



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

BALL PENS

*As per Market Pulse Data-February, 2020



Tri-Mate™

BALL PEN



MRP
06/-



Triangular shape
makes it easy to hold



0.7mm Tip gives
Fine Writing



**0.7
mm**

Tri-Mate Plus

BALL PEN



MRP
07/-



Triangular grip for
comfortable writing



1mm Tip gives
Bold Writing



**1
mm**

The Joy of Writing®

cello

WINNER™

MRP
06/-

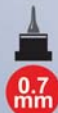
BALL PEN



0.7mm Tip gives
Fine Writing



Unique Elasto grip for
comfortable writing



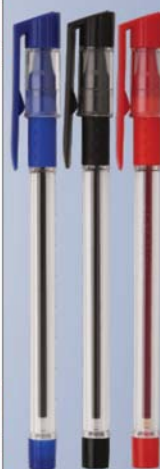
0.7
mm

The Joy of Writing®

Stylo™

MRP
06/-

BALL PEN



0.7mm Tip gives
Fine Writing



Rubber Grip for
comfortable writing



0.7
mm

cello

SMARTY®

MRP
07/-

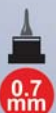
BALL PEN



0.7 mm tip for fine writing



5 attractive clip colors



0.7
mm

The Joy of Writing®

Finegrip®
SOFT TIP

MRP
07/-

BALL PEN



Elasto Grip for
Comfortable writing



Soft Tip gives
Soft and Smooth writing



0.7
mm

cello

TOPTEC

MRP
₹10/-



Rubber Grip for comfortable writing



Fine Flow Ink System



0.5 mm

The Joy of Writing®

Tri-Mate®

MRP
₹10/-

BALL PEN



Triangular shape makes it easy to hold



Fashion Inks for Project/Art Work



1 mm

cello

Joy^{RT}
BALL PEN

MRP
₹10/-



Dual tone colors



Available in blue, black & red ink

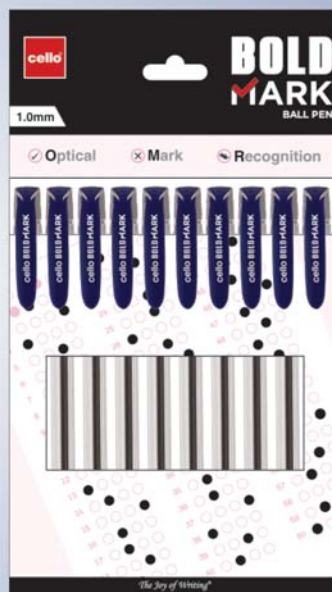


0.7 mm

The Joy of Writing®

BOLD
MARK
BALL PEN

MRP
₹10/-



OMR sheet friendly



Available in blue & black ink



1 mm



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/-



Elasto Grip for
Comfortable writing



Lightweight body makes it
easy to write for a long time

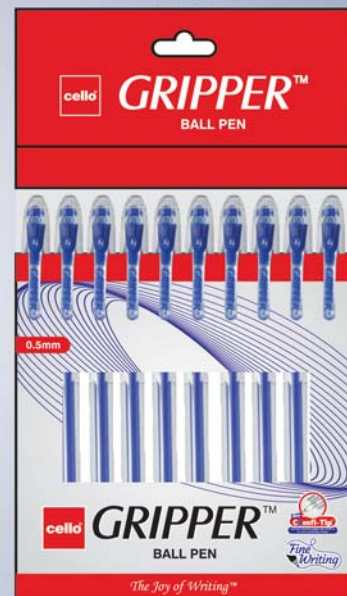


0.6
mm

The Joy of Writing®

GRIPPER™

BALL PEN



MRP
₹10/-



Rubber Grip for
comfortable writing



0.5mm Tip gives
ultra fine Writing



0.5
mm

cello

EXAM expert

MAXRITER™

BALL PEN

MRP
₹10/-



Elasto Grip for
Comfortable writing



Lightweight body makes it
easy to write for a long time



0.6
mm

The Joy of Writing®

EXAM expert

TECHNO TIP®

BALL PEN

MRP
₹10/-



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 Pc Card Hanger



Butterflow[®]

MRP
₹10/-

smoothness redefined
Simply Ball



5 Pc Pouch



1 Pc Pouch



10pc Card Hanger



50pc dispenser Assorted Ink Colours



The Joy of Writing[®]

