



**THE WORLD IS A CANVAS
FOR YOUR IMAGINATION.**

**apsara[®]
NATARAJ[®]**

Hindustan Pencils Pvt. Ltd.

Company Overview



Since 1958

apsara®

NATARAJ®

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

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

Our Mission

Delighting consumers with globally recognized stationery.

Quality Policy

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

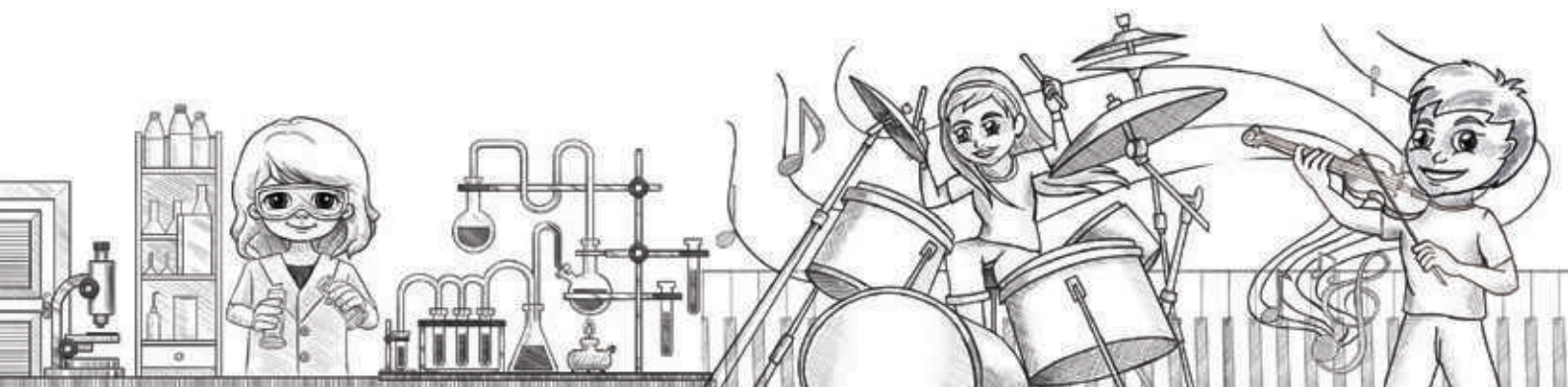
Environment Policy

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





NATARAJ® IS INDIA'S MOST TRUSTED BRAND.*



* As per India study 2018 in stationery category.

apsara®



EXTRA MARKS FOR GOOD HANDWRITING

As per research conducted by Kantar IMRB.

apsara®

IMAGINATION IS THE
BEGINNING OF CREATION.



EZ GRIP PENCILS



Consumer Offer

Features

- Spiral shape offers a continuous grip.
- Extra dark lead for less pressure while writing.
- Soft wood for easy sharpening.

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



Round shape



Spiral grip



Easy to sharpen

EZ GRIP
extra dark pencils



Smart Spiral for a nonstop grip

apsara®

CHALLENGE YOURSELF,
GET CREATIVE.



MARVEL

AVENGERS PENCILS



Consumer Offer

Features

- Designed using superior transfer film technology.
- Every pack consists of 5 different designs of children's most favourite superheroes.
- Extra dark lead for dark writing impression.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	990/-	36



Round shape



Easy to sharpen



Superior
lead quality



Easy to erase



**UNLEASH THE
SUPER POWER
IN YOU**

apsara®

DREAM BIG, MAKE IT REAL.



Disney

PRINCESS PENCILS



Consumer Offer

Features

- Designed using superior transfer film technology.
- Every pack consists of 5 different designs of children's most favourite princesses.
- Extra dark lead for dark writing impression.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	990/-	36



Round shape



Easy to sharpen



Superior lead quality



Easy to erase

Features

- Designed using superior transfer film technology.
- Every pack consists of 5 different designs of children's most favourite cartoon characters.
- Extra dark lead for dark writing impression.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	990/-	36



Round shape



Easy to sharpen



Superior lead quality



Easy to erase

Disney

MICKY MOUSE & FRIENDS PENCILS



Consumer Offer

apsara®

IMAGINE A BETTER
TOMORROW.



WILDLIFE PENCILS



Consumer Offer

Includes attractive stickers.

Features

- Smooth and rubberized grip for fatigue free writing.
- Scientifically designed triangular shape for better grip.
- Extra dark lead needs less pressure when writing.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	700/-	24



Triangular
Shape



Easy to sharpen



Superior
lead quality



Easy Grip

Features

- Exciting animal designs for fun learning.
- Extra dark lead for dark writing impression.
- Soft wood for easy sharpening.

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



Round shape



Easy to sharpen



Superior
lead quality



Easy to erase

WONDERGRIP PENCILS



Consumer Offer

apsara®

GIVE YOUR IMAGINATION
WINGS, LET IT SOAR.



SPACEKIDS PENCILS



Consumer Offer

Features

- Pencils with dual foil technology.
- Extra dark lead for less pressure while writing.
- Soft wood for easy sharpening.

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



Round shape



Easy to sharpen



Superior
lead quality



Easy to erase

Features

- Extra strong lead resists breakage while writing and sharpening.
- Extra dark lead for dark writing impression.
- Special wood for easy sharpening.

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



Hex shape

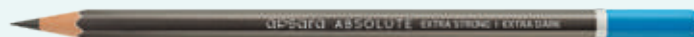


Easy to sharpen



Easy to erase

ABSOLUTE PENCILS



Consumer Offer

apsara®

DARE TO DREAM, BECAUSE
THAT'S WHERE HOPE LIES.



PLATINUM PENCILS



Consumer Offer

Features

- Extra dark lead for good handwriting that stays dark for long.
- Dark lead needs less pressure when writing.
- Soft wood for easy sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	500/-	36
Rubber tipped 10 pc pack	Box (10x10)	600/-	32



Hex shape



Easy to sharpen



Superior
lead quality



Easy to erase

EXTRA DARK HANDWRITING
FOR EXTRAORDINARY RESULTS.



apsara®

CREATIVITY IS PUTTING
YOUR IMAGINATION TO WORK.



MATT MAGIC 2.0 PENCILS



Consumer Offer

Features

- Writing pencils with dual coloured wood.
- Extra dark lead for good handwriting that stays dark for long.
- Soft wood for easy sharpening.

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



Hex shape



Easy to sharpen



Superior
lead quality



Easy to erase

A TOUCH OF COLOUR
ALWAYS HELPS.



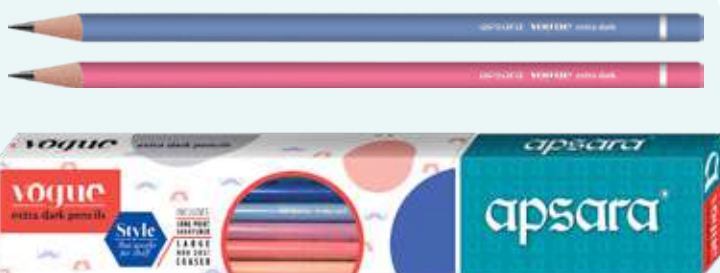
NOW IN COLOURFUL STRIPES

apsara®

IT'S NOT HOW GOOD YOU ARE,
IT'S HOW GOOD YOU WANT TO BE.



VOGUE PENCILS



Consumer Offer

Features

- Fresh shades of pink and blue all in a single pack.
- Soft wood for easy sharpening.
- Extra dark lead for dark writing impression.

