

CHARCOAL PENCILS



Features

- Assorted pack of hard, medium and soft charcoal pencils.
- Gives rich, black tones and leaves texture on paper without leaving permanent marks.
- Sketch lines range from light to intensely black.

SKU	U/M	MRP ₹	CASE SIZE
Assorted (3 pc pack)	Set	50/-	480



Hex shape



Superior lead quality

GLASS MARKING PENCILS

Features

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

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	700/-	40



Round shape



Superior lead quality





NATARAJ®

621 BE BOLD PENCILS



Consumer Offer

Features

- HB bonded lead for bold writing.
- The most trusted pencil for its sharp writing.
- Long lasting lead for long and comfortable writing.
- Easy to sharpen.

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



Hex shape



Easy to sharpen



Superior lead quality



Easy to erase

FLURO PRINTS PENCILS

Features

- Fluorescent coloured printed writing pencils for cheerful writing.
- Superior black lead for long lasting impressions.
- Soft wood makes sharpening easy.



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



Round shape



Easy to sharpen



Superior lead quality



Eraser tipped



Consumer Offer



NATARAJ®

POINTZ LEADS



Features

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

SKU	U/M	MRP ₹	CASE SIZE
HB (0.5 mm & 0.7 mm 10 tube pack)	Box (10x10)	500/-	20
H/2H (0.5 mm 10 tube pack)	Box (10x10)	1000/-	20
H/2H/2B (0.7 mm & 0.9 mm 10 tube pack)	Box (10x10)	1000/-	20



PEBBLES ERASERS



Features

- Colourful eraser for joyful erasing.
- Made of soft high quality material.
- Erases graphite gently without damaging paper.
- Soft and 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.

621 PLASTO ERASERS

Features

- Made up of soft high quality material.
- Erases graphite gently without damaging the paper.
- Soft and 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.



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



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





MAXPOINT BALL PEN



Features

- Jumbo refill which writes upto 2500 meters long.
- Elegant look.
- Comfortable grip for stress free writing.
- Suitable for long and smooth writing.
- Smudge resistant.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Box(25x4)	2000/-	6

Ink colour ■ 0.7mm tip

*customization available



Smooth Writing



Smudge Resistant



Long Writing



Comfortable Grip

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

Ink colour ■ 0.7mm tip

*customization available



Smooth Writing



Smudge Resistant



Long Writing





NATARAJ®

ALL ROUNDER BALL PEN

Features

- Strong NSTC tip for break free writing.
- Non fading ink for smooth and long writing.
- Non-slip rubber grip for stress free writing.
- Firm pocket clip for better hold on your pocket.



Smooth Writing



Smudge Resistant



Long Writing



Comfortable Grip

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

Ink colour █ █ █ █ 0.7mm tip

*customization available

JOI BALL PEN

Features

- Free flowing ink for break free writing.
- Specially designed tip for smooth writing.
- Non-slip rubber grip for stress free writing.
- Smudge resistant.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box(10x10)	1000/-	12
Dispenser	Set (100x1)	1000/-	12

Ink colour █ █ █ █ 0.7mm tip

*customization available



Smooth Writing



Smudge Resistant



Long Writing



Comfortable Grip



apsara®

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



Brilliant colours



Round shape



Non-toxic

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



Brilliant colours



Round shape



Non-toxic



apsara®

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



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





MY APSARA BAG

KITS



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

ART EXPLORER KIT

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



apsara®

DESIGNER'S KIT



Features

- A kit that perfectly complements 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

COLOURING KIT

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



apsara®

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

FUNANZA KIT

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





apsara®

ZESTA SCENTED PENCILS



Consumer Offer

MAKING WRITING
aROMATIC

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.

