quick erasing.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Box (1x100)	2500/-	12

Available in
0.5 & 0.7 mm
lead

Round shape

**Includes 1 lead tube of 5 pcs.**



NATARAJ®

POKIT MECHANICAL PENCIL



Includes 1 lead tube of 5 pcs.



Features

- Fine and dark writing.
- Available in 0.5, 0.7 & 0.9 mm.
- In-built eraser for quick erasing.
- Rubberized grip for comfortable writing and drawing.
- Pocket safe due to retractable tip.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Box (1x100)	2000/-	12



Available in
0.5, 0.7 &
0.9 mm lead



Round shape

Features

- Available in 0.7mm.
- Available in 5 fluorescent colours.
- Rubberised grip for comfortable writing and drawing.
- Dark and fine writing.
- In-built eraser for quick erasing.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Box (1x100)	1000/-	6



Available in
0.7mm lead



Round shape

FLURO MECHANICAL PENCIL





NATARAJ®

POINTZ LEADS



Features

- Leads are strong, smooth and dark for good handwriting.
- Quality leads for consistent writing.
- Available in all major grades.

SKU	U/M	MRP ₹	CASE SIZE
HB (0.5 mm & 0.7 mm 10 tube pack)	Box (10x10)	500/-	20
H/2H (0.5 mm 10 tube pack)	Box (10x10)	1000/-	20
H/2H/2B (0.7 mm & 0.9 mm 10 tube pack)	Box (10x10)	1000/-	20



apsara®

MECHANO ERASERS



Features

- Click-to-erase mechanical erasers available in 5 bright colours.
- Comfortable grip for easy erasing.
- Detailed & precise erasing without smudging or damaging paper.

SKU	U/M	MRP ₹	CASE SIZE
1 pc blister pack	Set	30/-	120



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.

FUNZO ERASERS

Features

- Set of 3 white erasers with kids favourite different animal prints.
- Clean & dustless erasers.
- Non-toxic & made of high quality material.

SKU	U/M	MRP ₹	CASE SIZE
3 pc blister	Set	20/-	160



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.





TOP-IT PENCIL TOPPER ERASERS



Features

- It works as both an eraser and a cool pencil topper.
- Fits on any pencil shape with ease.
- Conical shape of eraser helps for precise erasing.
- Available in 5 eye catching colours.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pouch	Box x 2	400/-	6



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.

ERASE RS

STRIPES ERASERS

Features

- Multi-coloured fluorescent eraser.
- Soft and smooth erasing.
- Single piece packing for neat and clean storage.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (10x10)	1000/-	4



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.





apsara®

MARVEL Disney ASSORTED ERASERS



Features

- Assortment of 5 exciting Disney-Marvel character designs in erasers.
- Cool designs of children's favourite characters for added fun.
- Available in an attractive counter-top dispenser.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Box (50x2)	500/-	12



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.

Features

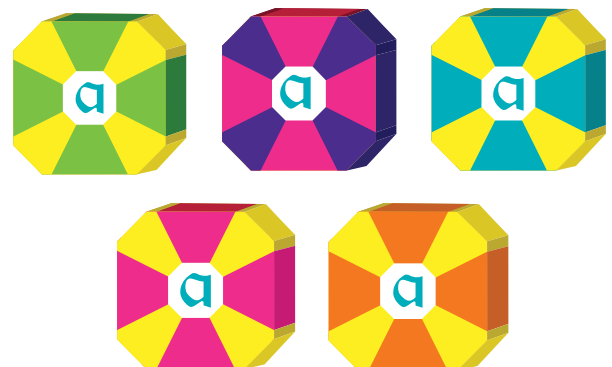
- Fluorescent coloured erasers in five bright colour combinations.
- Each octagonal eraser is packed in a transparent plastic container to keep it clean.
- Clean and smooth erasing.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (50x2)	500/-	6



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.

