

Hindustan Pencils

Pvt. Ltd.

NATARAJ

apsara



BE BOLD. BE BRILLIANT.

BE YOU.



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/principle 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



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





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



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





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

12 SOYFUN CRAYONS

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





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

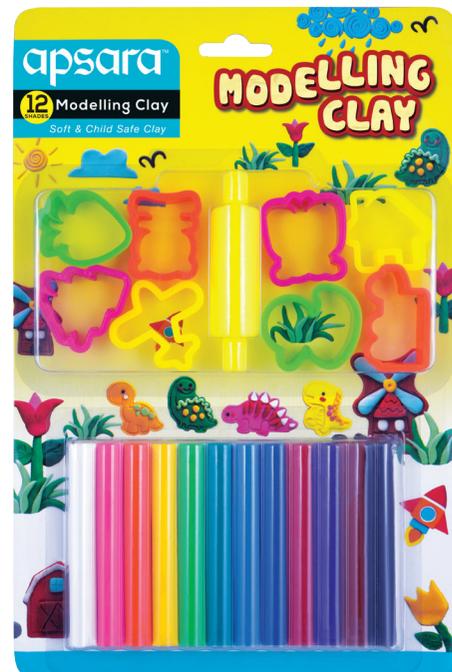
- 12 bright, colourful, and fun to use clay rods.
- Helps developing creativity & self expression.
- Enhance child's ability to recognize different colours and the differences in shape, size, and texture.
- Includes 8 toys & 1 roller.
- Non-toxic, child-safe, CE certified.

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



Non-toxic

MODELLING CLAY





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





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



* 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

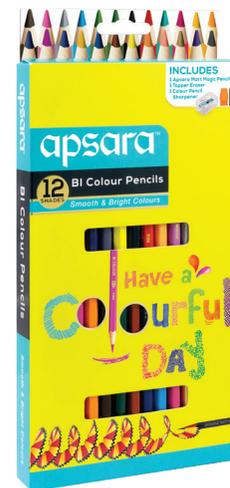


BI COLOUR PENCILS

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



* Special colour pencil sharpener
Matt Magic pencil
Top it eraser



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

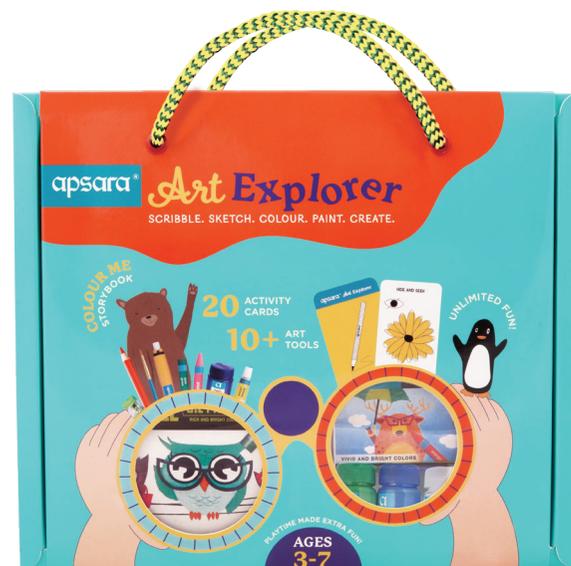
KITS

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

WRITING KIT

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





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

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

COLOURING KIT





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





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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





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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



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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**



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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



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ZESTA SCENTED PENCILS

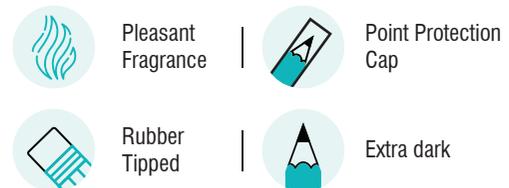


Features

- 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.

PENCILS

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



Consumer Offer

MAKING WRITING
aromatic



apsara®



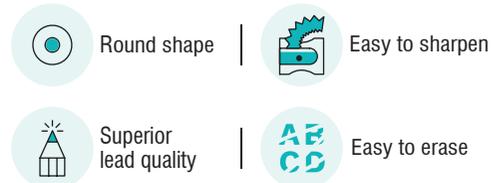
MARVEL AVENGERS PENCILS



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



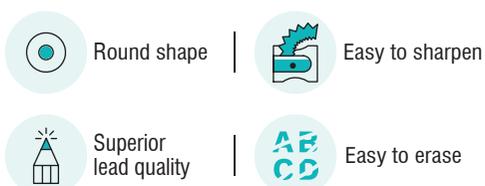
Disney MICKEY MOUSE & FRIENDS PENCILS

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



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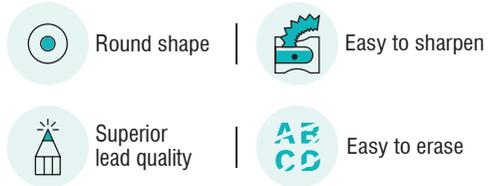
Disney PRINCESS PENCILS