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



Round shape



Easy to sharpen



Superior lead quality



Easy to erase

Features

- Premium look for a royal touch.
- Extra dark lead needs less pressure while writing.

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



Hex shape



Easy to sharpen



Superior lead quality



Easy to erase

REGAL GOLD PENCILS



Consumer Offer

apsara®

BE OPEN AND YOU
WILL INSPIRE OTHERS.



TRIGA PENCILS

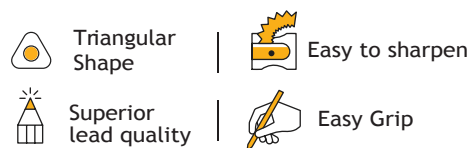


Consumer Offer

Features

- Specially designed grip for comfortable writing.
- Extra dark lead for dark writing impression.
- Available in attractive colours.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	500/-	24



Features

- Triangular grip for writing comfort.
- Extra dark lead for dark writing impression.
- Available in 5 attractive metallic colours.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	500/-	24



TRIANGLE METALLICS PENCILS



Consumer Offer

apsara®

IF YOU THINK YOU CAN,
THEN YOU CAN.



GOLD PENCILS



Consumer Offer

Features

- Black and golden look for executives.
- Superior bonded HB lead that resists breakage.
- Superior quality wood makes sharpening easy.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	400/-	40



Hex shape



Easy to sharpen



Superior
lead quality



Easy to erase

Features

- Classic black look with dark lead for clear writing impression.
- Superior bonded lead resists breakage.
- Soft wood for easy sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	400/-	40



Hex shape



Easy to sharpen

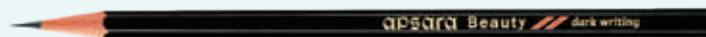


Superior
lead quality



Easy to erase

BEAUTY PENCILS



Consumer Offer

apsara®

LOOK AT THINGS DIFFERENTLY,
CREATE SOMETHING NEW.



DRAWING PENCILS



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

Features

- Distinctive grades for drawing, sketching, shading and drafting.
- Superior quality wood makes sharpening easy.
- Special impregnated lead gives extra smoothness.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack (10B & 12B Single grade)	Box (10x10)	1000/-	28
10 pc pack (8B & 9B Single grade)	Box (10x10)	800/-	28
10 pc pack (6H to 6B Single grade)	Box (10x10)	600/-	28
Assorted 6 pc pack (HB, 2B, 4B, 6B, 8B, 10B)	Box (6x20)	800/-	16
Assorted 6 pc pack (HB, B, 2B, 2B, 4B, 6B)	Box (6x20)	720/-	16



Hex shape



Superior lead quality



Consumer Offer

Makes pictures come alive



apsara®

CREATIVITY OPENS
CLOSED DOORS.



CHARCOAL PENCILS



Features

- Available in three grades : Hard, Medium & Soft that offers rich black tones.
- Creates smooth to rough textures without leaving permanent marks on the paper.
- Sketch lines ranging from very light to intensely black.

SKU	U/M	MRP ₹	CASE SIZE
Assorted (3 pc pack)	Box (3x40)	2000/-	12



Hex shape



Superior
lead quality

Features

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

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



Round shape



Superior
lead quality

GLASS MARKING PENCILS



apsara®

TRUST YOUR INSTINCTS,
REACH YOUR POTENTIAL.



COLOUR COPYING PENCILS



Features

- Used by scientists and medical students in laboratories and architects.
- 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

Features

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

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

- Round shape
- ✂ Easy to sharpen
- 🏠 Superior lead quality
- AB CC Easy to erase

STENO PENCILS



Consumer Offer

NATARAJ®

FIND HIDDEN TREASURES
THROUGH THE IMAGINATION.



FLURO PRINTS PENCILS



Consumer Offer

Features

- Attractive designs with fluorescent colours for cheerful writing.
- Super black lead for long lasting impressions.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	500/-	28



Round shape



Easy to sharpen



Superior
lead quality



Eraser tipped

GIVE HOMEWORK
A COLOURFUL MAKEOVER!



NATARAJ®

IMAGINATION CAN TRANSPORT
YOU TO WORLDS YET TO BE.



MARVEL

SPIDER-MAN PENCILS



Consumer Offer

Features

- Add excitement to your pencils with attractive Spider-Man designs.
- Super black pencils for long lasting impressions.
- Packed in an attractive 20 packs dispenser.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	500/-	24



Round shape



Easy to sharpen



Superior
lead quality



Easy to erase

**THERE IS A HERO
IN ALL OF US**



NATARAJ®

BELIEVE IN YOURSELF AND
YOU WILL MAKE IT HAPPEN.



621 BE BOLD PENCILS



Features

- Improved HB bonded lead for bold writing.
- Clear and sharp writing.
- Long lasting lead.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	400/-	36



Hex shape



Easy to sharpen



Superior
lead quality



Easy to erase



Consumer Offer

THE BOLD BEGINNING TO CAREER CHOICES.

NATARAJ 621 PENCIL
FOR BOLDER WRITING.

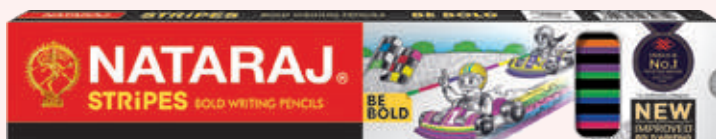


NATARAJ®

NOW IS THE TIME TO WELCOME
CHANGE AND EMBRACE IT.



STRIPES BE BOLD PENCILS



Consumer Offer

Features

- Improved HB lead for bold writing.
- Available in 5 joyful colour.
- Themed pack to add fun.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	400/-	36



Hex shape



Easy to sharpen







Superior
lead quality



Easy to erase

Features

- Thick lead for clear and bold marking.
- Non-erasable.
- Ideal for auditors and teachers.
- Available in    .

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



Hex shape

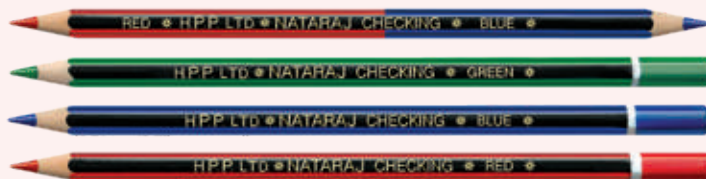


Easy to sharpen



Superior
lead quality

CHECKING PENCILS



Consumer Offer

NATARAJ®

TRUST YOUR INSTINCTS,
REACH YOUR POTENTIAL.



DEFINE MECHANICAL PENCILS



Includes 1 lead tube of 5 pcs.

Features

- Dark and fine writing.
- Elegant chrome plated front cone.
- Rubberized grip for comfort writing.
- In-built eraser for quick erasing.

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



Available in
0.5 & 0.7 mm
lead



Round shape

POKIT MECHANICAL PENCILS

Features

- Fine writing with thin tip.
- In-built eraser for quick erasing.
- Rubberized grip for comfort writing.
- Pocket-safe due to retractable tip.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (1x100)	1500/-	12



Available in
0.5 & 0.7 mm
lead



Round shape

Includes 1 lead tube of 5 pcs.



NATARAJ®

IT'S NOT HOW GOOD YOU ARE,
IT'S HOW GOOD YOU WANT TO BE.



