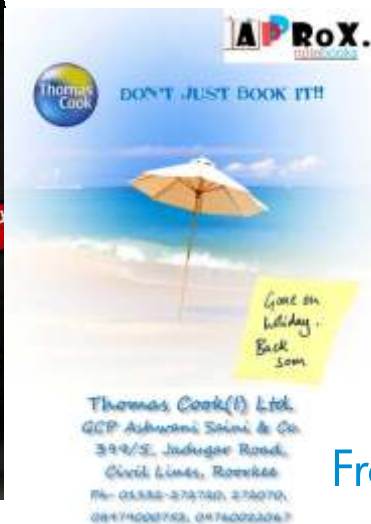


Roorkites Educational Publishers Pvt. Ltd



Quality notebooks at 40% of the market price.



Front

What are Approx Notebooks?

Approx. Notebooks are a breakthrough product in the field of stationary merchandise. They are not just high quality registers which will be available at an unbelievable price of just about 40% of the Market Price. And, **Approx. Notebooks** promise to be the first of its kind in terms of many additional features which are yet to be explored in the field of registers.

Approx. Notebooks open new avenues for everybody associated with it, including the advertisers. The funda is simple- *"the advertisers will pay for the registers you buy."*

These notebooks are set to change the market forever.



Approx
Notebooks
featured in
Amar Ujala!!

"I ordered 200 copies to sell in the morning, but I had to buy another 300 by the evening!"
- Arora Book Company, Civil Lines, Roorkee.

Prospective Customers:

The prime customers of **Approx. Notebooks** are the student community which numbers around 30 crores. Of this around 20-22 crores are school going and rest are doing graduation. The strength of our product dwells in the fact that it specifically caters to that population group which is targeted by our advertisers.

Rich or Poor, Tier A or Tier B dweller, everyone will find **Approx. Notebooks** to be useful to them.

Benefits of Approx. Notebooks:

"Ads in TV last for seconds, in Newspapers they last for a day, But in Approx. Notebooks they last for Months or Even Years."

Some Salient Features of Advertizing with Approx. Notebooks:

- + 100 times more visibility than other medium of advertisements,
- + Registers are usually not confined to a single person, i.e. it is seen by the other family members, friends, teachers and many more. That is their viewership is around 20 per notebook.
- + 7(Primary- Self, Friends etc.)
- + 10(Secondary- Classmates)
- + 3(Tertiary- Family, Teacher)
- + Advertisements rates are cheaper than other mediums
- + Ads get lost in the sea of text and other advertisement in other advertising mediums. Whereas we at Approx. Notebooks gives space to your ad exclusively due to absence of any other text.
- + Content in other advertising medium have some bearing on the ads in them as well. This may result in loss of viewership. Approx. is free of such side-effects.
- + Multiple Viewing of ads has a Great impact on the subconscious mind of the customer.
- + It has a social impact more than any other project in recent years. It can prove to be a boon and provide the requisite thrust to the literacy drive in India.

**"These Notebooks are bound to
change the market forever!"**

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