



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

BALL PENS

*As per Market Pulse Data-February, 2020



Tri-Mate™

BALL PEN



MRP
06/-

Tri-Mate Plus

BALL PEN



MRP
07/-



Triangular shape
makes it easy to hold



0.7mm Tip gives
Fine Writing



**0.7
mm**



Triangular grip for
comfortable writing



1mm Tip gives
Bold Writing



**1
mm**

The Joy of Writing®

cello®

WINNER™

BALL PEN



MRP
06/-

Stylo™

BALL PEN



MRP
06/-



0.7mm Tip gives
Fine Writing



Unique Elasto grip for
comfortable writing



0.7
mm



0.7mm Tip gives
Fine Writing



Rubber Grip for
comfortable writing



0.7
mm

The Joy of Writing®

cello®

SMARTY®

BALL PEN



MRP
07/-

Finegrip®
SOFT TIP

MRP
07/-

BALL PEN



0.7 mm tip for fine writing



5 attractive clip colors



0.7
mm



Elasto Grip for
Comfortable writing



Soft Tip gives
Soft and Smooth writing



0.7
mm

The Joy of Writing®

cello®

TOPTEC

MRP
10/-



Rubber Grip for
comfortable writing



Fine Flow Ink System

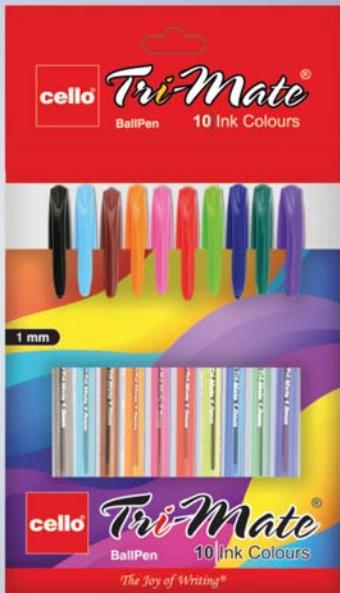


0.5 mm

Tri-Mate®

MRP
₹10/-

BALL PEN



Triangular shape
makes it easy to hold



Fashion Inks for
Project/Art Work



1 mm

cello®

Joy RT

MRP
10/-



Dual tone colors



Available in
blue, black & red ink

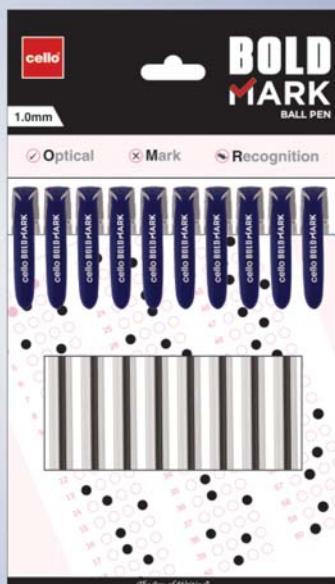


0.7 mm

BOLD MARK

MRP
10/-

BALL PEN



OMR
sheet friendly



Available in
blue & black ink



1 mm

The Joy of Writing®



The Joy of Writing™

alpha®

BALL PEN



Ink Indicator



Metal Clip

Elasto Grip

0.7mm Tip

MRP
10

DP
7

10U Card Hanger
INNER 100 Units
OUTER 2000 Units

cello®



PIN POINT™

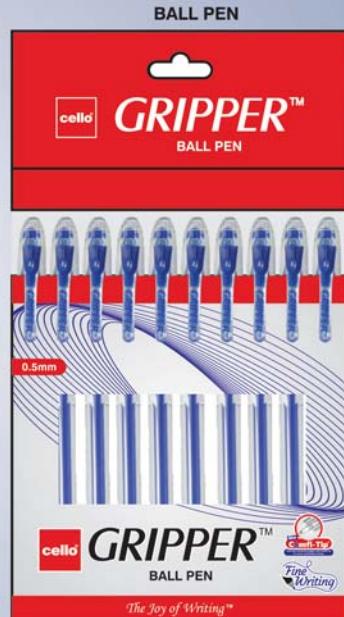
BALL PEN



MRP
₹10/-

GRIPPER™

MRP
₹10/-



Elasto Grip for
Comfortable writing



Lightweight body makes it
easy to write for a long time



0.6 mm



Rubber Grip for
comfortable writing



0.5mm Tip gives
ultra fine Writing



0.5 mm

The Joy of Writing™

cello®



MAXRITER™

BALL PEN



MRP
₹10/-

MRP
₹10/-

MRP
₹10/-



TECHNO TIP®

BALL PEN



MRP
₹10/-

MRP
₹10/-

MRP
₹10/-



Elasto Grip for
Comfortable writing



Lightweight body makes it
easy to write for a long time



0.6 mm



Lightweight body makes it
easy to write for a long time



Elasto Grip for
Comfortable writing



0.6 mm

cello®

mood™ BALL PEN

MRP
₹10/-



Long
Needle Tip

0.7
mm

Smooth
Writing

The Joy of Writing™

10 Pcs Card Hanger

cello®

Butterflow®

MRP

₹10/-

smoothness redefined

Simply Ball



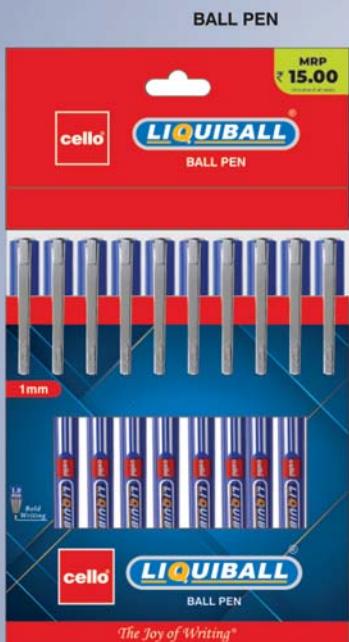
The Joy of Writing®

*As per Market Pulse Data-March, 2022

cello®

LIQUIBALL®

MRP
15/-



1mm tip gives bold writing



Metallic features give premium look



1 mm

POCKET™

MRP
15/-



Fashionable Foils
Preferred by Students



Click Pen
for Easy Use



0.7 mm

The Joy of Writing®

**Butterflow®**MRP
₹20/-**smoothness redefined***Classic Ball*

3 Pcs Card



20 Pcs Jar



1 Pcs box



25pc shelf ready

3 TIMES[#] INK*The Joy of Writing®*

As Compared to Regular Cello Ball Pen

cello**TOPBALL™
CLICK**MRP
20/-

BALL PEN

MRP
20/-**Smooth Write™**MRP
20/-

BALL PEN

TC Ball for
damage-resistant tipMetallic features give
premium look

0.7 mm

Click Pen
for Easy UseLubriflow ink system
for smooth writing

1 mm

The Joy of Writing®

cello®

Soft Write™

MRP
20/-

BALL PEN



Lubriflow ink system
for smooth writing



Available in a variety
of professional
body colours



0.7
mm

The Joy of Writing®

PAPER SOFT™

MRP
20/-

BALL PEN



Dark body for
professional look



Metallic features
give premium look



0.7
mm

cello®

POWER FINE™

MRP
20/-

BALL PEN



Metallic features give
premium look



Available in a variety of
professional body colours



0.7
mm

The Joy of Writing®

Dokuflow™

MRP
20/-

BALL PEN



0.8mm Tip gives
Bold Writing



Metallic features give
premium look



0.8
mm

The Joy of Writing®

cello®

Jotdot™

BALL PEN



MRP
25/-

X CALIBER™

BALL PEN



MRP
30/-

The Joy of Writing®

Metallic features give premium look

Available in a variety of professional body colours

0.7 mm

Metallic features give premium look

Available in a variety of professional body colours

0.7 mm