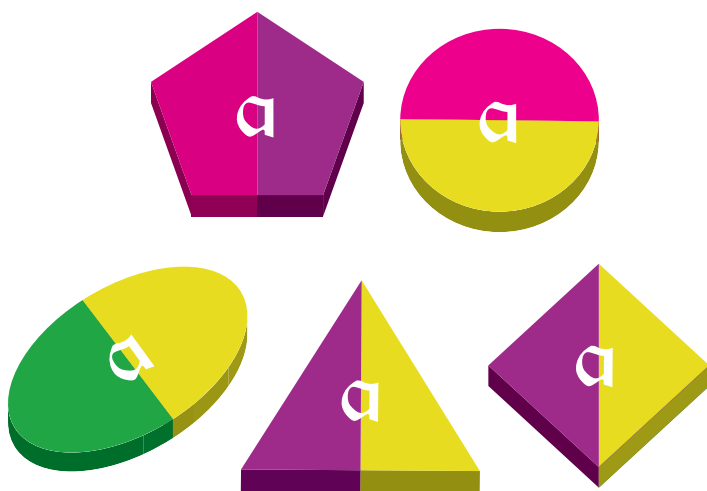
POP ERASERS





apsara®

DUALS ERASERS



Features

- Dual fluorescent coloured erasers in five assorted geometric shapes.
- Non-stop fun and learning with cool shapes and colours.
- Soft and smooth erasing.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Set (1x30)	150/-	20



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.

NON-DUST ERASERS

Features

- Erases graphite gently without damaging paper.
- Picks up dust while erasing.
- Soft and smooth.
- Ideal for students, artists, engineers and architects.

SKU	U/M	MRP ₹	CASE SIZE
Jumbo (20 pc pack)	Box (20x5)	500/-	8
Regular (20 pc pack)	Box (20x5)	300/-	18



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.





apsara®

RUB-A-LONG ERASERS



Features

- Vibrant colours for joyful erasing.
- Doesn't leave a trace of colour while erasing.

SKU	U/M	MRP ₹	CASE SIZE
Big (20 pc pack)	Box (20x5)	200/-	24
Mini (Jar)	Box (1x100)	100/-	24



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.



NATARAJ®

WILD-E'S ERASERS



Features

- Child friendly animal themed erasers in 5 designs.
- Made up of soft high-quality material.
- Erases graphite gently without damaging paper.
- Attractive packaging.

SKU	U/M	MRP ₹	CASE SIZE
5 pc blister	Box (5x20)	400/-	20



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.

SMILEY ERASERS

Features

- Child-friendly designs of smiley emoticons available in 5 variants.
- Made up of soft high-quality material.
- Erases graphite gently without damaging paper.
- Attractive packaging.

SKU	U/M	MRP ₹	CASE SIZE
5 pc Blister	Box (5x20)	400/-	20



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.





NATARAJ®

FLURO DUST CLEAR ERASERS



Features

- Attractive fluorescent coloured eraser for joyful erasing.
- Made up of high soft quality for children to erase at ease.
- Erases graphite gently without damaging paper.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box (20x5)	500/-	8



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.

Features

- Flower shaped eraser in attractive colours to help enhance children's ability to identify colours.
- Phthalate free and non toxic.
- Smooth and soft on paper.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pack	Box (5x20)	200/-	18



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.

PETALS ERASERS





NATARAJ®

PEBBLES ERASERS



Features

- Colourful eraser for joyful erasing.
- Made of soft high quality material.
- Erases graphite gently without damaging paper.
- Soft and smooth on paper.

SKU	U/M	MRP ₹	CASE SIZE
Big (20 pc pack)	Box (20x5)	200/-	24
Mini (20 pc pack)	Box (20x5)	100/-	30



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.

621 PLASTO ERASERS

Features

- Made up of soft high quality material.
- Erases graphite gently without damaging the paper.
- Soft and smooth on paper.