GLARE MECHANICAL PENCILS



Features

- Fine tip for precise marking.
- In-built eraser for quick erasing.
- Hexagonal shape for comfort holding.
- Pocket safe due to retractable tip.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (1x100)	1000/-	12



Available in
0.5 & 0.7 mm
lead



Hex shape

Features

- Sleek writing with thin tip
- In-built eraser for quick erasing.
- Hexagonal shape for easy writing.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pack	Box (5x20)	500/-	12



0.7 mm lead



Hex shape

STRIPES MECHANICAL PENCILS



NATARAJ®

LOOK AT THINGS DIFFERENTLY,
CREATE SOMETHING NEW.



POINTZ LEADS



Features

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

SKU	U/M	MRP ₹	CASE SIZE
HB(10 tube pack)	Box (10x10)	500/-	20
H/2H (10 tube pack)	Box (10x10)	1000/-	20

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

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

apsara®

IMAGINE A BETTER
TOMORROW.



PREMIUM COLOUR PENCILS



Consumer Offer

Special colour pencil sharpener.

Features

- Includes gold and silver colour pencils.
- 4mm thick lead for effortless colouring.

SKU	U/M	MRP ₹	CASE SIZE
26 Premium Colour Pencils (Tin)	Set	300/-	40
26 Premium Colour Pencils	Set	250/-	40
14 Premium Colour Pencils (Tin)	Set	200/-	60
14 Premium Colour Pencils	Set	150/-	80



Brilliant
colours



Round shape



Easy Grip



Superior
lead quality

Features

- Erase with ease.
- Unique pencil design.
- Rubber tipped pencils.
- Bright shades.

SKU	U/M	MRP ₹	CASE SIZE
12 Erasable Colour Pencils	Set	150/-	80



Brilliant
colours



Round shape



Eraser tipped



Superior
lead quality

ERASABLE COLOUR PENCILS



NATARAJ®

LET YOUR
CREATIVITY FLOW.



COLOUR PENCILS



Consumer Offer

* Special colour pencil sharpener except in 10 HS pack.

Features

- Array of shades for colouring.
- Strong lead resists breakage.
- Uniform dispersion of colours.

SKU	U/M	MRP ₹	CASE SIZE
24 FS (Tin)	Set	150/-	80
24 FS	Set	100/-	100
24 HS	Set	50/-	200
12 FS (Tin)	Set	75/-	160
12 FS	Set	50/-	200
12 HS	Set	25/-	240
10 HS	Set	20/-	700



Brilliant
colours



Hex shape



Easy Grip



Superior
lead quality

„ORANGEST“

Nataraj Colour Pencils make
orange even oranger.



apsara®

BE PASSIONATE,
BE WILLING TO TAKE RISKS.



MECHANO ERASERS



Features

- Click to erase.
- Plastic container keeps the eraser clean inside.
- Comfortable grip for easy erasing.
- Soft and smooth erasing.
- Available in 5 bright body colours.

SKU	U/M	MRP ₹	CASE SIZE
1 pc blister pack	Set	20/-	12



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

Precise erasing is now
just a click away.



apsara®

YOU CAN IMAGINE THE
WORLD AS YOU WANT IT TO BE.



PEN AND PENCIL ERASERS



Features

- Effectively erases ball pen and gel pen marks.
- Erases graphite gently without damaging the paper.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box (20x5)	1500/-	10



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

STRIPES ERASERS

Features

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

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



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



apsara®



WORK HARD, WORK SMART AND
YOUR DREAMS WILL COME TRUE.



ABSOLUTE ERASERS



Features

- Eraser holder for an easy grip while erasing.
- Smooth and soft non dust eraser.
- Phthalate and PVC free.
- Available in  .

SKU	U/M	MRP ₹	CASE SIZE
2 pc blister pack	Set (2x1)	10/-	24



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

Features

- Designed using superior transfer film technology.
- Child friendly designs of endangered species.
- Soft and smooth erasing.

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



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

WILDLIFE ERASERS



apsara®

GIVE YOUR IMAGINATION
WINGS, LET IT SOAR.



POP ERASER



Features

- Eraser packed in a single piece transparent plastic container for neat and clean storage.
- Multi-coloured eraser for fun erasing.
- Soft and smooth on paper.
- Erases without leaving a trace of colour on paper.

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



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



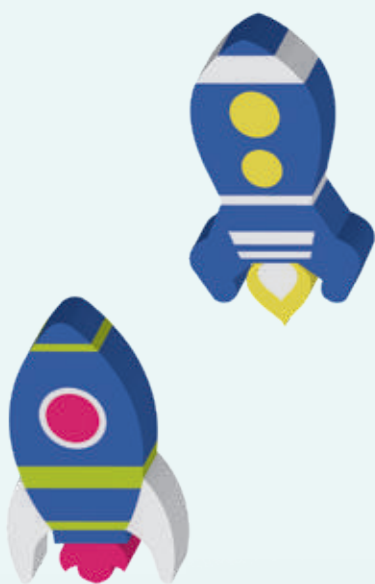
FOR FUN ERASING

apsara®

DARE TO DREAM, BECAUSE
THAT'S WHERE HOPE LIES.



ISPACE ERASER



Features

- Special rocket shaped eraser.
- Erases graphite gently without leaving a trace.
- Soft & smooth erasing.

SKU	U/M	MRP ₹	CASE SIZE
20 pcs pack	Box (20x5)	500/-	16



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

For Fun Erasing



apsara®

YOU CAN FIND INSPIRATION EVEN
IN THE TINIEST BLADE OF GRASS.



ALPHETS ERASER



Features

- Designed using superior transfer film technology.
- Child friendly designs of alphabets with its denotation.
- Soft and smooth erasing.

SKU	U/M	MRP ₹	CASE SIZE
Regular Jar (50 pcs.)	Box (50x2)	500/-	24



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

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
Regular (Signature Jar)	Jar (1x100)	300/-	12



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

NON-DUST ERASERS



apsara®

THE TIME HAS COME
TO LIVE YOUR DREAM.



MATT MAGIC ERASERS



Features

- Black, soft and smooth outside, colourful inside.
- Erases graphite gently without leaving a trace.
- Picks up dust while erasing.
- 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.

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 (5x20)	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.

RUB-A-LONG ERASERS



NATARAJ®

LOOK AT THINGS DIFFERENTLY,
CREATE SOMETHING NEW.



FLURO DUST CLEAR ERASERS



Features

- Made up of soft high quality material.
- Erases graphite perfectly without damaging the paper.
- Smooth on paper.
- Attractive 5 pc strip pouch.

SKU	U/M	MRP ₹	CASE SIZE
1pc pack	Box (5x20)	500/-	6



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

Features

- Comfortable triangular grip for children.
- Sharp corners for precise erasing.

SKU	U/M	MRP ₹	CASE SIZE
Regular Jar (60 pcs.)	Box (60x2)	360/-	24



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

TRIO CHEERFUL ERASERS



NATARAJ®

CREATIVITY TAKES COURAGE.



WILD-E'S ERASERS



Features

- Animal shaped erasers.
- Made up of soft high quality material.
- Smooth on paper.
- Phthalate free/non toxic erases neatly.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pack	Box (5x20)	200/-	20



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

Features

- Flower shaped erasers.
- Made up of soft high quality material.
- Smooth on paper.
- Phthalate free/non toxic erases neatly.

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



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

PETALS ERASERS



NATARAJ®

WITH HARD WORK, WHAT
YOU CAN ACHIEVE IS LIMITLESS.