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

GEL PENS

*As per Market Pulse Data-February, 2020

cello®

my® Gel

MRP
07/-

GEL PEN



0.6mm Tip gives
Precise Writing



Attractive frosty body



0.6 mm

Super Star™ Gel

MRP
07/-

GEL PEN



0.6mm Tip gives
Precise Writing



Attractive foil
preferred by Students



0.6 mm

cello®

COLOUR BOMBS

MRP
10/-

GEL PEN



10 Vivid Ink Colors



Bold and Smooth Writing



0.8 mm

GelTECH™
Fun
GLITTER

MRP
10/-

GEL PEN



Smudge Free Experience



Bold Writing



Colorful Glitter ink

The Joy of Writing®

cello®

Zapp® Pastels GEL PEN

GEL PEN

MRP
10/-



Attractive body colours
preferred by students

Smooth Writing

0.6
mm

The Joy of Writing®

Aqua™ Gel GEL PEN

MRP
10/-



Attractive body colours

0.6mm Tip gives
Fine Writing

0.6
mm

cello®

mood GEL PEN

MRP
₹10/-



100 Unit Dispenser
Ink Colour Mix
4 7 2



Waterproof
Ink

0.7
mm

Smooth
Writing

10 Pc Card Hanger

The Joy of Writing®

**Butterflow®**MRP
₹10/-**smoothness redefined***Simply Gel*

1 Pc Pouch



20 Pc Box



10pc Card Hanger

*The Joy of Writing®*STANDARD
INK COLOURS

*As per Market Pulse Data-March, 2022

cello®**freeflo®**MRP
₹25/-

GEL PEN

Metallic Features gives
Premium LookJumbo cartridge
Long writing length0.6
mm**Pointec Gel**MRP
₹25/-

GEL PEN



Metal Clip

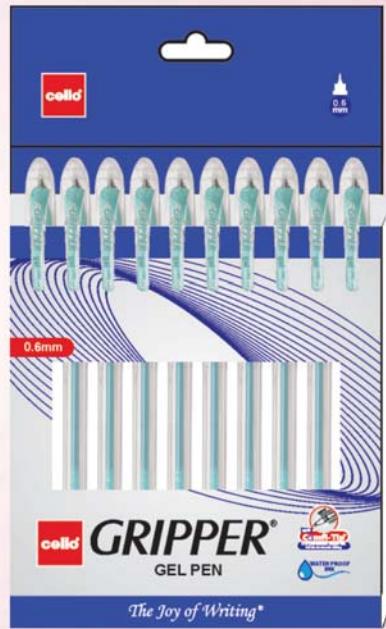
0.5mm Tip gives
Fine Writing0.5
mm*The Joy of Writing®*

cello®

GRIPPER®

MRP
10/-

GEL PEN



The Iconic Gripper with
Gel Ink for smooth writing



Waterproof Ink



0.6 mm

The Joy of Writing®

cello®

Genius **Gel**

MRP
30/-

GEL PEN



Featherflow Ink system



Xtra life Cartridge
for Long writing



0.7 mm



Jumbo refill
For long writing



Ergonomic grip
Adds comfort



Spring tip prevents
Ink leakage



0.7 mm

The Joy of Writing®



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

ROLLER PENS

*As per Market Pulse Data-February, 2020

cello® Butterflow®
smoothness redefined
Classic Roller

MRP
₹60/-



6 Pc Blister Card



1 Pc box



6 Pc Hanger

**1st JUMBO*
REFILL**



0.6 mm



STANDARD
INK COLOURS

Metal Clip

* As compared to previous cello roller pen

The Joy of Writing®



cello®

The Joy of Writing®

#1 PEN BRAND*
OF INDIA

METAL PENS & GIFT SETS

*As per Market Pulse Data February, 2021



cello®

Sapphire

MRP
50/-



Premia Grip For
ultra-comfortable writing



Optihold tip For
Smooth Writing



0.7 mm

BLACK JACK

MRP
60/-



Dark body for
Professional Look



Metallic features
give premium look



0.7 mm

The Joy of Writing®

cello®

BENZ

MRP
70/-



Premia Grip for
Comfortable Writing



Premium Metal body



0.7 mm

Jet Maxx Gold

MRP
70/-



Rubberized body for
ultra comfortable writing



Golden features give
ultra premium look



0.7 mm

The Joy of Writing®

cello®

Eleganza

MRP
70/-



Full Metal Body for
Premium Look



Click Pen for Easy Use



0.7 mm

Swish

MRP
80/-



Ultra slim design for
Sleek look



Premium Metal body



0.7 mm

The Joy of Writing®

JET-SET Pro

MRP
80/-



Ultra slim design for
Sleek look



Premium Metal body



0.7
mm

ACCUGRIP

MRP
80/-



Accugrip for
Ultra Comfortable Writing



Premium Metal body



0.7
mm

BRONZA

MRP
100/-



Bronze features for
ultra premium look



Premium Metal body



0.7
mm

CAESAR

MRP
130/-



Golden features for
ultra premium look



Premium Metal body



0.7
mm

The Joy of Writing®

cello®

Adora Gift Sets

MRP
₹60/-



X-caliber & Freeflo
Gift Sets



Power & Genius
Gift Sets



X-caliber & Genius
Gift Sets

The Joy of Writing®

cello®

Imperiale Gift sets

MRP
₹140/-



JetMaxx Gold
Gift Sets



Eleganza
Gift Sets

The Joy of Writing®



The Joy Of Writing®

Signature®

the sign of success



Premium Metal Pen Collection



For the achievers who have written their own destiny, we proudly present Signature, our range of premium pens for a truly exquisite writing experience.

Range of metal pens with the smoothest writing technology and curated designs that compliment your elegance with style.

Signature[®]
BALL PEN RANGE

cello



Signature[®]
CARBON[™]
BALL PEN

The Dark Knight
Classic. Dark. Elemental.

