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CHAPTER 2

GENERAL PROFILE OF NOTEBOOK INDUSTRY

2.1. INTRODUCTION

The word stationery incorporates each and every commodity like files, folders, erasers, sharpeners, schoolbooks, notebooks, other paper products, writing instruments, computer stationary, school stationary, office stationery etc. The stationery market is mostly influenced by macroeconomic development, national income and population growth. Stationery Industry is a very heterogeneous group of business usually associated with the Schools, Collages, and Office and plays a very crucial role in working of any organization across the globe. It includes Paper stationery which comprises of a vast collection of products like exercise books, note books, stitch, glued & tape pads, refill pads, flap over pads, subject books, plastic cover books etc. The huge greeting card market, autograph books, party invites etc, is also a part of this segment. The stationery market includes product for office; home and educational use but exclude greeting cards calendars and gift-wrap.

2.2. INDIAN STATIONARY MARKET

The Indian stationery industry is built on the manufacture and trade of a wide range of paper products, writing instruments, computer and daily used stationery like staplers, erasers, binders, punch machine, children stationery and other related items rather than greeting cards, calendars or gift wrap. It is further divided into school stationery and office stationery. School stationery over a period has gained it's own importance in the market. It consists of a wide range of stationery used by teachers and student in the schools. It includes popular stationery products like notebooks, erasers, pencils, rulers, sharpeners, writing boards, exam boards, graph books, pencil boxes, geometry boxes, notebook covers, glue sticks, maps, children paper clips and binders, pencil grippers, calculators and many more to add to the list. These are available in different types, shapes, sizes and different price ranges in the market to suit every individual requirement. It could also be termed as the child's necessity as far as school is concern. It's industry captures a huge consumption in India whose sales seems to be increasing day by day due to the increasing government plans and policies of achieving total literacy in India. Previously their consumption was restricted to urban areas but with the free education,

facilities in Rural India their consumption in the rural areas have increased tremendously. It's market today is flooded with manufacturers and suppliers which is extremely fragmented. One essential indicator being the absence of a national brand or a chain of branded retail stores, as is the norm internationally. Here majority of the Industry's market hold is by the people manufacturing and supplying notebooks and other paper products which includes diaries, school calendars, note pads, long books, graph books etc to the schools and children.

If we consider the current population growth rate of India which is 1.548% (2009 est), India is the second-most populous country in the world with over 1.18 billion people (estimate for April, 2010) and consists of more than one-sixth of the world's population.⁴ Since independence, the literacy rate grew from 18.33 per cent in 1951, to 28.30 per cent in 1961, 34.45 per cent in 1971, 43.57 per cent in 1981, 52.21 per cent in 1991, and 64.84 per cent in 2001. During the same period, the population grew from 361 million to 1,028 million.⁵ So the demand for notebooks is also increasing continuously and notebook industry has great market potential.

2.2.1.CURRENT SCENARIO:

Despite of many hindrances of Competition and Government Taxation the Indian stationery market promises growth with Innovative Designs and Correct Marketing Strategies being it's main tool. Though competition drives the stationery market crazy for new products it has it's plus side too as this way the consumer gets the best suitable product he wishes to buy in different price ranges and gets to choose the best out of the platter displayed in front of him.⁶ The term Stationery encompasses of all the articles from pin to pen and from papers to files and folders. Products comprised under it are paper products, computer stationery, school stationery, office stationery etc. The maturing Indian stationery market has faced various transitions in the passage of time in terms of trends, quality, demand etc. The Indian stationery market is also influenced by macroeconomic development, national income and lasts but not the least the ever-growing Indian population. The government policies and the tax structures influence the general economy of the country which in turn affects the purchasing power of the consumer thus affecting the sales. The Indian stationery Industry is highly unorganised,

⁴ http://en.wikipedia.org/wiki/Demographics_of_India 15.07.2009 10.30PM

⁵ http://en.wikipedia.org/wiki/Literacy_in_India 15.07.2009 10.35

⁶ <http://www.giftsnaccessories.com/back-to-school/1894.htm> 10.15 16/07/2010

the organised sector players in the stationery industry are estimated to be less than the unorganised sector players. Also the unorganised stationery players are expanded throughout the industry and controls major market share. The Indian buyer is price sensitive and would like to have the best possible product which suits its need and pocket. The manufacturer of unorganised sector without proper billing practices dump goods at cheap prices to the buyers at a very low rate while the manufacturer and suppliers from the organised sector have to bear the burden of taxation laid down by the government which creates the major gap between the pricing structure of the two sectors.

2.2.2. EXTERNAL COMPETITORS:

Chinese dragon entry a concern for the Indian market. Another major competition faced by the Indian stationery manufacturer is from the Importer and Grey market. It's a fathomed verity that Chinese manufacturers are the most competitive among all the other world market players as they have an advantage of mass production capacity, aggressive favourable government export policy, simplified low taxation and well developed infrastructure. As part of the Indian government's liberalisation program, the restrictions on imports are removed and now imports become more easy and simplified. Secondly with development and acceptance of Internet technology, sourcing the desired supplier in any part of the world has become a very convenient task. Thus imports of Chinese stationery products are a major threat to our stationery industry. Malpractice of under invoicing is carried very frequently by importers thus giving them clear advantage to the extent of nearly around 15 % to 20% than the cost of the Indian organised manufacturers. These evasion of taxes by such importers leads to the incapability of organised manufacturer to compete with the MRP of importers even though good innovative products are supplied by them. Following the Upcurve Path But no matter what the threat the stationery manufacturers and suppliers have still managed to progress slowly in the market. The market is said to be growing 10 to 15% annually.