SKU	U/M	MRP ₹	CASE SIZE
Plasto Jumbo 20 pc pack	Box (20x5)	200/-	18
621 Plasto 20 pc pack	Box (20x5)	100/-	32
621 Plasto Regular Jar	Box (100x1)	100/-	24



Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.





apsara®

SPACEBALL SHARPENERS



Features

- Special spaceship shaped sharpeners.
- Mess-free container sharpener to hold the pencil shavings.
- Keeps surroundings neat and tidy.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (20x 5)	1500/-	1.6



Rust free



Preventing mess



Easy to sharpen

TIDY-UP SHARPENER-ERASER COMBO

Features

- Two-in-one sharpener and non-dust eraser combination.
- Container to prevent mess while sharpening.
- Ergonomic design for easy grip.
- Colourful eraser for fun erasing.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (20x 5)	1500/-	4.8



Rust free



Preventing mess



Easy to sharpen





LONG POINT SHARPENERS



Features

- Scientifically designed blade for an elegant long tip.
- Contoured body designed for good grip.
- Longer tip helps for faster and better writing.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box (20 x 5)	500/-	40



Rust free



Easy to sharpen

Features

- Container sharpener to prevent mess while sharpening.
- Designed for easy grip while sharpening.
- Designed to easily fit in pencil boxes.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box (20 x 5)	500/-	8



Rust free



Preventing mess



Easy to sharpen

TIDY-TOP SHARPENERS



**NATARAJ®**

LEFT EASE SHARPENERS



Features

- Specially designed sharpener for left handed users to make sharpening easy.
- Blade angled for smooth sharpening.
- Comfortable grip for left handers.
- Anti rust coating for longer use.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pack	Box (5x20)	500/-	18



Rust free



Easy to sharpen

621 SHARPENERS

Features

- Scientifically angled blade for smooth sharpening.
- Anti rust coating for long lasting blade edge.
- Contoured body for firm grip.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box (20x5)	300/-	48



Rust free



Easy to sharpen





CRYSTAL HEART SHARPENERS



Features

- A heart shaped sharpener that adds an element of fun in your pencil box.
- Sharpener with comfortable grip for better hold.
- Sharpens perfectly without breakage.
- Anti rust coating for longer lasting blade.

SKU	U/M	MRP ₹	CASE SIZE
50 pc jar	Box (50x2)	500/-	16



Rust free



Easy to sharpen

CRYSTAL ROUND SHARPENERS

Features

- A round shaped sharpener that adds an element of fun in your pencil box.
- Sharpener with comfortable grip for better hold.
- Sharpens perfectly without breakage.
- Anti rust coating so that children can use for a longer time.

SKU	U/M	MRP ₹	CASE SIZE
50 pc jar	Box (50x2)	500/-	16



Rust free



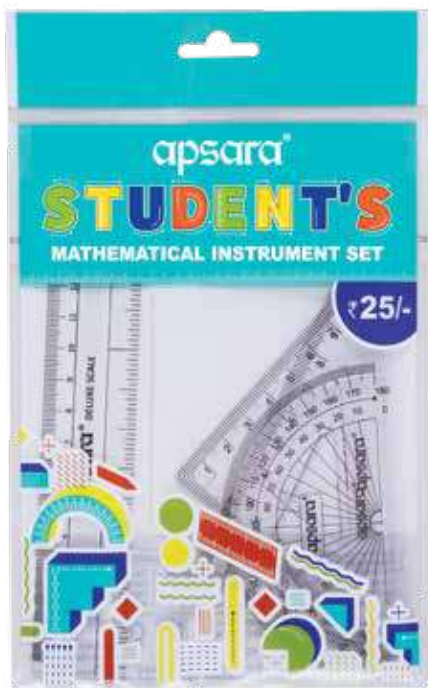
Easy to sharpen





apsara®

MATHEMATICAL INSTRUMENT SET



Features

- An assortment of protractor, set squares and scale.
- Made of transparent virgin plastic.
- Bold markings for accuracy.
- Thick, broad and sturdy for better use.