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

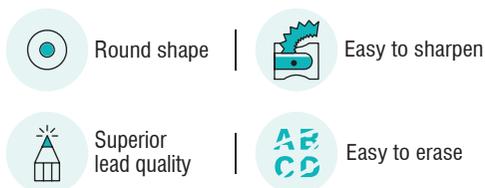


Disney FROZEN II PENCILS

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



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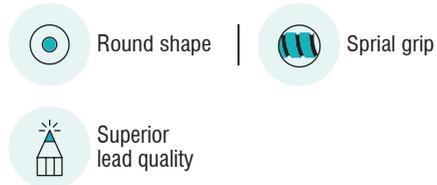
EZ GRIP PENCILS



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



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



apsara®



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®



TRIGA PENCILS



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

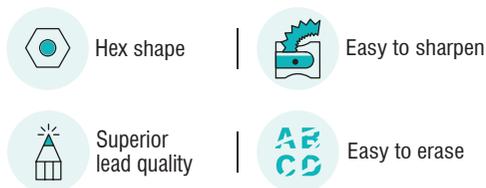


GOLD PENCILS

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



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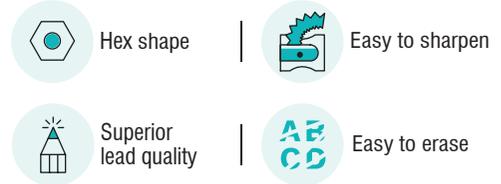
REGAL GOLD PENCILS



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

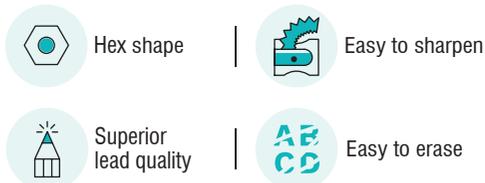


BEAUTY PENCILS

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



apsara®



DRAWING PENCILS



Available Grades	
12B	██████████
11B	██████████
10B	██████████
9B	██████████
8B	██████████
6B	██████████
5B	██████████
4B	██████████
3B	██████████
2B	██████████
B	██████████
HB	██████████
F	██████████
H	██████████
2H	██████████
3H	██████████
4H	██████████
5H	██████████
6H	██████████

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



Consumer Offer

Makes pictures
come alive





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



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ABSOLUTE MECHANICAL PENCIL

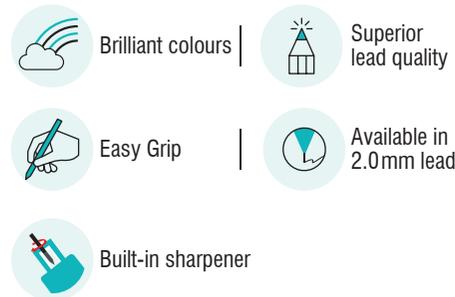


Includes 1 lead tube of 3 pcs.

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

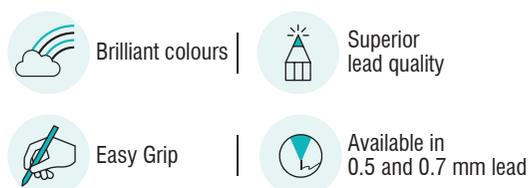


JOI MECHANICAL PENCIL

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



Consumer Offer

Includes 1 lead tube of 5 pcs.



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.



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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.