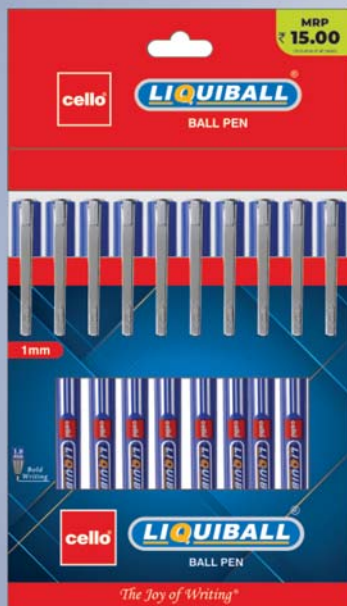
*As per Market Pulse Data-March, 2022

cello

LIQUIBALL[®]

MRP
₹15/-

BALL PEN



1mm tip gives
bold writing



Metallic features give
premium look



1
mm

The Joy of Writing[®]

POCKET[™]

MRP
₹15/-

BALL PEN



Fashionable Foils
Preferred by Students



Click Pen
for Easy Use



0.7
mm



Butterflow[®]

MRP
₹20/-

smoothness redefined

Classic Ball



3 Pc Card



20 Pc Jar



1 Pc box



25pc shelf ready

3 TIMES[#]
INK



Metal Clip



0.7 mm



STANDARD
INK COLOURS

The Joy of Writing[®]

As Compared to Regular Cello Ball Pen

cello

TOPBALL[™] CLICK

MRP
20/-

BALL PEN



TC Ball for
damage-resistant tip



Metallic features give
premium look



0.7 mm

The Joy of Writing[®]

Smooth Write[™]

MRP
20/-

BALL PEN



Click Pen
for Easy Use



Lubrifiow ink system
for smooth writing



1 mm

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®

PAPERSOFT™

MRP
20/-

BALL PEN



Dark body for
professional look



Metallic features
give premium look



0.7
mm

cello

IPOWER™ 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

cello

Jotdot™

MRP
25/-

BALL PEN



Metallic features give premium look



Available in a variety of professional body colours



0.7mm

The Joy of Writing®

X CALIBER™

MRP
30/-

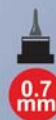
BALL PEN



Metallic features give premium look



Available in a variety of professional body colours



0.7mm



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

The Joy of Writing[®]

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

The Joy of Writing[®]

GelTECH[™]

Fun
GLITTER

MRP
10/-

GEL PEN



Smudge Free Experience



Bold Writing



Colorful Glitter ink

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 GEL PEN

MRP
10/-



Attractive body colours



0.6mm Tip gives
Fine Writing



0.6 mm

cello

mood[®] GEL PEN

MRP
₹10/-



Waterproof
Ink

0.7 mm

Smooth
Writing

The Joy of Writing[®]

10 Pc Card Hanger



Butterflow[®]

MRP
₹10/-

smoothness redefined

Simply Gel



1 Pc Pouch



20 Pc Box



10pc Card Hanger



The Joy of Writing[®]

*As per Market Pulse Data-March, 2022

cello

freeflo[®]

MRP
25/-

GEL PEN



Metallic Features gives
Premium Look



Jumbo cartridge
Long writing length



0.6
mm

The Joy of Writing[®]