SKU	U/M	MRP ₹	CASE SIZE
Display pack of protractor, set squares and scale	Set (1X1)	25/-	360



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping



apsara®

DELUXE SCALE



Features

- Premium transparent scale with precise markings.
- Thick and broad design with rounded edges.
- 'mm' markings for added precision.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack (30cm)	Box (10x10)	2200/-	4
1 pc pack (15cm)	Box (10x10)	700/-	16



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

SHATTER PROOF SCALE

Features

- Special formulation to ensure extra flexibility.
- Does not shatter into small, sharp pieces of plastic.
- Child-safe scale with precise 'mm' markings, for added accuracy.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack (30cm)	Box (10x10)	2000/-	8



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping



Extra
bendable



Child
safe





NATARAJ®

621 SCALE



Features

- Made up of transparent virgin plastic.
- Smooth and rounded edges resist chipping and are child safe.
- Special 'mm' markings for higher precision.
- Bold markings for higher accuracy.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack (30cm)	Box (10x10)	1200/-	8
1 pc pack (15cm)	Box (10x10)	500/-	18



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

FUNDAMENTAL INSTRUMENT SET

Features

- Value kit with essential geometry instruments like pencil, eraser, scale, protractor and compass.
- Smooth and rounded edges resist chipping.
- Bold markings for accuracy.

SKU	U/M	MRP ₹	CASE SIZE
Fundamental Instrument Set	Set	40/-	240



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping





NATARAJ®

TOOLKIT GEOMETRY BOX



1 Nataraj
All Spark
Ball Pen

Consumer Offer



Features

- High precision instruments.
- Compass with ergonomic design and unique pencil holder for firm grip.
- Scale and set squares with bevelled edges for high durability.

SKU	U/M	MRP ₹	CASE SIZE
Toolkit Geometry Box	1pc pack	170/-	120



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

ONPOINT GEOMETRY BOX

Features

- High precision instruments.
- Compass with ergonomic design and unique pencil holder for firm grip.
- Scale and set squares with bevelled edges for high durability.

SKU	U/M	MRP ₹	CASE SIZE
On-point Geometry Box	1pc pack	120/-	120



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping





POKIT GEOMETRY BOX



Features

- High precision instruments.
- Compass with ergonomic design and unique pencil holder for firm grip.
- Scale and set squares with bevelled edges for high durability.

SKU	U/M	MRP ₹	CASE SIZE
Pokit Geometry Box	1 pc pack	100/-	120



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

Features

- Transparent case allowing users to easily see the contents inside the geometry box.
- Highly recommended in exams.
- High precision instruments.
- Compass with ergonomic design and unique pencil holder for firm grip.
- Scale and set squares with bevelled edges for high durability.

SKU	U/M	MRP ₹	CASE SIZE
Construct Geometry Box	1 pc pack	100/-	120



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

CONSTRUCT GEOMETRY BOX





NATARAJ®

CLASSIC COMPASS



Features

- Compass with ergonomic design and unique pencil holder for firm grip.
- A perfect tip for accurate measurements.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Pc(1x1)	25/-	600

Features

- Transparent scale for accurate measurements.
- Bold markings for accuracy.

SKU	U/M	MRP ₹	CASE SIZE
1 pc	Box (1x100)	700/-	18

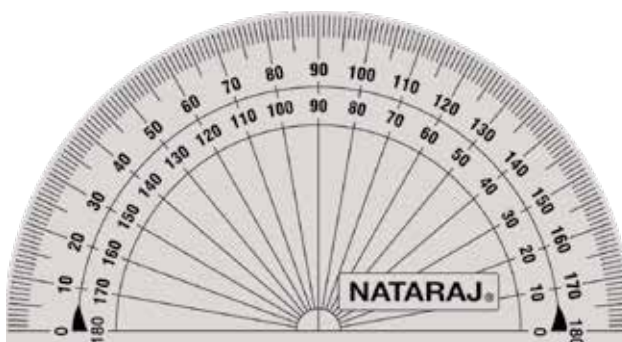


Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

CLASSIC PROTRACTOR





DUSTLESS CHALKS



Features

- Hypo-allergenic calcium carbonate chalks that last 4 times longer than regular chalks.
- Bright and bold impression for better visibility.
- Available in white and assorted colour packs.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack (assorted)	Box	25/-	12
10 pc pack (white)	Box	20/-	16



NATARAJ®

LARGE CUTTERS



CLASSIC CUTTERS



HANDY CUTTERS



MINI CUTTERS



Features

- Made up of tough steel for precise cutting.
- Blades with anti-rust coating for longer life.
- Smooth and effortless cutting.
- Auto lock device in handy cutter to stop blade from retracting.