- Matte Finish Metallic Black Body Pen
- Twist Mechanism
- Lubriflow Ink System
- Premium German ink
- Refillable with 0.7mm Fine Tip

Product Code	MRP	Primary	Inner	Outer
CEL1012226	200	1pc Blister	10pc Box	120pc Box



The Joy of Writing[®]

cello®



Signature® ORIGIN™ BALL PEN

The Tycoon Your Ultimate Business Accessory

- Premium Metal Finish Pen
- Black and Gold Look
- Twist Mechanism
- Premium German ink
- Refillable with 0.7mm Fine Tip

Product Code	MRP	Primary	Inner	Outer
CEL1012231	225	1pc Blister	10pc Box	120pc Box



The Joy of Writing®

cello®

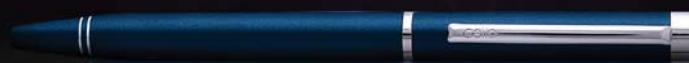


Signature® INDULGE™ BALL PEN

The Management Maverick Sleek. Functional. Robust

- Premium Metal Finish Pen
- Twist Mechanism
- Premium German ink
- Refillable with 0.7mm Fine Tip

Product Code	MRP	Primary	Inner	Outer
CEL1012228	150	1pc Blister	10pc Box	120pc Box



The Joy of Writing®



Signature®
MOONLIT™
BALL PEN

The Elite Star

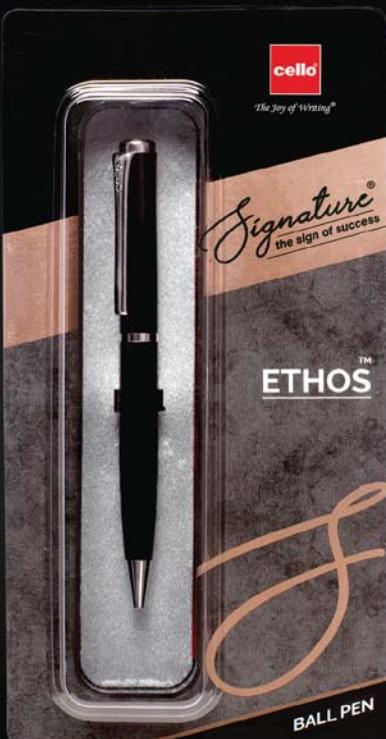
Compliment Your Elegance And Style

- Premium Metal Finish Pen
- Black, Silver and Gold Combination
- Twist Mechanism
- Premium German ink
- Refillable with 0.7mm Fine Tip

Product Code	MRP	Primary	Inner	Outer
CEL1012234	180	1pc Blister	10pc Box	120pc Box



The Joy of Writing®



Signature®
ETHOS™
BALL PEN

The Classic Striker

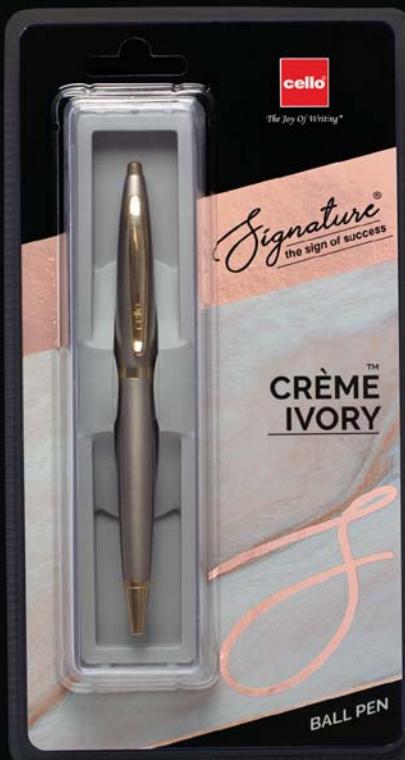
Perfect For Every Pocket

- Premium Metal Finish Pen
- Black and Silver Look
- Twist Mechanism
- Premium German ink
- Refillable with 0.7mm Fine Tip

Product Code	MRP	Primary	Inner	Outer
CEL1012227	170	1pc Blister	10pc Box	120pc Box



The Joy of Writing®



Signature® CRÈME IVORY™

BALL PEN

The Show Stealer

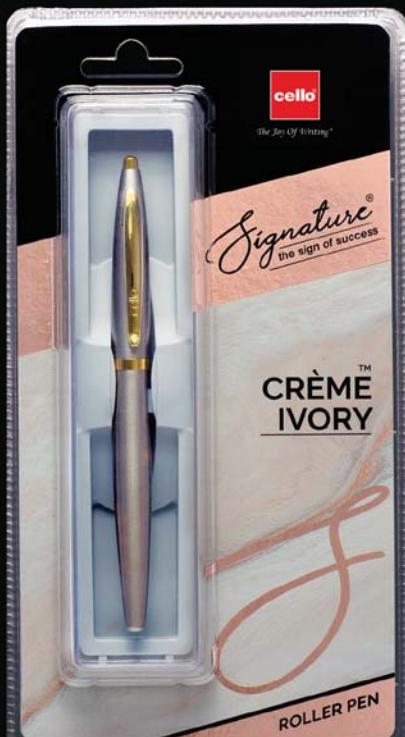
Crafted for elegance

- Premium Metal Finish Pen
- Elegant Ivory and Gold Look
- Twist Mechanism
- Premium German ink
- Refillable with 0.7mm Fine Tip

Product Code	MRP	Primary	Inner	Outer
CEL1012229	250	1pc Blister	10pc Box	120pc Box



The Joy of Writing®



Signature® CRÈME IVORY™

ROLLER PEN

The Show Stealer

Crafted for elegance

- Premium Metal Finish Pen
- Elegant Ivory and Gold Look
- Magnetic Cap Lock system
- Premium German ink
- Refillable with 0.7mm Fine Tip

Product Code	MRP	Primary	Inner	Outer
CEL1012230	300	1pc Blister	10pc Box	120pc Box



The Joy of Writing®

cello®



Signature®
CARBON™
BALL PEN
SLIM

The Charming
Crafted for elegance

- Matte Finish Metallic Black Body Pen
- Twist Mechanism
- Lubriflow Ink System
- Premium German ink
- Refillable with 0.7mm Fine Tip
- Just Sleek Elegant Design
- Available In 2 Body Colours – Black And Grey

Product Code	MRP	Primary	Inner	Outer
CEL1012230	180	1pc Blister	10pc Box	120pc Box



The Joy of Writing®

cello®

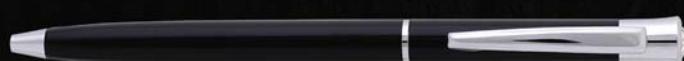


Signature®
OPTIMA™
BALL PEN

Curated With Sophistication
Ideal For Daily Use.