PEBBLES ERASERS



Features

- Made up of soft high quality material.
- Erases graphite perfectly without damaging the paper.
- Smooth on paper.

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



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

Features

- Made up of soft high quality material.
- Erases graphite perfectly without damaging the paper.
- Smooth on paper.

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



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

PLASTO ERASERS



apsara®

IMAGINATION IS THE
HIGHEST KITE ONE CAN FLY.



SPACEBALL SHARPENERS



Features

- Special spaceship shaped sharpeners.
- Blade suited for a regular pencil point.
- Mess-free container sharpener to hold the pencil shavings.
- Keeps surroundings neat and tidy.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (20x5)	1500/-	8



Rust
free



Preventing
mess



Easy to
sharpen

Features

- Two-in-one container sharpener and non-dust eraser combination.
- Collects the shavings to prevent a mess.
- Non-dust eraser erases the graphite gently.
- Colourful eraser for fun erasing.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (20x5)	1000/-	40



Rust
free



Preventing
mess



Easy to
sharpen

TIDY-UP ERASER-SHARPENER COMBO



apsara®

IMAGINATION IS THE
TRUE MAGIC CARPET.



ABSOLUTE SHARPENERS



Features

- Special blade made of tough high grade steel.
- Blade angled for a longer pencil point.
- Ergonomic design for comfortable holding.
- Container sharpener for mess-free sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	700/-	20



Rust
free



Preventing
mess



Easy to
sharpen



MORE PENCILS PER SHARPENER.

apsara®

TRUE CHANGE TAKES
PLACE IN THE IMAGINATION.



LONG POINT SHARPENERS



Features

- Scientifically designed blade for an elegant long tip.
- Long tip writes more.
- Contoured body for an easy grip.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box (20x5)	500/-	40
100 pc Signature Jar	Jar (1x100)	500/-	6



Rust
free



Easy to
sharpen

TIDY TOP SHARPENERS

Features

- Regular point container sharpener.
- Collects pencil shavings preventing a mess.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box (20x5)	500/-	36



Rust
free



Preventing
mess



Easy to
sharpen



NATARAJ®

YOUR IMAGINATION CAN
INSPIRE AND EMPOWER.



FILLY SHARPENERS



Features

- Special transparent lid.
- Perfect fit for tiny hands.
- Scientifically angled blade for smooth sharpening.

SKU	U/M	MRP ₹	CASE SIZE
Signature Dispenser	Box(50x2)	500/-	4
20 pc pack (without pouch)	Box (20x5)	500/-	24



Rust
free



Preventing
mess



Easy to
sharpen

**PENCIL
SHAVINGS?**
**KEEP
IT IN.**



NATARAJ®

A DREAM WITHOUT
ACTION WILL NOT SURVIVE.



LEFT EASE SHARPENERS



Features

- Specially designed for left handed users.
- Blade angled for smooth sharpening.
- Comfortable grip for left handers.

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



Rust
free



Easy to
sharpen

Features

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

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



Rust
free



Easy to
sharpen

621 SHARPENERS



NATARAJ®

IMAGINATION IS THE
BEGINNING OF CREATION.



CRYSTAL HEART SHARPENERS



Features

- Sharpens perfectly without breakage.
- Heart shaped sharpener adds element of fun to your pencil box.
- Sharpener with grip for better hold.

SKU	U/M	MRP ₹	CASE SIZE
50 pc jar	Box (50x2)	300/-	32



Rust
free



Easy to
sharpen

Features

- Sharpens perfectly without breakage.
- Round shaped sharpener-adds element of fun to your pencil box.
- Sharpener with grip for better hold.

SKU	U/M	MRP ₹	CASE SIZE
50 pc jar	Box (50x2)	300/-	32

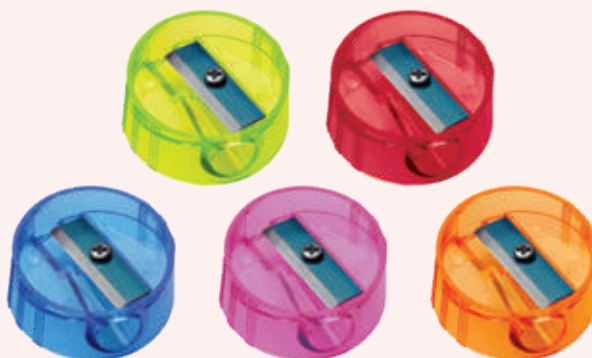


Rust
free



Easy to
sharpen

CRYSTAL ROUND SHARPENERS



apsara®

USE YOUR IMAGINATION TO CREATE,
TO SUCCEED, TO EXCEL.



ABSOLUTE SCALES



Features

- Extra safe polycarbonate scale.
- Thick, broad and transparent with rounded edges.
- Special “mm” markings for added precision.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack (30cm)	Box (10x10)	2500/-	40
1 pc pack (15cm)	Box (10x10)	1000/-	16

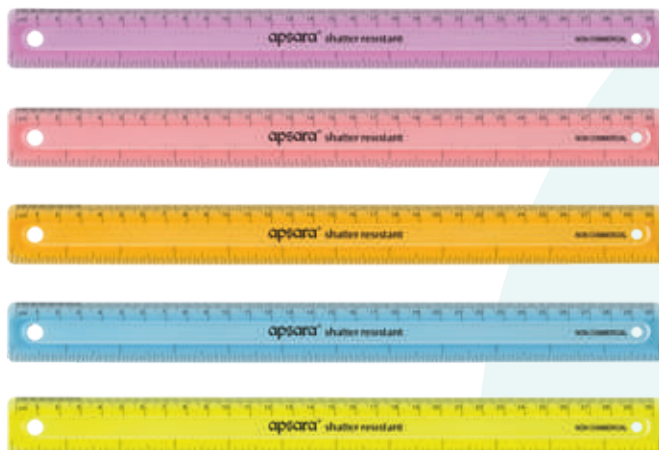


Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

SHATTER RESISTANT SCALE



Features

- Specially formulated to reduce the chance of shattering when bent.
- Does not break into sharp bits of plastic.
- Thick, broad and translucent with rounded edges.
- Special “mm” markings for accurate measurements.

SKU	U/M	MRP ₹	CASE SIZE
1pc pack	Box(10x10)	1500/-	40



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping



5 fun
colours

apsara®

THE SKY IS NOT THE LIMIT.



DELUXE SCALES



Features

- Thick, broad and transparent with rounded edges.
- Special “mm” markings for accurate measurements.
- Bold markings for clear visibility.
- Made up of transparent virgin plastic.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack (30cm)	Box (10x10)	2000/-	16
1 pc pack (15cm)	Box (10x10)	600/-	4

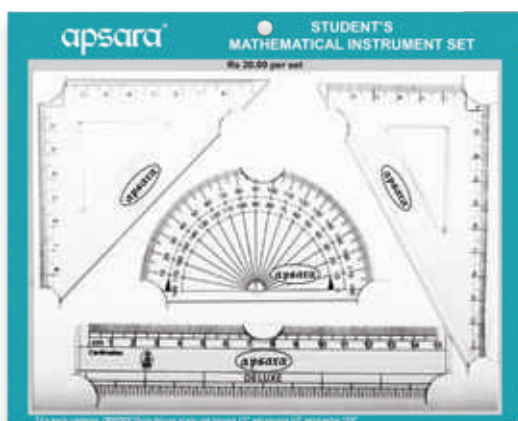


Bold markings for accuracy



Smooth & rounded edges resist chipping

MATHEMATICAL INSTRUMENT SET



Features

- An assortment of necessary mathematical instruments.
- Made up of transparent virgin plastic.
- Thick, broad and sturdy.