SKU	U/M	MRP ₹	CASE SIZE
Large	Pc	30/-	400
Classic	Pc	20/-	1200
Handy	Pc	12/-	1200
Mini	Pc	7/-	3200





apsara®



BLUE
LINES



BRIGHT
PAPER



EASY
READING



STRONG
BINDING

Longbook (27 x 17cm)

CODE	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	BINDING
DEN115B1501204	120	40.00	Single line	12	144	Center Staple
DEN115B1514211	120	40.00	Unruled	12	144	
DEN115B1801213	172	60.00	Single line	6	96	
DEN115B1814212	172	60.00	Unruled	6	96	
DEN115B0801216B (BROWN COVER)	72	30.00	Single line	12	192	
DEN115B1801213B (BROWN COVER)	172	60.00	Single line	6	96	

A4 Long book (29.7x21 cm)

CODE	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	BINDING
DEN115L0701514	64	40.00	Single line	12	144	Center Staple
DEN115L0714515	64	40.00	Unruled	12	144	
DEN115L3201516	96	50.00	Single line	12	120	
DEN115L3214517	96	50.00	Unruled	12	120	
DEN115L1601501	140	65.00	Single line	6	84	
DEN115L1614502	140	65.00	Unruled	6	84	
DEN115L1801518	172	75.00	Single line	6	84	Perfect Bound
DEN115L1814519	172	75.00	Unruled	6	84	
DEN115L2251505	240	100.00	Single line	6	48	
DEN115L2264506	240	100.00	Unruled	6	48	
DEN115L2801508	400	180.00	Single line	4	32	
DEN115L2814520	400	180.00	Unruled	4	32	
DEN115L2901509	304	150.00	Single line	4	40	

Ultra longbook (31.4x19.4 cm)

CODE	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	BINDING
DEN115D1101309	92	40.00	Single line	6	108	Center Staple
DEN115D1114310	92	40.00	Unruled	6	108	
DEN115D1701301	160	70.00	Single line	6	84	
DEN115D1714302	160	70.00	Unruled	6	84	
DEN115D1722313	160	70.00	Acc. Rulling	6	84	
DEN115D2001303	184	80.00	Single line	6	72	
DEN115D2014305	184	80.00	Unruled	6	72	Perfect Bound
DEN115D2214312	240	115.00	Unruled	6	48	
DEN115D2251308	240	115.00	Single line	6	48	
DEN115D2801311	400	180.00	Single line	4	32	

Mahabar book (33 x 21cm)

CODE	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	BINDING
DEN115C3501267	104	60.00	Single line	12	120	Center Staple
DEN115C3514268	104	60.00	Unruled	12	120	
DEN115C1701251	160	75.00	Single line	6	72	
DEN115C1714252	160	75.00	Unruled	6	72	
DEN115C2114257	228	115.00	Unruled	6	48	Perfect Bound
DEN115C2151255	228	115.00	Single line	6	48	
DEN115C2514258	320	150.00	Unruled	4	40	
DEN115C2551256	320	150.00	Single line	4	40	





apsara®



Kingsize Notebook-Center Staple (24x18 cm)