POP ERASERS

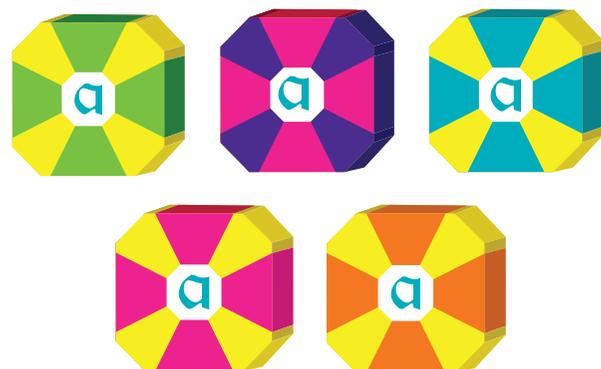
Features

- 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



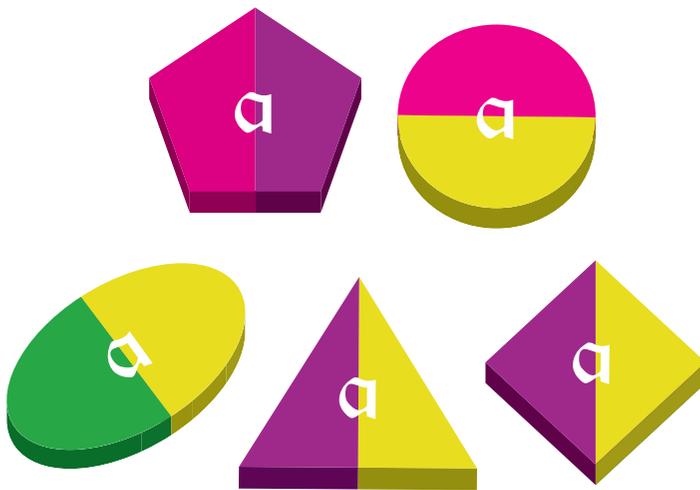
Special formula ensures eraser residue sticks to the eraser. No more eraser bits or dust scattered over your paper.



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.





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



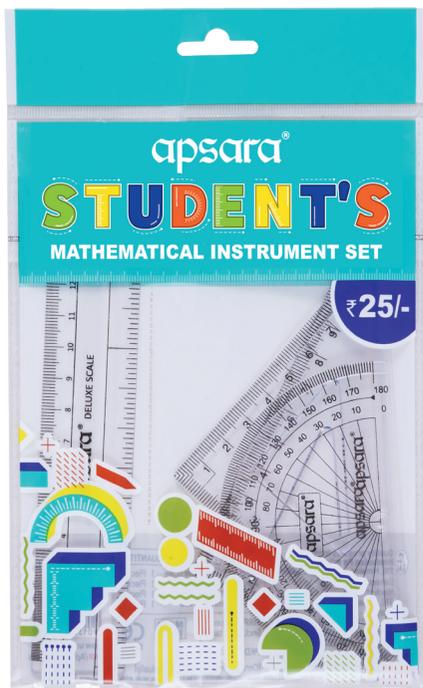
Easy to sharpen

TIDY-TOP SHARPENERS





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



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



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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



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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	
DEN115L1814519	172	75.00	Unruled	6	84	
DEN115L2251505	240	100.00	Single line	6	48	Perfect Bound
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	
DEN115D2214312	240	115.00	Unruled	6	48	
DEN115D2251308	240	115.00	Single line	6	48	Perfect Bound
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	





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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 (1inch)]	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





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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	

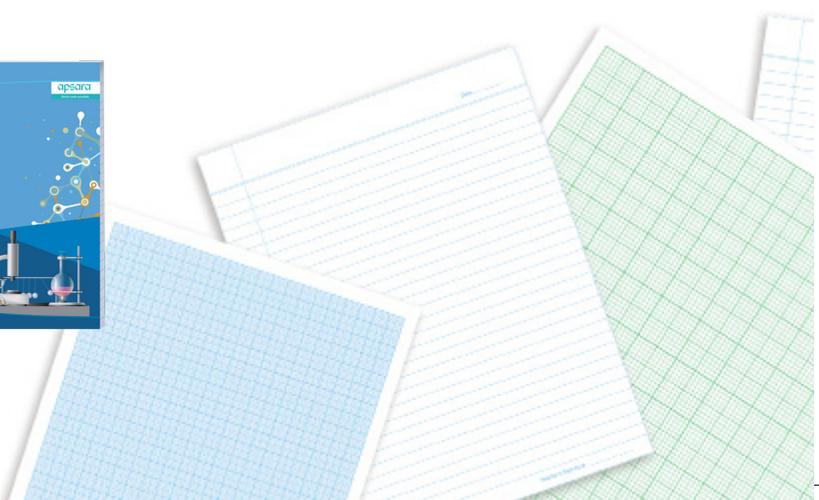
Practical Book

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	





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Wiro Notepad

CODE	Size (CM)	PAGE	MRP	RULLING	POUCH SIZE	CASE SIZE	BINDING
DEN11501701651	A5(14.8 X 21)	160	85.00	Single line	1	72	Top wiro
DEN11501701652	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	
DEN115K1818429	172	40.00	Square 1.2cm (0.5 inch)	12	144	
DEN115K1851432	172	50.00	Single line	12	96	Hard Bound
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	





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✓ **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