Pointec Gel

MRP
25/-

GEL PEN



Metal Clip



0.5mm Tip gives
Fine Writing



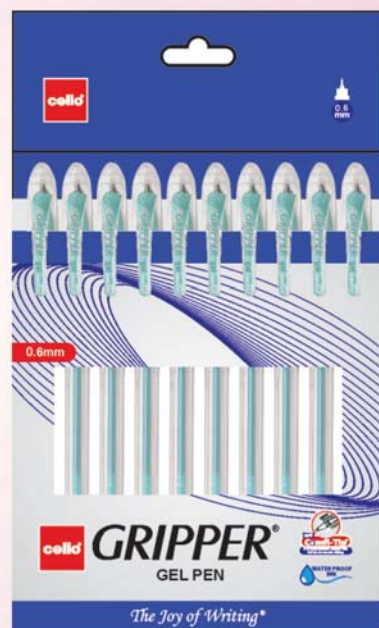
0.5
mm

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

The Joy of Writing®

Jetta GEL PEN

MRP
35/-



Jumbo refill For long writing



Ergonomic grip Adds comfort



Spring tip prevents Ink leakage



0.7 mm



The Joy of Writing®

#1 PEN BRAND*
OF INDIA

ROLLER PENS

*As per Market Pulse Data: February, 2020



Butterflow®

MRP
₹60/-

smoothness redefined

Classic Roller



6 Pc Blister Card



1 Pc box



6 Pc Hanger

**1st JUMBO
REFILL**



Metal Clip



0.6
mm



STANDARD
INK COLOURS

The Joy of Writing®

* As compared to previous cello roller pen



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

METAL PENS & GIFT SETS

*As per Market Pulse Data-February, 2020



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

The Joy of Writing®

Jet Maxx Gold

MRP
70/-



Rubberized body for ultra comfortable writing



Golden features give ultra premium look



0.7 mm

cello

Eleganza

MRP
70/-



Full Metal Body for Premium Look



Click Pen for Easy Use



0.7 mm

The Joy of Writing®

Swish

MRP
80/-



Ultra slim design for Sleek look



Premium Metal body



0.7 mm

cello

JET-SET Pro

MRP
80/-



Ultra slim design for Sleek look



Premium Metal body



0.7 mm

The Joy of Writing®

ACCUGRIP

MRP
80/-



Accugrip for Ultra Comfortable Writing



Premium Metal body



0.7 mm

cello

BRONZA

MRP
100/-



Bronze features for ultra premium look



Premium Metal body



0.7 mm

The Joy of Writing®

CAESAR

MRP
130/-



Golden features for ultra premium look



Premium Metal body



0.7 mm



Adora Gift Sets

MRP
₹60/-



X-caliber & Freeflo
Gift Sets



Power & Genius
Gift Sets



X-caliber & Genius
Gift Sets

The Joy of Writing®



Imperiale Gift sets

MRP
₹130/-



JetMaxx Gold
Gift Sets

MRP
₹140/-



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[®]

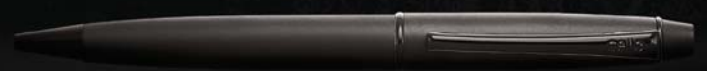


Signature[®] CARBON[™] BALL PEN

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®

cello®



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[®]

cello®

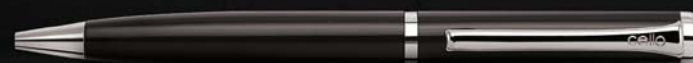


Signature[®] ETHOS[™] BALL PEN

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[®]



SignatureTM
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[®]



SignatureTM
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[®]

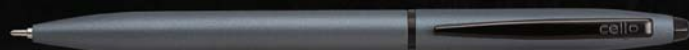


Signature[®]
CARBON[™]
BALL PEN SLIM

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[®]



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
- ✦ 0.7mm tip size
- ✦ Standard Ink –Blue

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



Signature®

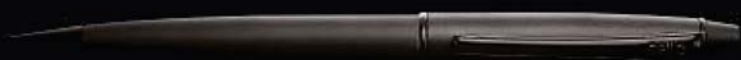
CARBON™

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





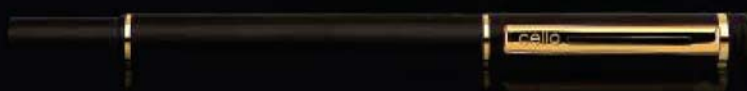
Signature[®] ORIGIN[™] ROLLER PEN

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





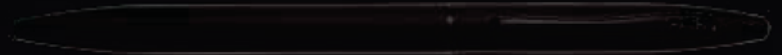
Signature®

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



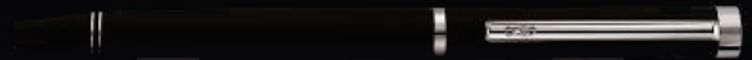
Signature®

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





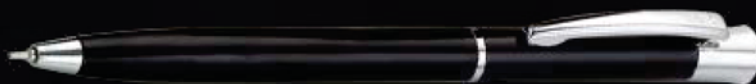
Signature®

PROWESS 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

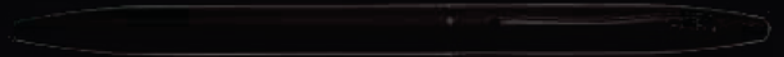
Signature®

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



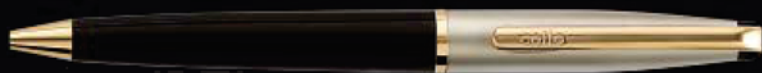
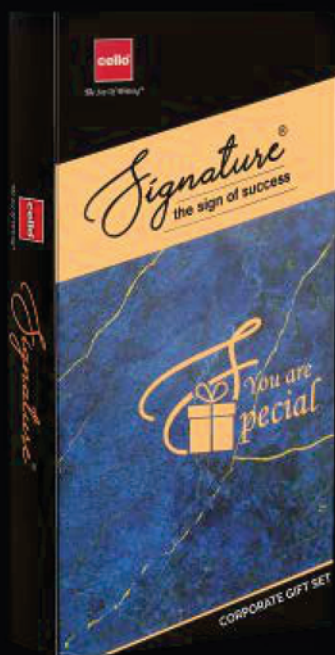
Signature®