SKU	U/M	MRP ₹	CASE SIZE
Display pack of protractor, set squares and scale	Set (1x10)	20/-	360



Bold markings for accuracy



Smooth & rounded edges resist chipping

NATARAJ®

CREATIVITY TAKES COURAGE.



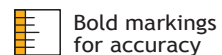
621 SCALES



Features

- Made up of transparent virgin plastic.
- Smooth and round edges resist chipping.
- Special “mm” marking for higher accuracy.

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

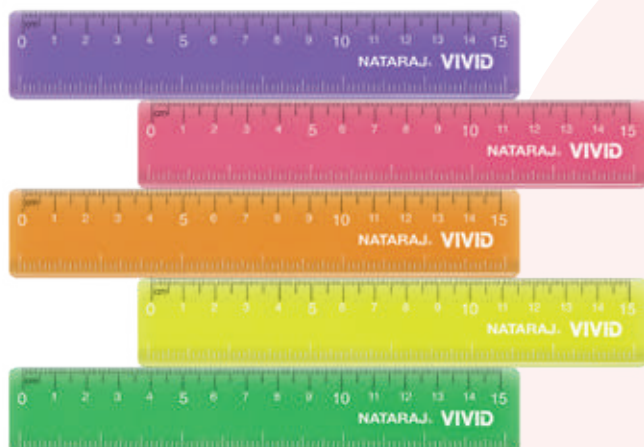


Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

VIVID SCALE 15 CM



Features

- Fun filled bright colours.
- Virgin plastic.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack (15cm)	Box (10x10)	500/-	24



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping



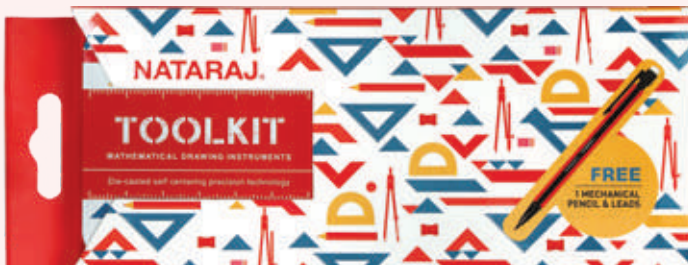
5 fun
colours

NATARAJ®

THERE ARE NO LIMITS TO
YOUR DREAMS OR IMAGINATION.



TOOLKIT GEOMETRY BOX



One
Mechanical
pencil &
lead

Consumer Offer

Features

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

SKU	U/M	MRP ₹	CASE SIZE
Toolkit Geometry Box	Set	125/-	120



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

PRECISION
IS AN ART.
MASTERED BY
NATARAJ
TOOLKIT.

NATARAJ®

IF YOU THINK YOU CAN,
THEN YOU CAN.



ONPOINT GEOMETRY BOX



Features

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

SKU	U/M	MRP ₹	CASE SIZE
Onpoint Geometry Box	Set	100/-	120



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

Features

- Value kit with essential geometry instruments.
- Die casted, self centering compass with a unique design.
- Transparent scale for accurate measurements.

SKU	U/M	MRP ₹	CASE SIZE
Fundamental Instrument Set	Set	30/-	240



Bold markings
for accuracy



Smooth &
rounded edges
resist chipping

FUNDAMENTAL INSTRUMENT SET



NATARAJ®

YOUR MIND IS YOUR
GREATEST ASSET.



CLASSIC COMPASS



Features

- High precision instruments.
- Compass with ergonomic design and unique pencil holder for firm grip.
- Smaller tip for safety.

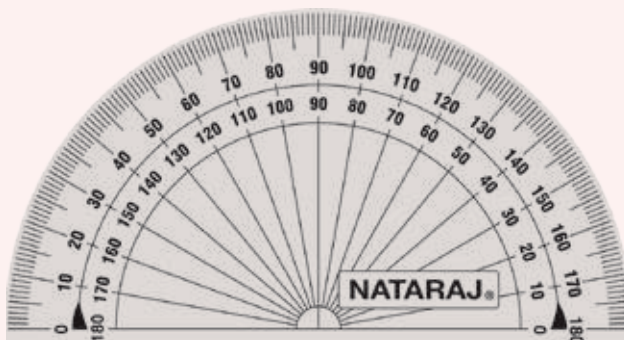
SKU	v	MRP ₹	CASE SIZE
1 pc pack	Pc(1x100)	25/-	600

Features

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

SKU	U/M	MRP ₹	CASE SIZE
Classic Protractor	Box	500/-	18

CLASSIC PROTRACTOR



apsara®

FIND HIDDEN TREASURES
THROUGH THE IMAGINATION.



WAX CRAYONS



Features

- Smooth in application.
- Non-flaking.
- Bright and long lasting colours.
- Made of superior quality pigments.

SKU	U/M	MRP ₹	CASE SIZE
24 Extra Long Wax Crayons	Set	60/-	120
14 Jumbo Wax Crayons	Set	50/-	120
16 Extra Long Wax Crayons	Set	35/-	180
12 Wax Crayons	Set	10/-	400



Brilliant
colours



Round shape



Non-toxic



apsara®

ONE OF LIFE'S GREATEST
GIFTS IS THE IMAGINATION.



OIL PASTELS



Features

- Rich and creamy strokes.
- Excellent blending & smooth in application.
- Made of superior quality pigments.

SKU	U/M	MRP ₹	CASE SIZE
24 Oil Pastels	Set	80/-	135
12 Oil Pastels	Set	35/-	240



Brilliant
colours



Round shape



Non-toxic

Features

- Bright and intense colours.
- Excellent opacity and matte finish.
- Easy mixing and blending.
- Quick drying.
- Does not leave brush marks.

SKU	U/M	MRP ₹	CASE SIZE
12 Poster Colours	Set	120/-	40
6 Poster Colours	Set	60/-	80



Brilliant
colours



Non-toxic

POSTER COLOURS



apsara®

IMAGINATION IS THE
BEGINNING OF CREATION.



WATER COLOUR TUBES



Features

- Mixes easily with water.
- Quick drying.
- Excellent transparency.
- Retains freshness after drying.
- Smooth flow from brush to paper.

SKU	U/M	MRP ₹	CASE SIZE
14 Water Colours	Set	110/-	120
6 Water Colours	Set	50/-	240



Brilliant
colours



Non-toxic

Features

- Water colour effect with a pen.
- Flexible tip for effortless colouring.
- Broad and fine lines.
- Bright shades.

SKU	U/M	MRP ₹	CASE SIZE
12 Brush Pens	Set	220/-	144



Brilliant
colours



Round shape



Non-toxic

12 BRUSH PENS



apsara®

WITH IMAGINATION, THE IMPOSSIBLE
SUDDENLY BECOMES POSSIBLE.



12 + 1 PLASTIC CRAYONS



Features

- Erasable colours.
- Triangular shaped crayons for perfect grip.
- Crayons can be sharpened.
- Includes golden plastic crayon.