- Premium Metal Finish Pen
- Twist Mechanism
- Available in 3 colours
- Premium German ink
- Refillable with 0.7mm Fine Tip

Product Code	MRP	Primary	Inner	Outer
CEL1012233	125	1pc Blister	10pc Box	120pc Box



This is graphical representation of the pack

The Joy of Writing®



Signature[®]

Signature[®]
Premium
Metal Pen Collection



Signature®

TERRA™

BALL PEN

The Executive Emissary

Experience the elegance



- Textured Metal Ball pen in two attractive body colour – Mocha and olive
- Twist mechanism
- Refillable Ink
- 0.7 mm tip size
- Standard Ink – Blue

Product Code	MRP	Primary	Inner	Outer
CEL1012750	200	1 pc Card	10 pc Box	120 pc Box



Signature®

CARBON™

BALL PEN + REFILL

The Dark Knight

Classic, Functional And Robust

- Matte Finish Metallic Black Body Pen
- Twist Mechanism
- Lubriflow Ink System
- Premium German ink
- Refillable with 0.7mm Fine Tip

Product Code	MRP	Primary	Inner	Outer
CEL1012104	240	1pc Blister	10pc Box	120pc Box





Signature[®]

ROLLER PEN RANGE



Signature[®]

CARBON[™] ROLLER PEN

The Dark Knight

Classic. Dark. Elemental.

- Introducing black beauty in Roller pen Collection
- Premium Matte finish Metal Roller Pen
- Premium German Ink
- Refillable Ink
- 0.7mm tip size
- Standard Ink -Blue

Product Code	MRP	Primary	Inner	Outer
CEL1012752	300	1 pc Card	10 pc Box	120 pc Box





Signature[®]
ORIGIN™
ROLLER PEN

The Tycoon

Your Ultimate Business Accessory

- Premium Metal Finish Pen
- Black and Gold Look
- Magnetic Cap Lock system
- Premium German ink
- Refillable with 0.7mm Fine Tip

Product Code	MRP	Primary	Inner	Outer
CEL1012232	325	1pc Blister	10pc Box	120pc Box



Signature[®]

FOUNTAIN PEN RANGE



Signature **CRÈME IVORY™** FOUNTAIN PEN

The Show Stealer

Crafted for elegance

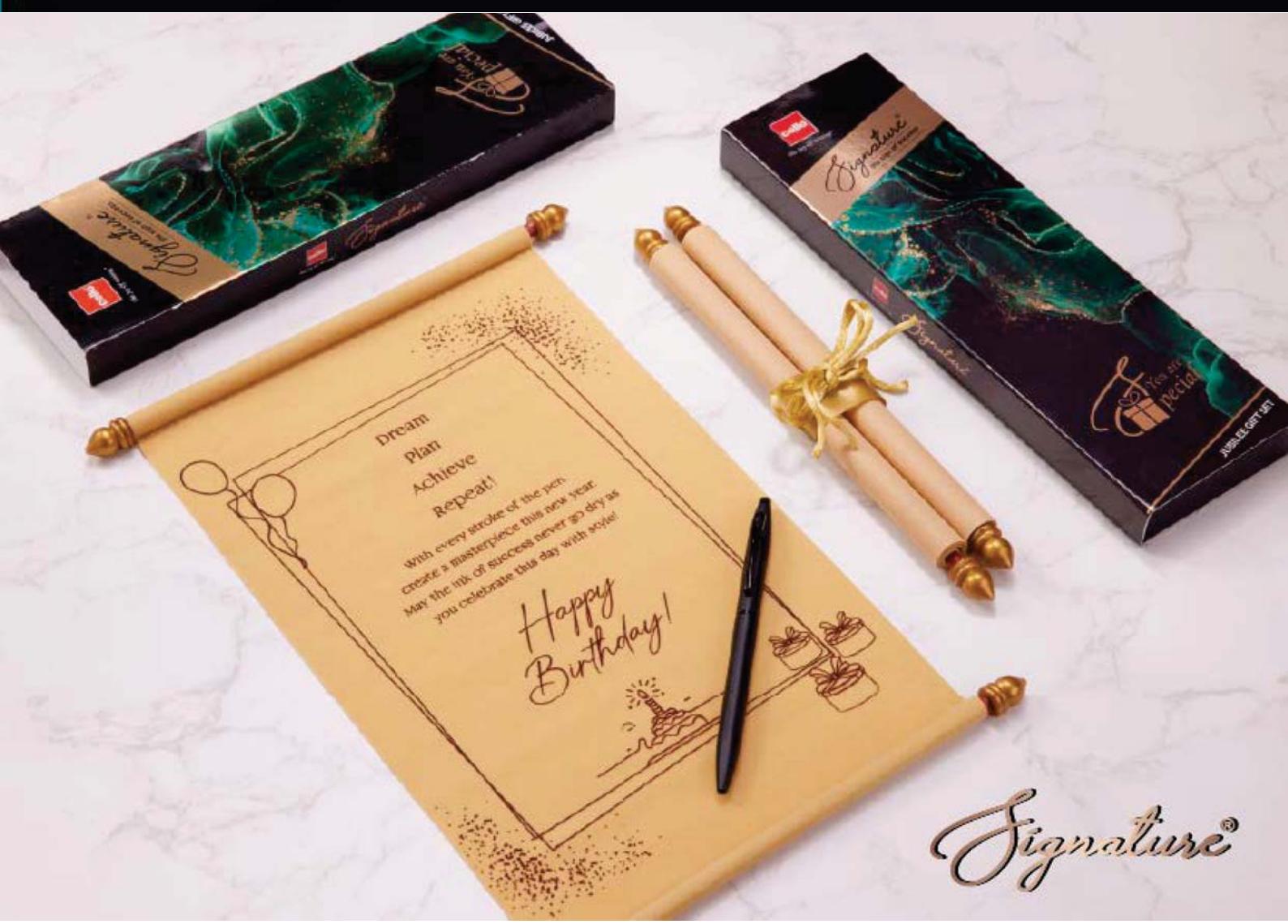
- Golden and Ivory Plating Fountain Pen
- Gold plated Iridium tip
- Cartridge based fountain pen
- Standard Ink -Blue

Product Code	MRP	Primary	Inner	Outer
CEL1012753	350	1 pc Card	10 pc Box	120 pc Box



Signature®

GIFTING RANGE



Signature®

Signature®

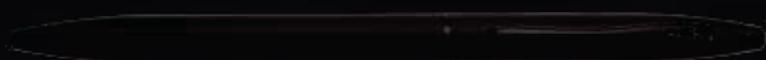
JUBILEE GIFT SET

Ball pen + Birthday Scroll

- Signature Carbon Slim Ball pen + Birthday Scroll gift set which is ideal for birthday gifting
- Carbon Slim Comes with Matte finish Metal Body
- Twist mechanism and premium German Ink of Pen
- 0.7mm tip size
- Refillable Ball Pen with Standard Ink –Blue



Product Code	MRP	Primary	Outer
CEL1012765	350	1 pc Box	40 pc Box



Signature®

IMPRESS GIFT SET

Ball pen + Keychain



- Impress Gift Set ideal for Gifting
- It comes with premium Signature Ethos Ball Pen + Metal Key Chain
- Twist mechanism and premium German Ink of Pen
- 0.7mm tip size
- Refillable Ball Pen with Standard Ink –Blue