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



Pleasant
Fragrance



Point Protection
cap



Rubber
Tipped



Extra dark

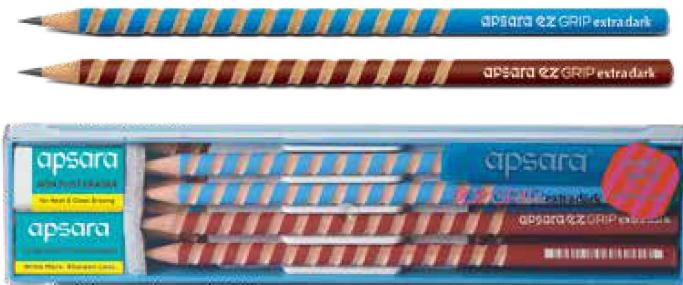


PENCILS



apsara®

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



Round shape



Spiral grip



Superior
lead quality

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



Hex
shape



Easy to
sharpen



Extra
strong lead



Easy to
erase





NATARAJ®

DEW BALL PEN



Features

- Break free writing.
- Smooth writing.
- Firm pocket clip.
- Long writing.

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

Ink colour 0.7mm tip

*customization available



Smooth Writing



Smudge Resistant



Long Writing

SILVO BALL PEN

Features

- Break free writing.
- Smooth writing.
- Firm pocket clip.
- Long writing.

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

Ink colour 0.7mm tip



Smooth Writing



Smudge Resistant

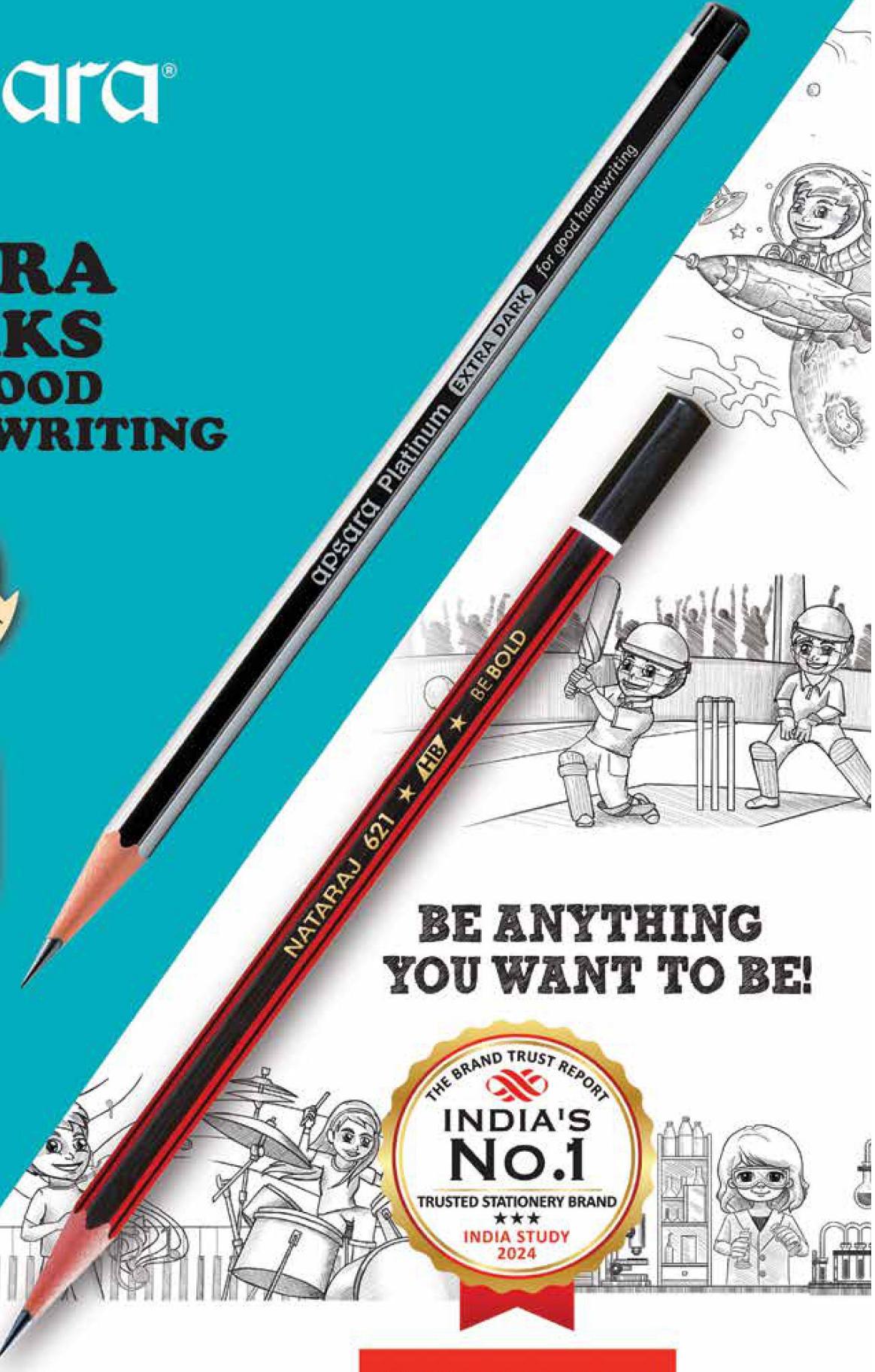
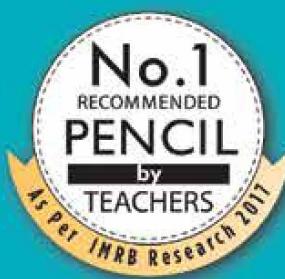


