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ITC Paperkraft Expands Portfolio with a New and Innovative Notebook Series

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In line with its enduring commitment to delivering unique and differentiated products, ITC's Paperkraft is all set to capture the imagination of consumers yet again with the launch of two unique and innovative notebook series. The latest '**Glow in the Dark**' and '**Twin Ruling**' notebooks address the need for personal expressions of young professionals through cutting-edge styling and contemporary imagery. These notebooks have been launched with 13 different cover designs and are available at Landmark, Crossword and Starmark stores, and online on Flipkart and EBay at a price range of Rs. 150-250. The 'Glow in the Dark' notebooks are specially designed to distinctly capture exciting visuals in light and dark. The unique ink used for printing absorbs light and causes the cover to glow by emitting it in the dark. The Twin Ruling notebook provides a canvas for consumers to express both rational as well as intuitive thoughts emerging from the left brain and right brain respectively. The notebooks have a dotted grid pattern on the left side, to express creativity through doodles and sketches & Single line ruling on the right side to take notes. **Mr. Chand Das, Chief Executive of ITC's Education and Stationery Products Business** said, "Paperkraft's innovative range of premium notebooks is yet another unique offering from ITC's Education and Stationery Products Business. This new range is set to delight consumers through its distinct styling and imagery. The Cover theme is carried forward to the inner pages to ensure you don't see plain white pages on the inside. Quality has always been the core of our brand Paperkraft and the same is delivered through this range too." **About Paperkraft, Classmate and ITC's Education & Stationery Products Business:**

ITC made its entry to the education and stationery business with its Paperkraft brand in the office stationery segment in 2002; and later expanded into the popular student notebook segment with its Classmate brand in 2003. By 2007, Classmate became the largest Student Notebook brand in the country. Together, Classmate and Paperkraft offer a range of superior products in the Education & Stationery space to the discerning consumer, providing unrivalled value in terms of product construction and price. Meticulous understanding of consumer needs have helped create a relevant and comprehensive portfolio of stationery products satisfying the needs of different consumer sets. The rich portfolio of ITC's Education & Stationery Products includes Notebooks, Pens, Pencils, Geometry Box and Art material among others. ITC is also the manufacturer of India's first Ozone treated environment friendly Elemental Chlorine Free (ECF) pulp, paper and paperboard, offering environment friendly stationery products in the business. ITC's Education and Stationery Products Business blends the knowledge of image processing, printing and conversion garnered from ITC's Packaging & Printing Business with its brand building and trade marketing & distribution strengths resident in the Company's FMCG business to offer best-in-class products to its consumers.

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Paul Writer is founded by Jessie Paul, considered an expert in brand internationalization and frugal marketing. As Chief Marketing Officer of Wipro's IT business, Head of Marketing for iGATE Global, and as Global Brand Manager at Infosys, she has been recognized for her contribution towards putting the Indian IT industry on the global map. Jessie is the author of No Money Marketing, Tata McGraw-Hill's fastest selling professional book on marketing. Jessie is an alumnus of IIM Calcutta and REC Trichy.

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