Product Code	MRP	Primary	Outer
CEL1012766	450	1 pc Box	40 pc Box



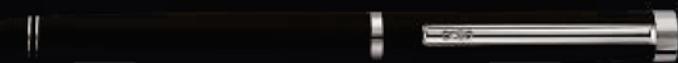
Signature®

PROFESSIONAL GIFT SET

Ball pen + Keychain

- Signature Indulge Ball Pen with premium Metal pen
- Twist mechanism and premium German ink
- Refillable Ink
- 0.7mm tip size
- Standard Ink –Blue

Product Code	MRP	Primary	Outer
CEL1012582	450	1 pc Box	60 pc Box



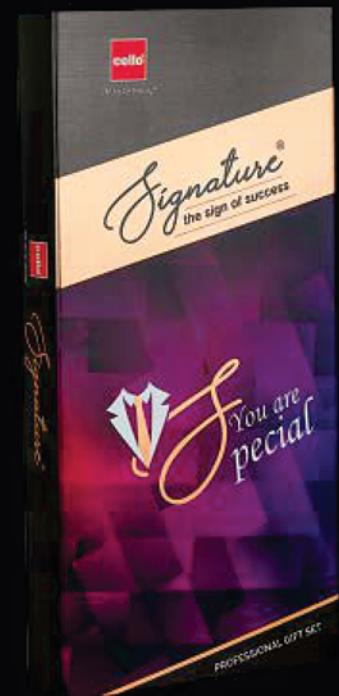
Signature®

PROFESSIONAL GIFT SET

Ball pen + Keychain

- Signature Ethos Ball Pen and a metal Keychain
- Twist mechanism and premium German ink
- Refillable Ink
- 0.7mm tip size
- Standard Ink –Blue

Product Code	MRP	Primary	Outer
CEL1012583	450	1 pc Box	60 pc Box



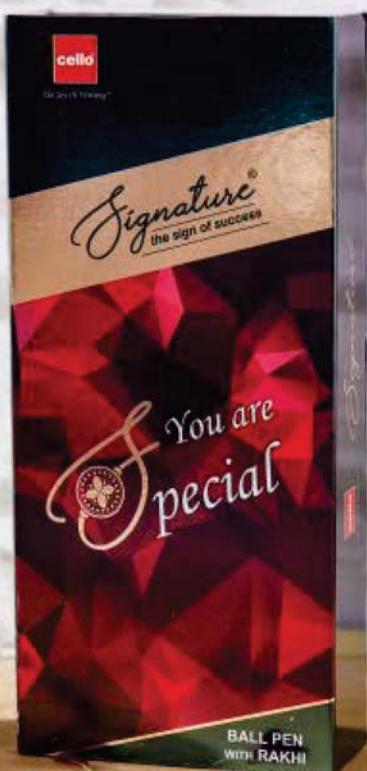
Signature®

PROWESSIONAL GIFT SET

Ball Pen + Mobile Stand

- Signature Optima Ball Pen and metal mobile stand gift set, which is perfect for a office desk
- Matte Finish Body
- Signature Optima has Twist mechanism and premium German ink
- 0.7mm tip size
- Refillable Ball Pen with Standard Ink -Blue

Product Code	MRP	Primary	Outer
CEL1012767	450	1 pc Box	40 pc Box



Signature®

RAKHI GIFT SET

Ball pen + Rakhi

- Signature Crème gun metal Ball pen with premium pearl Rakhi
- Magnetic Box ideal for gifting
- Twist mechanism , Premium German Ink & Refillable Ink
- 0.7mm tip size
- Standard Ink -Blue

Product Code	MRP	Primary	Outer
CEL1010449	450	1 pc Box	90 pc Box

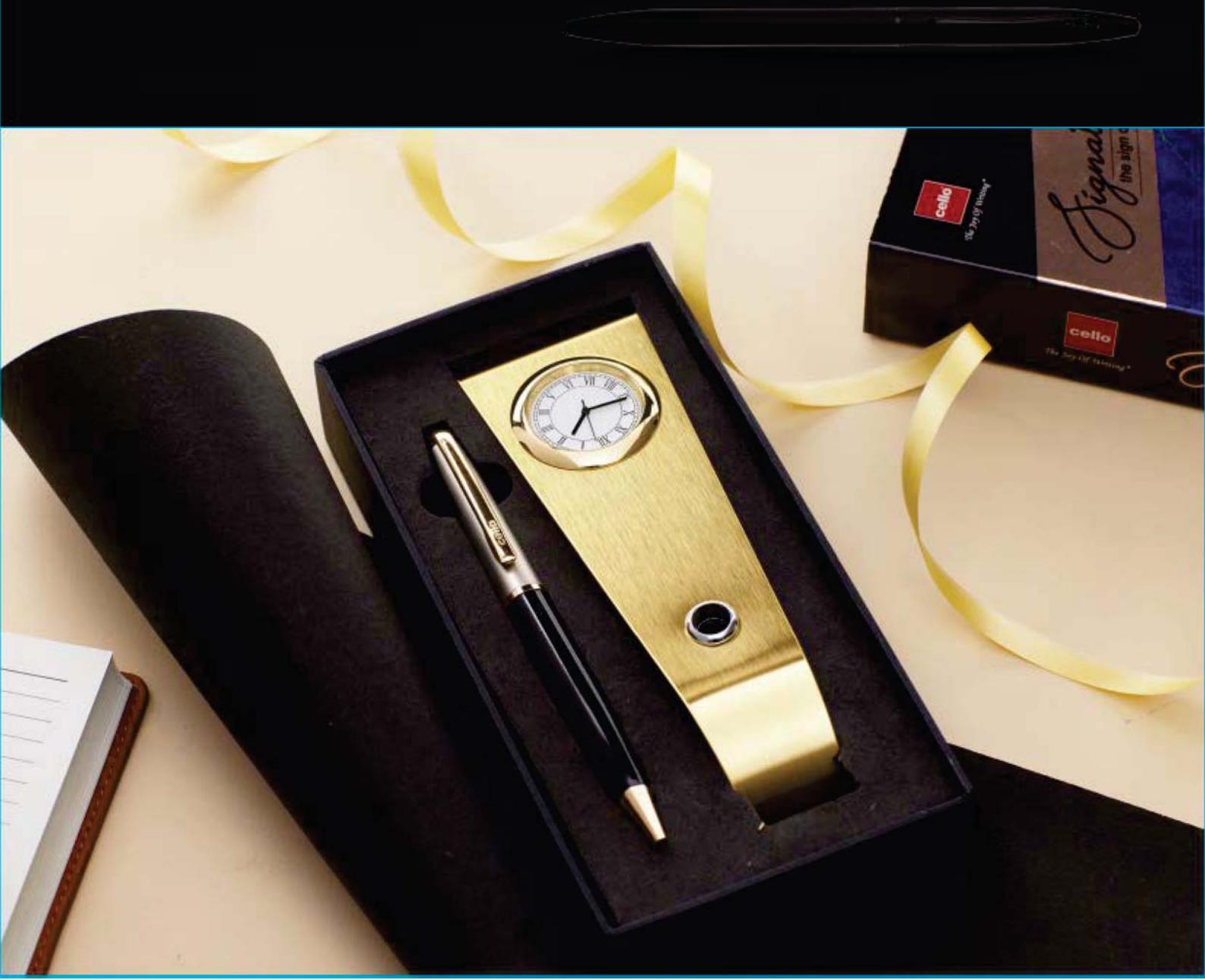


Signature®
**EXPRESS
GIFT SET**

Ball Pen + A5 journal

- Carbon Slim Ball pen with A5 single line diary
- A5 size black Diary ideal for daily use
- Twist mechanism and premium German Ink of Pen
- 0.7mm tip size
- Refillable Ball Pen with Standard Ink -Blue