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



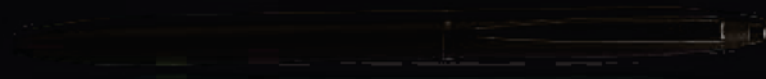
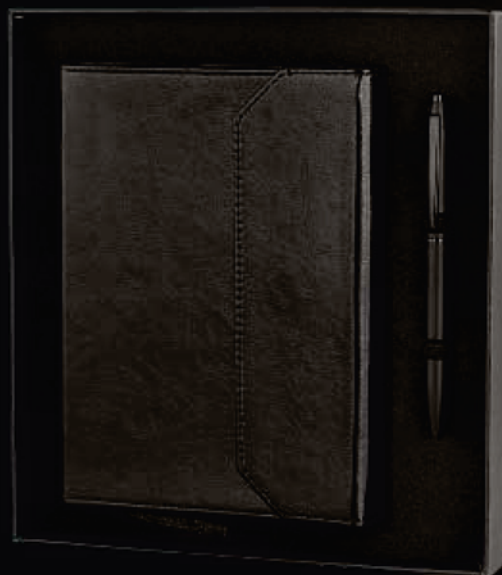
Signature

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

DP

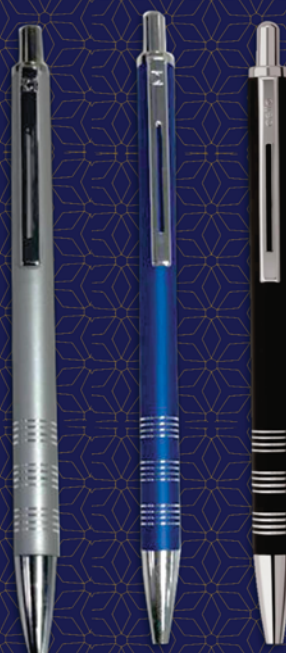
₹ 52.5

Inner

6

Outer

240





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





CHEQUERS

Metal Pen

Premium Pen

- Full Body Checks
- Silver/Rose Gold etching

Attractive Packaging

- Slim Blister
- Sliding Tray

MRP

₹ 135

DP

₹ 94.5

Inner

10

Outer

120



CHEQUERS PRO

Metal Pen

Premium Pen

- Unique check design
- Silver/Gold etching

Attractive Packaging

- Slim Blister
- Sliding Tray

MRP

₹ 135

DP

₹ 94.5

Inner

10

Outer

120





X-expression

Metal Pen



Premium metal Pen

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

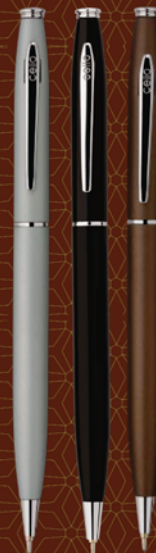
MRP

₹ 120/-

DP

₹ 84/-

Inner	10
Outer	120



Select

Launch Month

JUN



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



Select

Launch Month

JUL

The Joy Of Writing®



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

FOUNTAIN PENS

*As per Market Pulse India October-February, 2020



K-DRAMA
FOUNTAIN PEN



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



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

cello

HERO

MRP
55/-



2 Jumbo Cartridges - Free



Iridium Nib



Attractive Foils

The Joy of Writing®

Exceed™ Fountain Pen

MRP
55/-



Metal Clip



Iridium Nib



Premium foil

cello

Exceed™ Total Fountain Pen

MRP
65/-



Ergonomic Grip



Round Nib System



Attractive Foils

The Joy of Writing®

Exceed™ Total Fountain Pen

MRP
70/-



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®



The Joy of Writing®

**#1 PEN BRAND*
OF INDIA**

MECHANICAL PENCILS

*As per Market Pulse Data-February, 2020



SMARTY
MECHANICAL PENCILS

MRP
₹7/-



Fine Writing



0.5
mm



0.7
mm

SUPREME™
MECHANICAL PENCILS

MRP
₹10/-



Elasto-Grip
Zero pressure writing



0.5
mm



0.7
mm



0.9
mm

The Joy of Writing®

cello

SUPREME™
FASHION

MRP
₹25/-

MECHANICAL PENCILS



Attractive fashion designs
for Students



0.7mm Lead for
Precise Writing



0.7
mm

LEAD BOX

MRP
₹5/-

0.5/0.7/0.9 mm

MRP
₹10/-

2.00 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