CODE	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE
DEN115A0101179	20	15.00	Single line	24	288
DEN115A0114180	20	15.00	Unruled	24	288
DEN115A0801174	72	30.00	Single line	12	192
DEN115A0804175	72	30.00	Double line	12	192
DEN115A0818176	72	30.00	Square 1.2cm (0.5 inch)	12	192
DEN115A0805177	72	30.00	Red & Blue with Gap	12	192
DEN115A0814178	72	30.00	Unruled	12	192
DEN115A1501149	120	40.00	Single line	12	144
DEN115A1504150	120	40.00	Double line	12	144
DEN115A1505152	120	40.00	Red & Blue with Gap	12	144
DEN115A1518151	120	40.00	Square 1.2cm (0.5 inch)	12	144
DEN115A1502153	120	40.00	SL interleaf	12	144
DEN115A1514161	120	40.00	Unruled	12	144
DEN114A1509173	120	40.00	Square 2.4cm (1 inch)	12	144
DEN115A1517154	120	40.00	Broad Line	12	144
DEN115A1512155	120	40.00	3 in 1[SL+FL+Sq1.2cm (0.5 inch)]	12	144
DEN115A1511160	120	40.00	Maths Ruled	12	144
DEN115A1515162	120	40.00	Maths Unruled	12	144
DEN115A1524185	120	40.00	Odia Ruling (3 lines)	12	144
DEN115A1801156	172	60.00	Single line	12	96
DEN115A1804157	172	60.00	Double line	12	96
DEN115A1805165	172	60.00	Red & Blue with Gap	12	96
DEN115A1818158	172	60.00	Square 1.2cm (0.5 inch)	12	96
DEN115A1814167	172	60.00	Unruled	12	96
DEN115A1802164	172	60.00	SL interleaf	12	96
DEN115A1817169	172	60.00	Broad Line	12	96
DEN114A1809172	172	60.00	Square 2.4cm (1 inch)	12	96
DEN115A0807171	172	60.00	Fourline interleaf	12	96
DEN115A1815168	172	60.00	Maths Unruled	12	96
DEN115A1812163	172	60.00	3 in 1[SL+FL+Sq1.2cm (0.5 inch)]	12	96
DEN115A1813181	172	60.00	3 in 1[DL+FL+Sq1.2cm (0.5 inch)]	12	96
DEN115A1823183	172	60.00	Urdu Broad Line	12	96
DEN115A1824184	172	60.00	Odia Ruling (3 lines)	9	108
DEN115A1825188	172	60.00	3 in 1[SL+FL+Sq2.4cm (1 inch)]	12	96
KINGSIZE NOTEBOOK - BROWN COVER					
DEN115A0801174B	72	30.00	Single line	12	192
DEN115A0804175B	72	30.00	Double line	12	192
DEN115A0818176B	72	30.00	Square 1.2cm (0.5 inch)	12	192
DEN115A0805177B	72	30.00	Red & Blue with Gap	12	192
DEN115A0814178B	72	30.00	Unruled	12	192
DEN115A1501159B	120	40.00	Single line	12	144
DEN115A1504150B	120	40.00	Double line	12	144
DEN115A1505152B	120	40.00	Red & Blue with Gap	12	144
DEN115A1518151B	120	40.00	Square 1.2cm (0.5 inch)	12	144
DEN115A1509182B	120	40.00	Square 2.4cm (1 inch)	12	144
DEN115A1514161B	120	40.00	Unruled	12	144
DEN115A1801156B	172	60.00	Single line	12	96
DEN115A1804157B	172	60.00	Double line	12	96
DEN115A1805165B	172	60.00	Red & Blue with Gap	12	96
DEN115A1818158B	172	60.00	Square 1.2cm (0.5 inch)	12	96





apsara®



Drawing book

CODE	Size (CM)	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	BINDING
DEN115F3314359	29.7 x 21(A4)	36	35.00	Unruled	12	144	Center Staple
DEN115F1214354	29.7 x 21 (A4)	100	100.00		6	72	
DEN115F0414358	17 x 24.5 (Small)	40	30.00		12	192	
DEN115G0414362	27.5 x 34.7 (Big)	40	60.00		12	96	
DEN115G0414361	42 x 29.7(A3)	40	90.00		12	72	



Graph Book

CODE	Size (CM)	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	BINDING
DEN115H0316371	19 x 16	32	15	Big Sq. 1mm	24	480	Center Staple
DEN115H0316373	28 x 22	32	30		24	240	
DEN115H0716372	28 x 22	64	45	Big Sq. 2mm	12	144	
DEN115H0721374	28 x 22	64	45		12	144	