Product Code	MRP	Primary	Outer
CEL1012754	599	1 pc Box	40 pc Box



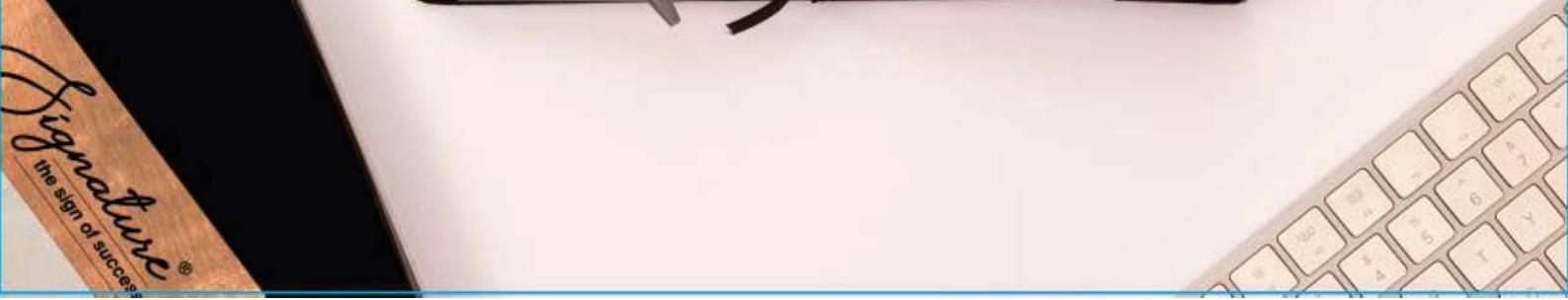
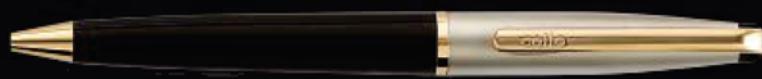
Signature®

CORPORATE GIFT SET

Ball pen + Table Clock

- Signature Moonlit Ball Pen along with premium table clock
- The metal finish ball pen comes with twist mechanism and premium German ink
- Refillable Ink
- 0.7mm tip size
- Standard Ink -Blue

Product Code	MRP	Primary	Outer
CEL1012571	750	1 pc Box	60 pc Box



Signature®

SUPREME GIFT SET



Ball pen + Diary

- Supreme Gift Set include Carbon Slim Ball Pen and a magnetic lock diary
- A5 size premium diary for your daily use
- Carbon Slim pen is available in two colours – black and grey which suits professional environment
- Twist mechanism, Premium German Ink & Refillable Ink
- 0.7mm tip size
- Standard Ink –Blue

Product Code	MRP	Primary	Outer
CEL1012574	799	1 pc Box	40 pc Box

Signature® TRAVEL GIFT SET



Signature[®]

TRAVEL GIFT SET

Ball pen + Keychain + Passport Holder

- Signature Carbon Ball Pen, passport holder and a premium metal keychain
- A keychain with 3 rings and unique mechanism to unlock it
- Twist mechanism, Premium German Ink & Refillable Ink
- 0.7mm tip size
- Standard Ink -Blue

Product Code	MRP	Primary	Outer
CEL1012584	1100	1 pc Box	40 pc Box



Signature[®]

EXECUTIVE GIFT SET



Signature®

EXECUTIVE GIFT SET

Ball pen + Keychain + RFID Protector cum Wallet

- Signature Ethos Ball Pen, Metal Keychain and Anti theft wallet
- RFID-blocking wallets are designed to help insulate you from electronic pickpocketing, called RFID skimming
- Twist mechanism, Premium German Ink & Refillable Ink
- 0.7mm tip size
- Standard Ink –Blue

Product Code	MRP	Primary	Outer
CEL1012585	1200	1 pc Box	28 pc Box



The Joy Of Writing®

Signature®
the sign of success

cello®

SELECT RANGE

Making Moments
Memorable

Select

cello®

U-NIC

Metal Pen

Premium Pen

- Attractive Clip
- Click Pen for easy Use

Attractive Packaging

- Metallic Box
- PVC Tray & window

MRP

₹ 75

Inner

Outer

6

240

DP

₹ 52.5





WINDSOR

Metal Pen

Premium Pen

- Attractive body Colors
- Center Click

Attractive Packaging

- Metallic Box
- PVC Tray & window

MRP

₹ 85

DP

₹ 59.5

Inner	6
Outer	240



JET SET EXEC

Metal Pen

Premium Pen

- Metal Body
- Twist Pen

Attractive Packaging

- 3D View Slim Box
- PVC Tray

MRP

₹ 100

DP

₹ 70

Inner	10
Outer	240



cello®

CHEQUERS

Premium Pen

- Full Body Checks
- Silver/Rose Gold etching

Attractive Packaging

- Slim Blister
- Sliding Tray

MRP

₹ 135

DP

₹ 94.5

Metal Pen



Inner

10

Outer

120

cello®

CHEQUERS PRO

Premium Pen

- Unique check design
- Silver/Gold etching

Attractive Packaging

- Slim Blister
- Sliding Tray

MRP

₹ 135

DP

₹ 94.5

Metal Pen



Inner

10

Outer

120



GENERAL
TRADE

X-pression

Metal Pen



Premium metal Pen

- Sleek Body
- Twist Mechanism
- 3 Attractive Colors
- Slim Blister Pack

MRP

₹ 120/-

DP

₹ 84/-

Inner	10
Outer	120



Launch Month



GENERAL
TRADE



Regale

Metal Pen

Premium metal Pen

- Matt Black Finish
- Click Mechanism
- Unique Clip design
- Slim Blister Pack

MRP

₹ 125/-

DP

₹ 87.5/-

Inner	10
Outer	120



Launch Month





GENERAL
TRADE

Success

Metal Pen



- Anodized Finish
- click Mechanism
- 5 attractive colors
- 3 side window Pack

MRP

₹ 100/- ₹ 70/-

Inner	10
Outer	240



Select

Launch Month



cello **Platino®**
Metal Pen

Pure Stainless Steel Body

Metallic Gold & Silver Clip

Premium Pen Case

Select

Select

MRP ₹200

DP ₹140

INNER
10 Units

OUTER
60 Units

The Joy Of Writing®



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

FOUNTAIN PENS

*As per Market Pulse Data February 2020



THEME: Korean Drama



Attractive body Colors

MRP	DP	INNER	OUTER
50	36	10	480



THEME: Korean Pop Music



Attractive body Colors

MRP	DP	INNER	OUTER
50	36	10	480

cello

K-SERIES

looks
Aegyo.
writes
aegyo.