SKU	U/M	MRP ₹	CASE SIZE
12 + 1 Plastic Crayons	Set	50/-	160



Brilliant
colours

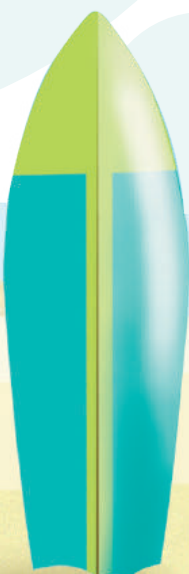


Triangular Shape



Non-toxic

Erasable



apsara®

YOU HAVE TO DREAM BIG
BEFORE DOING BIG.



JUMBO WRITING PENCILS



Consumer Offer

Features

- Pencil is easy to hold due to the jumbo shape.
- Builds motor skills and is the perfect product for transition to regular sized pencils.
- 4mm lead for extra strength that prevents frequent breaking of the pencil tip.

SKU	U/M	MRP ₹	CASE SIZE
5 Jumbo pencils	Box (5x20)	1980/-	28



Easy to sharpen



Hex shape



Easy Grip



Superior lead quality

Features

- Designed specially for toddlers.
- Hexagonal pencils for perfect grip.
- 5mm thick, vibrant and smooth lead.

SKU	U/M	MRP ₹	CASE SIZE
12 Jumbo Colour Pencils	Set	150/-	40



Brilliant colours



Hex shape



Easy Grip



Superior lead quality



Easy to sharpen

12 JUMBO COLOUR PENCILS



Consumer Offer

apsara®

YOUR IMAGINATION CAN BE THE
STARTING POINT OF GREAT THINGS.



16 TWINKLE CRAYONS



For perfect grip

Features

- Star shaped crayons to add fun to colouring.
- Easy to grip.
- Easy to erase colours.

SKU	U/M	MRP ₹	CASE SIZE
16 Twinkle Crayons	Set	350/-	48



Brilliant
colours



Non-toxic



Child Safe

Features

- Soft and easy to mould.
- Vibrant and bright shades.
- Non-sticky.

SKU	U/M	MRP ₹	CASE SIZE
6 Organic Modelling Clay	Set	350/-	24



Non-toxic

6 ORGANIC MODELLING CLAY



Made of corn

4 modelling
shaping
tools inside
the pack

Consumer Offer

apsara®

TRUST YOUR INSTINCTS,
REACH YOUR POTENTIAL.




METALLO BALL PEN



Features

- Premium metal body with smooth writing ball pen ink.
- Built to last metal pens.
- Classy look with attractive packing.
- Stress free writing for comfort.
- Refillable (Metal Refill Inside).

SKU	U/M	MRP ₹	CASE SIZE
Metallo Slim-1 pc pack	Box (1x100)	700/-	2.4
Metallo Max-1 pc pack	Box (1x100)	700/-	2.4
Metallo Star-1 pc pack	Box (1x100)	600/-	2.4
Ink colour 			



Smooth Writing



Smudge Resistant



Long Writing



Comfortable Grip

METALLO
PENS.
FOR THE
REALLY
STYLISH.



apsara®
METALLO SLIM/STAR/MAX

apsara®

YOUR MIND IS YOUR
GREATEST ASSET.





WONDERFLOW BALL PEN



Features

- Smooth ink flow ensures break free writing.
- Superior tip that lasts long.
- Non-slip grip prevents fingers from stress.
- Soft click mechanism.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (1x100)	5000/-	2
Ink colour  			



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip



Writes Really
Smooth

apsara®

BE OPEN AND YOU
WILL INSPIRE OTHERS.



TECHNO MAX GEL PEN





Consumer Offer

Refill also available in Blue and Black ink.

Features

- Superior tip that lasts long.
- Non-fading waterproof ink.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (1x100)	5000/-	2
Ink colour  			



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip



A combination that can write wonders.

Gel ink meets a ball point tip for
the superior writing experience.



NATARAJ
PENS

WORK HARD, WORK SMART AND
YOUR DREAMS WILL COME TRUE.




METAFLOW BALL PEN



Features

- Special ink for smooth writing pleasure.
- Metal finish with elegant look.
- Soft click retractable mechanism.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (1x100)	4000/-	2
Ink colour 			



Smooth Writing



Smudge Resistant



Long Writing

PENLOCK BALL PEN

Features

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

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



Smooth Writing



Smudge Resistant



Long Writing



NATARAJ
PENS

YOU HAVE TO DREAM
BIG BEFORE DOING BIG.





ALL ROUNDER BALL PEN



Features

- Break free writing.
- Non-fading ink.
- Strong NSTC tip.
- Firm pocket clip

SKU	U/M	MRP ₹	CASE SIZE
10 pc hanger	Box (10x10)	1000/-	6
Ink colour   			



Smooth
Writing



Smudge
Resistant




Long
Writing



Comfortable
Grip

Features

- Metallic body colours for premium look.
- Dual - purpose pen.
- Fingerprint free control for smart phone/tablet.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Box (1x100)	1000/-	12
Ink colour  *customization available			



Accurate
stylus control
for touch screen



Smooth
Writing



Smudge
Resistant



Long
Writing

DUOTOUCH BALL PEN



NATARAJ
PENS

YOU CAN'T DO IT
UNLESS YOU IMAGINE IT.





FLUIDX BALL PEN



Features

- Break free writing.
- Non-fading ink.
- Firm pocket clip.

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



Smooth
Writing



Smudge
Resistant





Long
Writing



Comfortable
Grip

Features

- Break free writing.
- Smooth ink flow.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Box (1x100)	1000/-	12
Ink colour  			



Smooth
Writing



Smudge
Resistant



Long
Writing

SMART TIP BALL PEN



NATARAJ
PENS

THE TIME HAS COME
TO LIVE YOUR DREAM.




VIVID BALL PEN



Features

- Vivid colours for joyful writing.
- Break free writing.
- Non-fading ink.

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



Smooth
Writing



Smudge
Resistant







Long
Writing



Comfortable
Grip

Features

- Superior non-fading ink.
- Free flowing ink.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour     *customization available			



Smooth
Writing



Smudge
Resistant



Long
Writing

ALL GRIP BALL PEN

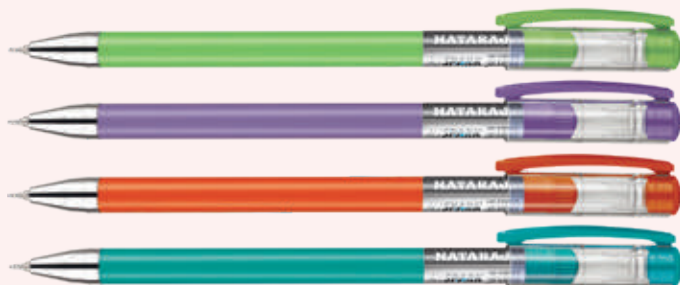


NATARAJ
PENS

CHALLENGE YOURSELF,
GET CREATIVE.




ALL SPARK BALL PEN



Features

- Hi-tech tip for smooth writing.
- Superior non-fading ink.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour  *customization available			



Smooth
Writing






Smudge
Resistant



Long
Writing

Features

- Break free writing.
- Non-fading ink.
- Firm pocket clip.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour     *customization available			



Smooth
Writing



Smudge
Resistant



Long
Writing

DEW BALL PEN



NATARAJ
PENS

BE PASSIONATE,
BE WILLING TO TAKE RISKS.




SILVO BALL PEN



Features

- Superior non-fading ink.
- Free flowing ink.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour  *customization available			



Smooth
Writing






Smudge
Resistant



Long
Writing

Features

- Writes smoother and faster.
- Break free writing.
- Non-fading ink.
- Firm pocket clip.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour    *customization available			



Smooth
Writing



Smudge
Resistant



Long
Writing

SURFER BALL PEN



NATARAJ
PENS

BE OPEN AND YOU
WILL INSPIRE OTHERS.