Practical Book

CODE	Size (CM)	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	BINDING
DEN115J1203393	26.5 x 21.5	100	70.00	Biology - Single line Interleaf	6	96	Hard Bound
DEN115J1203394		100	70.00	Chemistry - Single line Interleaf	6	96	
DEN115J1203395		100	70.00	General / Computer Single line Interleaf	6	96	
DEN115J1203396		100	70.00	Physics - Single line Interleaf	6	96	
DEN115J0602397	28 x 22	60	40.00	Science - Single line interleaf	12	144	Center Staple



Conference Pad

CODE	Size (CM)	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	BINDING
DEN115O0101653	A5(14.8 X 21)	20	15.00	Single line	24	576	Top pasting
DEN115O0401654	A5(14.8 X 21)	40	20.00		24	288	





apsara®



BLUE
LINES



BRIGHT
PAPER



EASY
READING



STRONG
BINDING

Wiro Notepad

CODE	Size (CM)	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	BINDING
DEN115O1701651	A5(14.8 X 21)	160	85.00	Single line	1	72	Top wiro
DEN115O1701652	A5(14.8 X 21)	160	85.00		1	72	Side wiro

Small Book (19x15.5 cm)

CODE	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	Binding
DEN115K1101411	92	25.00	Single line	24	192	Center Staple
DEN115K1102414	92	25.00	SL interleaf	24	192	
DEN115K1104407	92	25.00	Double line	24	192	
DEN115K1105401	92	25.00	Red & Blue with Gap	24	192	
DEN115K1111428	92	25.00	Maths Ruled	24	192	
DEN115K1114423	92	25.00	Unruled	24	192	
DEN115K1115427	92	25.00	Maths Unruled	24	192	
DEN115K1117404	92	25.00	Broad Line	24	192	
DEN115K1118426	92	25.00	Square 1.2cm (0.5 inch)	24	192	
DEN115K1801413	172	40.00	Single line	12	144	
DEN115K1802416	172	40.00	SL interleaf	12	144	
DEN115K1804409	172	40.00	Double line	12	144	
DEN115K1805403	172	40.00	Red & Blue with Gap	12	144	
DEN115K1811431	172	40.00	Maths Ruled	12	144	
DEN115K1814425	172	40.00	Unruled	12	144	
DEN115K1815430	172	40.00	Maths Unruled	12	144	
DEN115K1817406	172	40.00	Broad Line	12	144	Hard Bound
DEN115K1818429	172	40.00	Square 1.2cm (0.5 inch)	12	144	
DEN115K1851432	172	50.00	Single line	12	96	
DEN115K1854434	172	50.00	Double line	12	96	
DEN115K1855436	172	50.00	Red & Blue with Gap	12	96	
DEN115K1861437	172	50.00	Maths Ruled	12	96	
DEN115K1864433	172	50.00	Unruled	12	96	
DEN115K1867438	172	50.00	Broad Line	12	96	
DEN115K1868435	172	50.00	Square 1.2cm (0.5 inch)	12	96	
DEN115K1809445	172	50.00	Square 2.4cm (1 inch)	12	96	





apsara®



BLUE
LINES



BRIGHT
PAPER



EASY
READING



STRONG
BINDING

REGULAR SIZE NOTEBOOK - BROWN COVER (19X15.5CM)