Long Writing



apsara®

EXTRA MARKS FOR GOOD HANDWRITING



**BE ANYTHING
YOU WANT TO BE!**



NATARAJ®

IS INDIA'S MOST TRUSTED BRAND.*

* As per India study 2024 in stationery category.



NATARAJ®

DUAL BALL PEN



Smooth
Writing



Smudge
Resistant



Long
Writing

Features

- Two ink colours in a single pen.
- Convenience of hassle-free writing.
- Smudge resistant.
- Clear and smooth writing.
- Glides easily on paper.

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

Ink colour 0.6mm tip

GRIPPOINT BALL PEN

Features

- Pen in 5 attractive body colours.
- Comfortable grip for stress free writing.
- Suitable for long and smooth writing.
- Smudge resistant.
- Attractive look.

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

Ink colour 0.7mm tip

*customization available



Smooth
Writing



Smudge
Resistant



Long
Writing



Comfortable
Grip

NATARAJ®

COLOUR PENCILS

Features

- Super smooth, coloured leads in an array of shades.
- Superior-quality, resistant to breakage.
- Uniform dispersion of colours for greater depth and texture.

SKU	U/M	MRP ₹	CASE SIZE
24 FS	Box	120/-	10
24 HS	Box	60/-	20
12 FS	Box	60/-	20
12 HS	Box	30/-	24
10 HS	Box	25/-	70



Brilliant colours



Hex shape



Easy Grip



Superior lead quality



Consumer Offer

* Special colour pencil sharpener except in 10 HS pack.



NATARAJ®

WILDLIFE WONDER

Features

- A comprehensive combination kit to satisfy your kids' learning needs.
- The fun pack that includes animal shape eraser, colourful sharpener and our new 5.5 inch animal print pencils which is easy to hold and use for small kids.
- A perfect choice for return gifts and various other festivals.

SKU	U/M	MRP ₹	CASE SIZE
1 pc pack	Set	10/-	600





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PLATINUM PENCILS



Features

- Extra-dark lead for good handwriting, needs less pressure while writing.
- Classic design loved by students across India.
- Soft wood for easy sharpening.

SKU	U/M	MRP ₹	CASE SIZE
10 pc pack	Box (10x10)	600/-	36
Rubber tipped 10 pc pack	Box (10x10)	700/-	32



Hex shape



Easy to sharpen



Superior lead quality



Easy to erase