SUPERX BALL PEN



Features

- Textured grip for tireless writing.
- Easy glide control.
- Superior non-fading ink.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
50 pc jar	Box (50x2)	500/-	10
Ink colour     *customization available			
(Jar) Ink colour 			



Smooth
Writing



Smudge
Resistant




Long
Writing



Comfortable
Grip

Features

- Textured grip for tireless writing.
- Hi-tech tip for smooth writing.
- Superior non-fading ink.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour  *customization available			



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip

SUPERX2 BALL PEN



NATARAJ
PENS

THE TIME HAS COME
TO LIVE YOUR DREAM.




SPEED ON BALL PEN



Features

- Fine tip for good handwriting.
- Ergonomic non-slip grip.
- Smooth ink flow system.
- Firm pocket clip.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour  *customization available			



Smooth
Writing













Smudge
Resistant



Long
Writing

Features

- 10 bright colours.
- Water resistant ink.
- Writes smoother and faster.
- Ideal for projects, cards, etc.

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



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip

POPFLOW BALL PEN



NATARAJ
PENS

WITH HARD WORK, WHAT YOU
CAN ACHIEVE IS LIMITLESS.



FLORITE BALL PEN



Features

- Hi-Tech tip for smooth writing.
- Free flowing ink.
- Elegant and stylish body.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour	*customization available		



Smooth
Writing



Smudge
Resistant



Long
Writing

Features

- Fine tip for good handwriting.
- Ergonomic non-slip grip.
- Available in 5 attractive body colour.
- Firm pocket clip.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour	*customization available		



Smooth
Writing

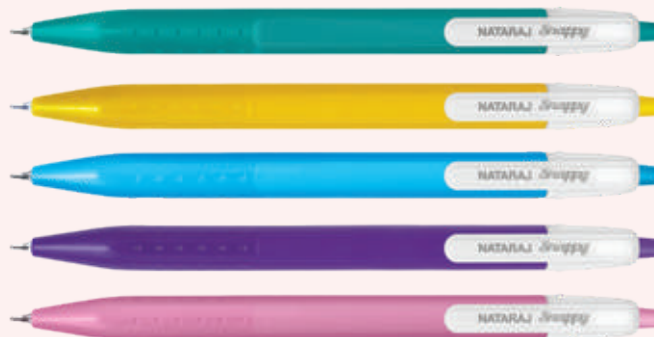


Smudge
Resistant



Long
Writing

SNAPPY BALL PEN



NATARAJ
PENS

YOUR IMAGINATION CAN BE THE
STARTING POINT OF GREAT THING.



EASYGRIP BALL PEN



Features

- Non-slip rubber grip.
- Less pressure for easy writing.
- Free flowing ink.
- Elegant and colourful body.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour	*customization available		



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip

MAKES IT LOOK EASY.

EASY GRIP. LESS PRESSURE
FOR EASY WRITING.



NATARAJ
PENS

IMAGINATION IS LIMITLESS,
ITS POSSIBILITIES ENDLESS.




GLOW/CLASSIC/MIST BALL PEN



Features

- Hexagonal shaped barrel for writing comfort.
- Fine NSTC tip for break free and smooth writing.
- Non-fading ink.

SKU	U/M	MRP ₹	CASE SIZE
Glow (5pc / 20 pc pack)	Box	300/-	12/20
Classic/Mist (5 pc pouch)	Box	300/-	12
Classic/Mist (20 pc. pack)	Box	300/-	20
GCM (100 pc. assorted)	Jar	300/-	20
Ink colour     (Classic/ Mist 20 pc. pack)			
All other SKU ink colour  *customization available			



Smooth
Writing



Smudge
Resistant



Long
Writing

Features

- Fine tip for fine writing.
- Smooth ink flow system.
- Light weight for tireless writing.
- Superior non-fading ink.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box (20x5)	300/-	20
Ink colour  *customization available			



Smooth
Writing



Smudge
Resistant



Long
Writing

SLIM TIP BALL PEN

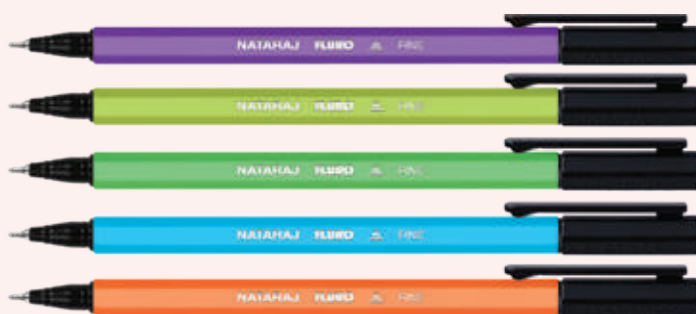


NATARAJ
PENS

DON'T LET THE FACTS GET IN
THE WAY OF YOUR IMAGINATION.




FLURO BALL PEN



Features

- Hexagonal shaped barrel for writing comfort.
- Fine NSTC tip for break free and smooth writing.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box (20x5)	300/-	20
Ink colour  *customization available			



Smooth
Writing




Smudge
Resistant



Long
Writing

Features

- Fine tip for fine writing.
- Smooth ink flow system.
- Light weight for tireless writing.
- Superior non-fading ink.

SKU	U/M	MRP ₹	CASE SIZE
20 pc pack	Box (20x5)	300/-	20
Ink colour  *customization available			

THINS BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing

NATARAJ
PENS

THE BEST FEELING IS WHEN
A DREAM COMES TRUE.





PROROLL Gel PEN



Features

- 0.5mm tip for fluent handwriting.
- Longer writing compared to gel pen.
- Refillable ink system.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box (1x100)	5000/-	2
Ink colour  			



Smooth
Writing




Long
Writing



Waterproof
Gel Ink

Features

- Special ink for smooth writing pleasure.
- Metal finish with elegant look.
- Soft click retractable mechanism.

SKU	U/M	MRP ₹	CASE SIZE
MetaSmart-1 pc pack	Box (1x100)	5000/-	2
MetaTech-1 pc pack	Box (1x100)	4500/-	2
Ink colour  *customization available			



Smooth
Writing



Smudge
Resistant



Long
Writing

METATECH & METASMART Gel PEN



NATARAJ
PENS

LET YOUR
CREATIVITY FLOW.



ITIP Gel PEN



Features

- Quick drying.
- Fade resistant.
- Non-slip grip.
- Good glide control.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Box (1x100)	1000/-	12
Ink colour   			



Smooth
Writing



Long
Writing




Comfortable
Grip



Waterproof
Gel Ink

Features

- Quick drying.
- Smooth writing experience.
- Non-slip grip.

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



Smooth
Writing



Long
Writing



Waterproof
Gel Ink



Comfortable
Grip

ITIP FLURO Gel PEN



NATARAJ
PENS

BE OPEN AND YOU
WILL INSPIRE OTHERS.





ALL ROUNDER **Gel** PEN



Features

- Quick drying.
- Smooth writing experience.
- Non-slip grip.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pouch	Box (1x100)	1000/-	12
Ink colour  			



Smooth
Writing



Long
Writing




Comfortable
Grip



Waterproof
Gel Ink

Features

- 5 attractive body colours.
- Quick drying.
- Non-slip grip.