CODE	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	Binding
DEN115K0951441B	76	30.00	Single line	12	144	Hard Bound
DEN115K0954442B	76	30.00	Double line	12	144	
DEN115K0955443B	76	30.00	Red & Blue with Gap	12	144	
DEN115K0968444B	76	30.00	Square 1.2cm (0.5 inch)	12	144	
DEN115K1101411B	92	25.00	Single line	24	192	Center Staple
DEN115K1104407B	92	25.00	Double line	24	192	
DEN115K1105401B	92	25.00	Red & Blue with Gap	24	192	
DEN115K1118426B	92	25.00	Square 1.2cm (0.5 inch)	24	192	
DEN115K1801413B	172	40.00	Single line	12	144	
DEN115K1804409B	172	40.00	Double line	12	144	
DEN115K1805403B	172	40.00	Red & Blue with Gap	12	144	
DEN115K1818429B	172	40.00	Square 1.2cm (0.5 inch)	12	144	
DEN115K1851432B	172	50.00	Single line	12	96	Hard Bound
DEN115K1854434B	172	50.00	Double line	12	96	
DEN115K1855436B	172	50.00	Red & Blue with Gap	12	96	
DEN115K1868435B	172	50.00	Square 1.2cm (0.5 inch)	12	96	

LET YOUR WRITING

STAND OUT

Apsara Notebooks

- Blue Lines
- Bright Paper
- Easy Reading
- Strong Binding





apsara®



BLUE
LINES



BRIGHT
PAPER



EASY
READING



STRONG
BINDING

Spiral Notebook

CODE	SIZE (CM)	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	SUBJECT BOOK
DEN115R1701801	24 x 18	160	65.00	Single line	1	84	1 SUBJECT
DEN115R3801802	24 x 18	200	80.00	Single line	1	72	1 SUBJECT
DEN115R1701803	26.7 x 20.3	160	85.00	Single line	1	72	1 SUBJECT
DEN115R1601804	29.7 x 21	140	80.00	Single line	1	72	1 SUBJECT
DEN115R1901805	29.7 x 21	180	100.00	Single line	1	60	1 SUBJECT
DEN115R1714806	24 x 18	160	65.00	Unruled	1	84	1 SUBJECT
DEN115R3814807	24 x 18	200	80.00	Unruled	1	72	1 SUBJECT
DEN115R1714808	26.7 x 20.3	160	85.00	Unruled	1	72	1 SUBJECT
DEN115R1614809	29.7 x 21	140	80.00	Unruled	1	72	1 SUBJECT
DEN115R1914810	29.7 x 21	180	100.00	Unruled	1	60	1 SUBJECT
DEN115R3901811	24 x 18	252	125.00	Single line	1	48	5 SUBJECT
DEN115R3901812	26.7 x 20.3	252	145.00	Single line	1	40	5 SUBJECT
DEN115R3901813	29.7 x 21	252	165.00	Single line	1	36	5 SUBJECT
DEN115R4001814	29.7 x 21	506	300.00	Single line	1	20	5 SUBJECT
DEN115R3914815	24 x 18	252	125.00	Unruled	1	48	5 SUBJECT
DEN115R3914816	26.7 x 20.3	252	145.00	Unruled	1	40	5 SUBJECT
DEN115R3914817	29.7 x 21	252	165.00	Unruled	1	36	5 SUBJECT
DEN115R4014818	29.7 x 21	506	300.00	Unruled	1	20	5 SUBJECT
DEN115R4101819	24 x 18	302	145.00	Single line	1	40	6 SUBJECT
DEN115R4101820	26.7 x 20.3	302	170.00	Single line	1	36	6 SUBJECT
DEN115R4101821	29.7 x 21	302	185.00	Single line	1	32	6 SUBJECT
DEN115R2801822	29.7 x 21	400	220.00	Single line	1	26	6 SUBJECT
DEN115R4114823	24 x 18	302	145.00	Unruled	1	40	6 SUBJECT
DEN115R4114824	26.7 x 20.3	302	170.00	Unruled	1	36	6 SUBJECT
DEN115R4114825	29.7 x 21	302	185.00	Unruled	1	32	6 SUBJECT
DEN115R2814826	29.7 x 21	400	220.00	Unruled	1	26	6 SUBJECT





Hindustan Pencils Pvt. Ltd.

510, Himalaya House, 79 Palton Road, Mumbai - 400 001

Contact: +91-22-22614505/06/07 ☎ +91 9324325642 Toll Free: 1800-222621 ✉ feedback@hindustanpencils.com 🌐 www.hindustanpencils.com