Anodized Cone for
Premium Look



0.5
mm



0.7
mm

ARC™

MRP
₹20/-

MECHANICAL PENCILS



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 India Data February, 2020

cello

Refillable
PERMA MARK™
PERMANENT MARKER

PERMANENT MARKER

MRP
20/-



Bold Round tip Bold



Easy Refillability

Refillable
**Permanent
Marker**

ANTI-SCRUB ON MOST OF THE SURFACES

PERMANENT MARKER

MRP
25/-



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

The Joy of Writing®

Liquimate™ Multipurpose & Quickdry

CORRECTION MARKER

MRP
25/-



Quickdry ink system



High cap off time

cello

Correct-X

CORRECTION MARKER

MRP
25/-



Quickdry ink system



High cap off time

The Joy of Writing®

Correct-X Mini

CORRECTION MARKER

MRP
20/-



Quickdry ink system Quick



High cap off time

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 CORRECTION MARKER

MRP
15/-



Pen Shape for easy handling



Chisel tip Easy to highlight

The Joy of Writing®

cello

MARKING COMBO

MRP
1875/-

Permaline™
CD MARKER

Refillable
PERMA MARK™
PERMANENT MARKER

Refillable
WHITEMATE™
WHITEBOARD MARKER



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



ColourUp®

MODELLING DOUGH

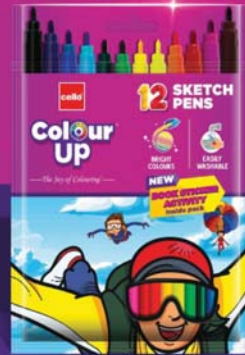
MRP
₹50/-



—The Joy of Colouring®—

ColourUp®

Range



ColourUp®

WAX CRAYONS

MRP
₹20/-



—The Joy of Colouring™—



ColourUp®

PLASTIC CRAYONS

MRP
₹150/-

MRP
₹100/-



BRIGHT
COLOURS



2 TIMES
STRONGER*



PLAY SAFE
NON-TOXIC

—The Joy of Colouring—



ColourUp®

OIL PASTELS

MRP
₹110/-



BRIGHT
COLOURS



EASILY
WASHABLE



PLAY SAFE
NON-TOXIC

—The Joy of Colouring—

cello **ColourUp**[®]

OIL PASTELS

MRP
₹60/-

MRP
₹50/-



—The Joy of Colouring—

cello **ColourUp**[®]

COLOUR PENCIL

MRP
₹200/-

MRP
₹100/-



—The Joy of Colouring—

SKETCH PENS



MRP
₹40/-

MRP
₹20/-



The Joy of Colouring

BRUSH PENS



MRP
₹250/-



MRP
₹100/-



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—

cello **ColourUP**[®]

MRP
₹500/-



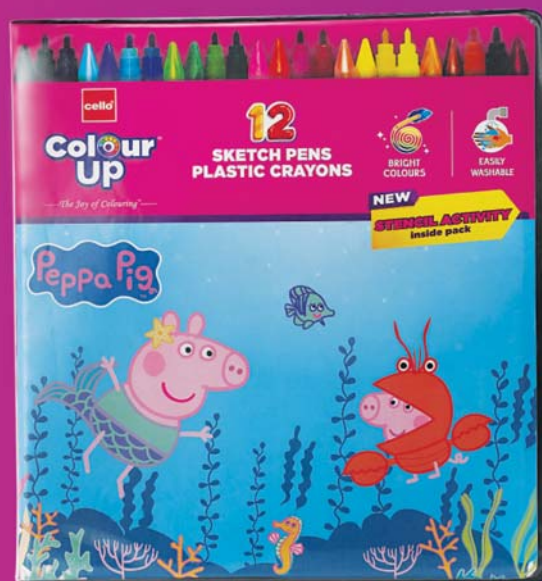
IDEAL FOR
GIFTING

—The Joy of Colouring—

cello **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



MRP
₹10/-

PIN POINT



MRP
₹10/-

MAXRITERTM



MRP
₹10/-

TECHNO TIP[®]



The Joy Of Writing[®]

Signature[®]



A Range Of Premium Metal Pens