

cello

WINNER™

BALL PEN

MRP
06/-



0.7mm Tip gives
Fine Writing



Unique Elasto grip for
comfortable writing



0.7
mm

The Joy of Writing®

Stylo™

BALL PEN

MRP
06/-



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®

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®

EXAM
expert™

PIN POINT™

BALL PEN

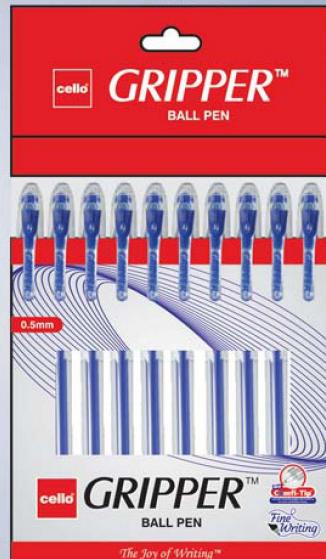


MRP
₹10/-

GRIPPER™

MRP
₹10/-

BALL PEN



Elasto Grip for
Comfortable writing



Lightweight body makes it
easy to write for a long time



0.6
mm

The Joy of Writing®



Rubber Grip for
comfortable writing



0.5mm
Tip gives
ultra fine Writing



0.5
mm

cello®

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

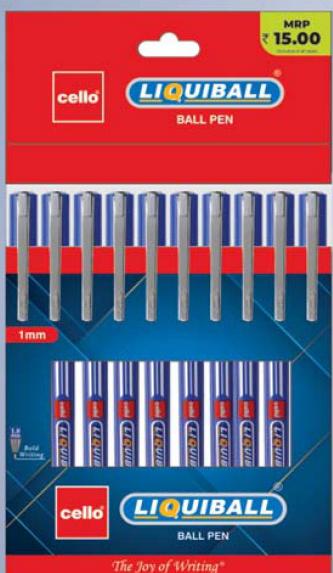
cello®

LIQUIBALL®

MRP

₹15/-

BALL PEN



1mm tip gives bold writing.



Metallic features give premium look.



1 mm

POCKET™

MRP

₹15/-

BALL PEN



Fashionable Foils Preferred by Students



Click Pen for Easy Use



0.7 mm

The Joy of Writing®

cello®

cello

Butterflow®

MRP
₹20/-

smoothness redefined

Classic Ball



3 TIMES[#]
INK



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

Smooth Write™

MRP
₹20/-

BALL PEN



Click Pen
for Easy Use



Lubriflow ink system
for smooth writing



1 mm

The Joy of Writing®

cello

Jotdot™

BALL PEN



MRP
25/-

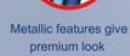


X CALIBER™

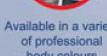
BALL PEN



MRP
30/-



Metallic features give premium look



Available in a variety of professional body colours



0.7 mm

The Joy of Writing®



Metallic features give premium look



Available in a variety of professional body colours



0.7 mm



The Joy of Writing®

#1 PEN BRAND*
OF INDIA

GEL PENS

*As per Market Pulse Data-February, 2020

cello

my[®] Gel

MRP
07/-

GEL PEN



0.6mm Tip gives Precise Writing



Attractive frosty body



0.6 mm

Super Star[™] Gel

MRP
07/-

GEL PEN



0.6mm Tip gives Precise Writing



Attractive foil preferred by Students



0.6 mm

cello

COLOUR BOMBS

MRP
10/-

GEL PEN



10 Vivid Ink Colors



Bold and Smooth Writing



0.8 mm

Gel TECH[™]
Fun
GLITTER

MRP
10/-

GEL PEN



Smudge Free Experience



Bold Writing



Colorful Glitter ink

The Joy of Writing[®]

cello®

Zapp® Pastels GEL PEN

MRP
₹ 10/-



Attractive body colours
preferred by students



Smooth Writing



0.6 mm

Aqua™ Gel GEL PEN

MRP
₹ 10/-



Attractive body colours



0.6mm Tip gives
Fine Writing



0.6 mm

The Joy of Writing®

cello®

mood GEL PEN

MRP
₹ 10/-



Waterproof
Ink



Smooth
Writing



The Joy of Writing®

10 Pcs Card Hanger

cello®

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



Pointec Gel

MRP
₹25/-

GEL PEN



Metallic Features gives Premium Look



Jumbo cartridge Long writing length



0.6 mm



Metal Clip



0.5mm Tip gives Fine Writing



0.5 mm

The Joy of Writing®



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®



Signature®

MOONLIT™

BALL PEN

The Elite Star

Compliment Your Elegance And Style

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

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



The Joy of Writing®

Signature®

ETHOS™

BALL PEN

The Classic Striker

Perfect For Every Pocket

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

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



The Joy of Writing®

Signature[®]

FOUNTAIN PEN RANGE



Signature[®]

CRÈME IVORYTM

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



cello®

JET-SET Pro

MRP
80/-



Ultra slim design for
Sleek look



Premium Metal body



0.7
mm

ACCUGRIP

MRP
80/-



Accugrip for
Ultra Comfortable Writing



Premium Metal body



0.7
mm

The Joy of Writing®

cello®

BRONZA

MRP
100/-



Bronze features for
ultra premium look



Premium Metal body



0.7
mm

CAESAR

MRP
130/-



Golden features for
ultra premium look



Premium Metal body



0.7
mm

The Joy of Writing®

Signature[®]
BALL PEN RANGE

cello



Signature[®]
CARBONTM
BALL PEN

The Dark Knight
Classic. Dark. Elemental.

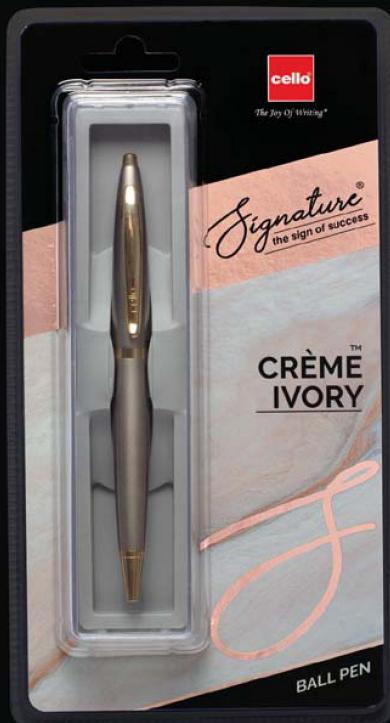
- Matte Finish Metallic Black Body Pen
- Twist Mechanism
- Lubriflow Ink System
- Premium German ink
- Refillable with 0.7mm Fine Tip

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



The Joy of Writing[®]

cello®



Signature® CRÈME IVORY™

BALL PEN

The Show Stealer

Crafted for elegance

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

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



*The Joy of Writing**

Signature® CRÈME IVORY™

ROLLER PEN

The Show Stealer

Crafted for elegance

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

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



*The Joy of Writing**



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



K-POP
FOUNTAIN PEN

THEME: Korean Pop Music



Attractive body Colors

MRP	DP	INNER	OUTER
50	36	10	480

K-SERIES

cello

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



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™