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



Smooth
Writing



Long
Writing



Waterproof
Gel Ink

SMART TIP **Gel** PEN



NATARAJ
PENS

CREATIVITY TAKES COURAGE.




SKATER Gel PEN



Features

- Sparkling bright colours.
- Quick drying.

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



Smooth
Writing




Smudge
Resistant



Long
Writing

Features

- Clear and smooth writing.
- Fade resistant.
- Glides easily on paper.

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



Smooth
Writing



Long
Writing



Waterproof
Gel Ink

SURFER Gel PEN



NATARAJ
PENS

PROBLEMS ARE
HIDDEN OPPORTUNITIES.



GELIX Gel PEN



Features

- Quick drying.
- Glides easily on paper
- Japanese waterproof ink.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour	*customization available		



Smooth
Writing



Long
Writing



Waterproof
Gel Ink

Features

- Quick drying.
- Glides easily on paper.

SKU	U/M	MRP ₹	CASE SIZE
5 pc pouch	Box (5x20)	500/-	24
Ink colour	*customization available		



Smooth
Writing



Long
Writing



Waterproof
Gel Ink

GELIX II Gel PEN



apsara®

USE YOUR IMAGINATION
AND MAKE THE LEAP.



MY APSARA KIT



Features

- A complete collection of basic Apsara stationery for school.
- One-stop solution for all scholastic needs.
- Special brief-case shaped pack that is re-usable for storage.
- An ideal option for back to school purchase.
- A nice gifting option.

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

Features

- Combination of different writing materials.
- Specially designed pack for better handling.
- Ideal for gifting and personal use.

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

WRITING KIT



apsara®

DREAM BIG,
MAKE IT REAL.



DESIGNER'S KIT



Features

- A kit that perfectly compliments your designer instincts.
- A great blend of drawing & colouring material to spark your imagination.
- A vibrant and cheerful gifting option for all occasions.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	199/-	20

Features

- Special kit for artistic minds.
- Combination of different colouring materials.
- Ideal for gifting and personal use.

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

ART KIT



apsara®

CREATIVITY OPENS
CLOSED DOORS.



PREMIUM SCHOLAR'S KIT



Features

- Includes all stationery requirements to start the exam season.
- Ideal for gifting and personal use.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	149/-	60

SCHOLAR'S KIT

Features

- A perfect combination of scholastic products.
- One stop solution for all basic stationery needs.
- Vibrant pack for the joy of gifting.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	99/-	60



apsara®

THE TIME HAS COME
TO LIVE YOUR DREAM.



MARVEL

AVENGERS POWER PACK



Features

- First in the category, a non-transparent pack to add an element of surprise.
- The pouches are in a strip form, similar to a chips pack.
- Contains a surprise collectible and attractive sticker for fun.
- An attractive and colourful return gift option for occasions like birthdays etc.

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



YOUR STATIONERY IS YOUR SUPERHERO

apsara®

YOUR MIND IS YOUR
GREATEST ASSET.



ABSOLUTE KIT



Features

- A premium assortment of our highly successful Absolute range.
- A unique stylish flap pack ideal for gifting on all occasions.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	99/-	20

Features

- A mini version of the Art Kit in a handy pack.
- A perfect combination of basic art material to get the artist in you started.

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

MINI ART KIT



apsara®

UNLEASH THE POWER
OF YOUR IMAGINATION.



Disney FROZEN KIT



Features

- A special Disney Frozen themed stationery kit.
- A colourful return gift option on occasions like birthdays etc.
- Bright and cheerful products to make learning fun.
- Includes attractive snowflake shaped eraser and a book label.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	30/-	240

MARVEL AVENGERS KIT



Features

- A special Marvel Avengers themed stationery kit.
- A colourful return gift option on occasions like birthdays etc.
- Bright and cheerful products to make learning fun.
- Includes attractive Avengers eraser and a book label.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	30/-	240

apsara®

NOW IS THE TIME TO WELCOME
CHANGE AND EMBRACE IT.



MATT MAGIC KIT



Features

- A magical assortment of colourful products to make learning fun.
- Includes a DIY bookmark to put your creative skills to use.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	20/-	200

PLATINUM KIT



Features

- Combination of all basic stationery requirements.
- Ideal for a quick purchase during exams.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	20/-	240

NATARAJ®

YOUR MIND IS YOUR
GREATEST ASSET.



HAPPY BIRTHDAY KIT



Features

- A stationery kit specially designed in birthday theme.
- Colourful and vibrant assortment makes for an apt birthday present.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	50/-	20

Features

- Now thank your teachers anytime of the year.
- 1st in the category, a kit specially designed for teachers.
- An ideal gifting option to thank your teachers, mentors, coaches and guides.

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

THANK YOU TEACHER KIT



NATARAJ®

UNLEASH THE POWER
OF YOUR IMAGINATION.



MARVEL

SPIDER-MAN POWER PACK



Features

- First in the category, a non-transparent pack to add an element of surprise.
- Exciting gift pack with Marvel Spider-Man pencils, eraser, sharpener, stickers and collectible inside.
- An attractive hanger with packs for merchandising.

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

**MARVEL
SPIDER-MAN**

**SPECIAL EDITION GIFT PACK IN AN
AMAZING LOOK !**



NATARAJ®

WORK HARD, WORK SMART AND
YOUR DREAMS WILL COME.



WRITING KIT



Features

- Best solution for a quick purchase academic kit.
- Vibrant pack for the joy of gifting.
- Ideal for party return gifts.

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

Features

- A special assortment of stationery material for left handers.
- Includes a scale and a sharpener designed for left handers.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	20/-	240

LEFT EASE KIT



NATARAJ®

IF YOU THINK YOU CAN,
THEN YOU CAN.



FLURO KIT



Features

- Bright and cheerful products for studying with fun.
- Vibrant pack for the joy of gifting.
- Ideal for party return gifts.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	20/-	420

Features

- A vibrant and funky kit with colourful stationery.
- A fun return gift option.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	10/-	240

PIXY KIT



NATARAJ®

WORK HARD, WORK SMART AND
YOUR DREAMS WILL COME TRUE.



BEST OF LUCK KIT



Features

- Best solution for a quick purchase during exams.
- Vibrant pack for the joy of gifting.
- Best option for personal use.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	12/-	400

BEST OF LUCK!

Now at **12/-**

Kit for all seasons

apsara®


USE YOUR IMAGINATION
AND MAKE THE LEAP.



DUSTLESS CHALKS



Features

- Hypo-allergenic Calcium Carbonate chalks.
- Bright and bold impression for better visibility.
- Does not damage the board surface.
- Lasts 4 times longer than ordinary chalks.
- Available in .

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack (Assorted)	Set	30/-	12
10 pc pack	Set	20/-	16

CHALKS FOR
HEALTHY TEACHING.



NATARAJ®

BE OPEN AND YOU WILL
INSPIRE OTHERS.



LARGE CUTTERS



CLASSIC CUTTERS



HANDY CUTTERS



MINI CUTTERS



Features

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

SKU	U/M	MRP ₹	CASE SIZE
Large	Pc	20/-	400
Classic	Pc	15/-	1200
Handy	Pc	10/-	1200
Mini	Pc	5/-	3200



apsara®

NATARAJ®



**POWER OF PARTNERSHIP
CAN WIN YOU A TRIP TO**

Vietnam



2020

JANUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
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FEBRUARY

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MARCH

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APRIL

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MAY

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31						

JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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