Feel the K-Pop Vibe.

MRP
₹50/-

K-POP
FOUNTAIN PEN

K-DRAMA
FOUNTAIN PEN

DP ₹36/-

INNER 60 Pcs

OUTER 480 Pcs

HEROMRP
55/-

2 Jumbo Cartridges - Free



Iridium Nib



Attractive Foils

Exeed™
Fountain PenMRP
55/-

Metal Clip



Iridium Nib



Premium foil

*The Joy of Writing®***Exeed™**
Total
Fountain PenMRP
65/-

Ergonomic Grip



Round Nib System



Attractive Foils

Exeed™
Total
Fountain PenMRP
70/-Disney
FROZEN II

Ergonomic Grip



Round Nib System



Attractive Foils

The Joy of Writing®

cello®

3 SUPER JUMBO CARTRIDGE

MRP
100/-



The Joy of Writing®

cello®

Royal
FOUNTAIN PEN

MRP
₹100/-



3 JUMBO
CARTRIDGES

STYLISH
METAL CLIP

FREE INK
CONVERTER

GEO STATIX
MATHEMATICAL INSTRUMENT BOX

MRP
₹125/-



GEO BASIX
MATHEMATICAL INSTRUMENT BOX

MRP
₹100/-



The Joy of Writing®

cello®

The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

MECHANICAL PENCILS

*As per Market Pulse Data-February, 2020

cello

~~SMARTY~~

MECHANICAL PENCILS



MRP
₹7/-



SUPREME™

MECHANICAL PENCILS

MRP
₹10/-



Fine Writing



0.5
mm



0.7
mm



Elasto-Grip
Zero pressure writing



0.5
mm



0.7
mm



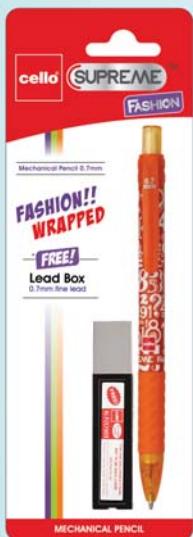
0.9
mm

The Joy of Writing®

cello

SUPREME™
FASHION

MECHANICAL PENCILS



MRP
₹25/-

LEAD BOX

MRP
₹5/-

MRP
₹10/-

0.5/0.7/0.9 mm

2.00 mm



Attractive fashion designs
for Students



0.7mm Lead for
Precise Writing



0.7
mm



Ideal for all writing
preferences



0.5
mm



0.7
mm



0.9
mm

The Joy of Writing®

cello

axis™

MRP
₹20/-

MECHANICAL PENCILS



ARC™

MRP
₹20/-

MECHANICAL PENCILS



Anodized Cone for
Premium Look



0.5
mm



0.7
mm



Ideal for Technical
drawing



0.5
mm



0.7
mm



0.9
mm

The Joy of Writing®



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

MARKING

*As per Market Pulse Data February 2020



Refillable
PERMA MARK™
PERMANENT MARKER

PERMANENT MARKER

MRP
20/-

Refillable
**Permanent
Marker**

ANTI-SCRUB ON MOST OF THE SURFACES

PERMANENT MARKER

MRP
25/-



Bold Round tip Bold



Easy Refillability



Jumbo ink cartridge



Bold Round tip

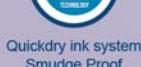
The Joy of Writing®

cello®

Permaline™ CD MARKER

PERMANENT MARKER

MRP
15/-



Quickdry ink system
Smudge Proof



Ultra Fine tip

Liquimate™ Multipurpose & Quickdry

CORRECTION MARKER

MRP
25/-



Quickdry ink system



High cap off time

cello®

Correct-X

MRP
25/-



Quickdry ink system



High cap off time

Correct-X Mini

MRP
20/-

CORRECTION MARKER



Quickdry ink system



High cap off time

The Joy of Writing®

cello®

White Board™ Marker Ink

MRP
30/-



Vibrant colors



Easy to refill

5 Filler™ MARKER PEN INK

MRP
25/-



Vibrant colors



Easy to refill

The Joy of Writing®

cello®

HI-LIGHTER™

CORRECTION MARKER

MRP
25/-



Vivid Fluorescent Ink Chisel tip Easy to highlight

Power™ HIGHLIGHTER

MRP
15/-



Pen Shape for easy handling Chisel tip Easy to highlight

The Joy of Writing®

cello®

MARKING COMBO

Permaline™
CD MARKER

Refillable
PERMA MARK™
PERMANENT MARKER

Refillable
WHITEMATE™
WHITEBOARD MARKER

MRP
1875/-



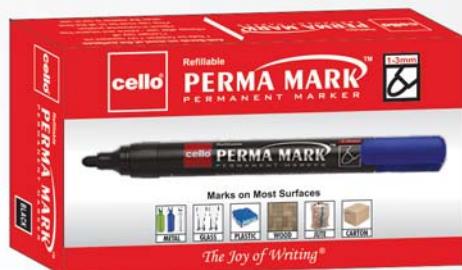
Item Description	Colour	Quantity
Permaline	Black	25
Permaline	Blue	10
Permaline	Red	15
Permamark	Black	10
Permamark	Blue	10
Permamark	Red	5
Whitemate	Black	10
Whitemate	Blue	10
Whitemate	Red	5

The Joy of Writing®

cello®

Refillable
PERMA MARK™
PERMANENT MARKER

MRP
₹20/-



High quality
durable tip



Easily Refillable



Designed in a way
that gives better
grip for writing

The Joy of Writing®



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

COLOUR UP & KITS

*As per Market Pulse Data February 2020

cello® ColourUp®

MODELLING DOUGH

MRP
₹50/-



BRIGHT COLOURS



EASILY WASHABLE

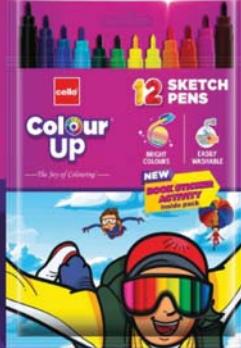
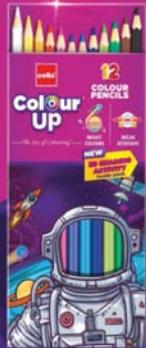


PLAY SAFE
NON-TOXIC

The Joy of Colouring™

Colourup®

Range



cello® Colourup®

WAX CRAYONS

MRP
₹ 20/-



BRIGHT
COLOURS



2 TIMES
STRONGER†



PLAY SAFE
NON-TOXIC

—The Joy of Colouring—



PLASTIC CRAYONS



MRP
₹150/-



MRP
₹100/-



BRIGHT COLOURS



2 TIMES STRONGER+



PLAY SAFE
NON-TOXIC

The Joy of Colouring



OIL PASTELS

MRP
₹110/-



BRIGHT COLOURS



EASILY WASHABLE



PLAY SAFE
NON-TOXIC

The Joy of Colouring



ColourUP®

OIL PASTELS



MRP
₹60/-



MRP
₹50/-



BRIGHT COLOURS



EASILY WASHABLE



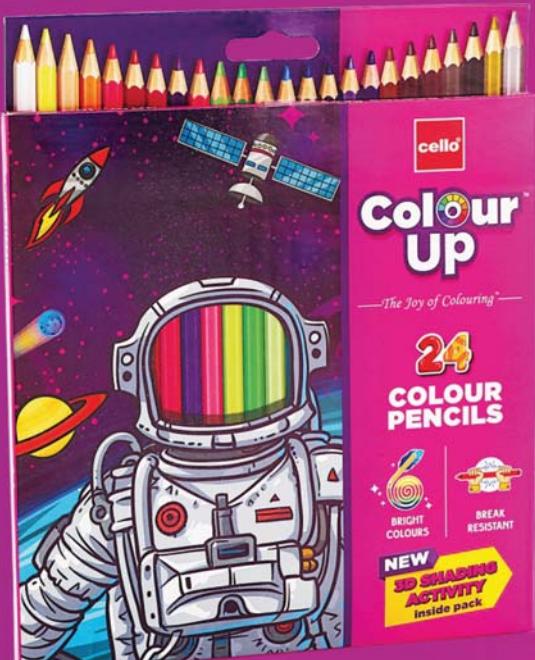
PLAY SAFE
NON-TOXIC

The Joy of Colouring™



ColourUP®

COLOUR PENCIL



MRP
₹200/-



MRP
₹100/-



BRIGHT COLOURS



BREAK
RESISTANT



PLAY SAFE
NON-TOXIC

The Joy of Colouring™

cello®

ColourUP®

SKETCH PENS



BRIGHT COLOURS

EASILY WASHABLE

PLAY SAFE
NON-TOXIC

The Joy of Colouring™

cello®

ColourUP®

BRUSH PENS



BRIGHT COLOURS

MESS FREE COLOURING

PLAY SAFE
NON-TOXIC

The Joy of Colouring™



ColourUP®

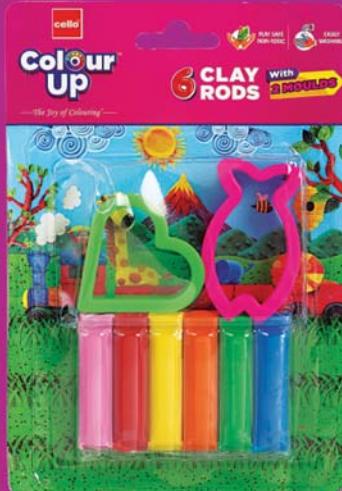
CLAY RODS



MRP
₹100/-



MRP
₹70/-



MRP
₹45/-



BRIGHT
COLOURS



EASILY
WASHABLE



PLAY SAFE
NON-TOXIC

The Joy of Colouring™



ColourUP®

CLAY ART KIT

MRP
₹200/-



BRIGHT
COLOURS



EASILY
WASHABLE



PLAY SAFE
NON-TOXIC

IDEAL FOR
GIFTING

The Joy of Colouring™



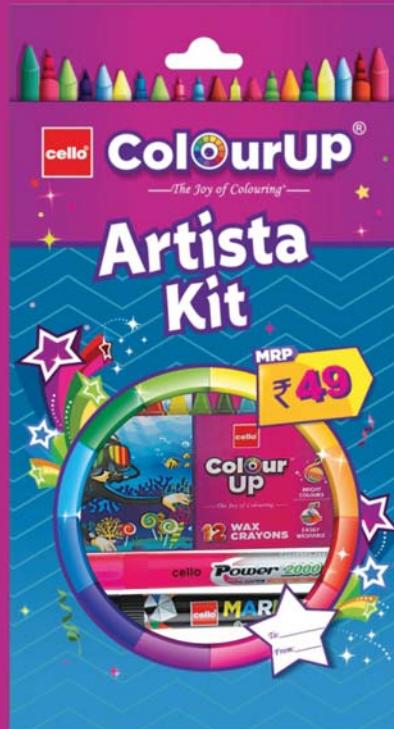
ColourUP®

ARTISTA KIT

IDEAL FOR
GIFTING



MRP
₹99/-



MRP
₹49/-

The Joy of Colouring™



ColourUP®

TRAVEL KIT

IDEAL FOR
GIFTING

MRP
₹750/-



The Joy of Colouring™



ColourUP®



MRP
₹500/-

IDEAL FOR
GIFTING

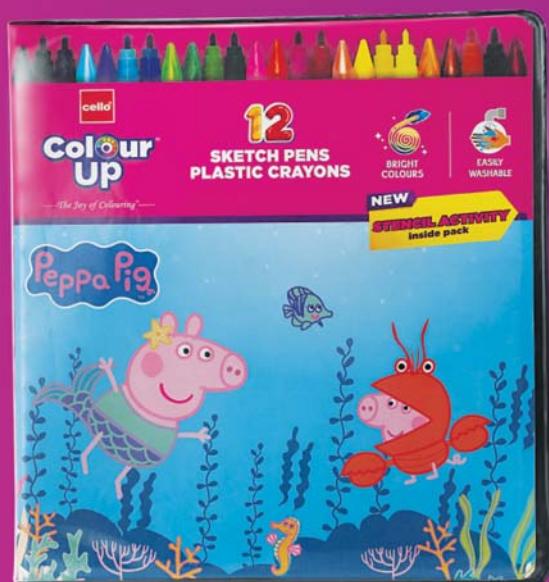
The Joy of Colouring™



ColourUP®

PEPPA PIG

MRP
₹175/-



The Joy of Colouring™



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

SPECIALLY CURATED PACKS

*As per Market Pulse Data-February, 2020

Butterflow® Family



MRP
₹10/-



MRP
₹10/-



MRP
₹20/-



MRP
₹20/-



MRP
₹60/-

Simply Ball

Simply Gel

Classic Ball

Classic Gel

Classic Roller

TM
EXAM
expert Family



MRP
₹10/-



MRP
₹10/-



MRP
₹10/-

PIN POINT

MAXRITER™

TECHNO TIP®



The Joy Of Writing®

Signature®



A Range Of Premium Metal Pens