The manufacturers have started building new product strategies, which helps in reducing their overall cost without compromising on quality thus producing a good quality product at competitive price. His approach has now widened from its home market to the export market for which the Indian manufacturer tries to be flexible in its export policies by supplying qualitative goods in lesser quantities. They have learnt that innovation, flexibility, performance and versatility are the key area of focus in the design and development of any product. Also the manufacturers are now into researching and

developing into their products and consumer's attitude thus finding out solutions to provide customers the best products at cost effective prices. Also the buyer is now becoming price conscious and is ready to spend more if a reliable product is offered to him. Even in kids stationery today it is very necessary to make your product creative and user friendly. The Indian buyers purchasing capacity has also started increasing with the increase in the overall economic growth of the country. The taste of the people has also improved with the improving technology and their attention has now been drawn towards branded products available in the market.

2.2.3 LIMITATIONS OF NOTEBOOK INDUSTRY:

There are some limitations for the notebook industry in India they are as follows :

- 1) The major part of this industry comes in unorganized sector hence the development is affected.
- 2) The varieties like files and folders, writing instruments still comes under small-scale industries that limits the economical and investment growth of this industry. Because of its cap of small-scale industry it lacks the some level of quality and it reduces the chances for the exporting of these commodities to the countries like U.S.A, China, Singapore, Malaysia etc. This is an important factor that restricts the survival of these goods in the international arena.
- 3) As compare to international standard our commodities having lack of quality and R&D and due to government shackles in terms of their policies, it reduces the growth of this industry in particular and the chances for growth are restricted.
- 4) Lack of modern production facilities, unorganized nature of functioning, marginal demands, government. policies and international competition prompts to have delay in the development of this sector. These entire factors still prevents this industry to have good development in this country but to look in a positive side the increasing demand for these products and new trends of modernization will improve the status in coming period of time.
- 5) The increasing awareness and need for presentation will definitely provide an essential boost to the functioning of this industry.
- 6) Once the big international players will come into play in Indian market with positive and healthy outlook then domestic players will definitely get some encouragement in this regard.

- 7) The change of policies and production facilities would also be helpful to change the whole scenario.⁷

2.2.4. RECENT DEVELOPMENTS IN NOTEBOOK INDUSTRY:

Branded goods with impulsive buying and attractive packaging techniques have a very bright future in the Indian market. The consumer is the king today and he today enjoys the choice of buying with so many manufacturers and suppliers running the market. Also the government's focus on increasing education every where in the country have proved to enhance the growth of stationery market. This has helped the consumer in getting matured day by day and today he can easily distinguish and choose the best product, which suits his purpose among the vast choice given to him. Also government's liberal policies on taxation and other aspects have proved to be a stepping stone to the growth of the stationery industry.

Branding Revolution the Indian market is slowly developing into a brand conscious market. Branded goods are expected to have premium quality as well as a value for money. Indian stationery market leaders has also to face competition with not only the local market dealers but also with the other competitive popular brands thus maintaining it's brand loyalty. But if he concentrates it's attention on it's targeted audience yet never lose it's brand focus he could open up entirely new markets for himself.

New horizon of brand image building is taken into consideration by the Indian manufacturers. They have started promoting their brands with the help of powerful and popular medias like advertising, electronic, internet etc. Also active participation in national and international trade fairs have helped them in creating awareness for their products and thus increase their growth in the market, also incentives and other promotional strategies have benefited the Indian manufacturer in building image for their brand. Thus it is apparent that the Indian stationery Industry slowly and gradually with the right kind of input, approach and with government support can not only survive from it's competition but put it's first step into achieving total growth and development.

⁷ <http://www.giftsnaccessories.com/gifts-stationery/539.htm>

2.3. LEADERS OF NOTEBOOK INDUSTRY IN INDIA

As far as consider the huge market potential for notebooks in India there are various players in notebook industry, out of them some are market leaders with great market share. Profile of some of such leader companies are given below:

A) NAVNEET

Navneet Publications India Limited, founded by the Gala Family, is in the business of Educational and children Books Publishing, Scholastic paper stationery and non-paper stationery products. The company enjoys leading position in premiere stationery markets in India, the Middle East, parts of Africa, U.S.A. and Europe. Predominantly ruled by the un-organised players, Navneet's had a big challenge to face. But within no time Navneet became India 's largest Paper Stationery company.

❖ Historical background :

Since 1959, Navneet has been a major force in the dissemination of knowledge. Navneet is a dominant player in the field of publishing, with more than 5000 titles in English, Hindi, Marathi, Gujarati and foreign languages. In 1987, to further strengthen and consolidate the business of book publishing, Navneet installed ultramodern printing press at Dantali, District Gandhinagar, Gujarat . By 1991, sophisticated printing and binding machineries had been imported to complete the modernization-cum-expansion plans of the company. In 1993, Navneet saw opportunity in the exports of Stationery products for which it now has state-of-art manufacturing facilities in Vasai (near Mumbai) Daman and Silvassa (Union Territories bordering Maharashtra and Gujarat). In the same year Navneet also launched its paper stationery products for the domestic market and became amongst India's first Branded Paper Stationery manufacturer. In 2006, taking the success of the Paper Stationery products further, Navneet launched it first range of non-paper stationery – FfUuNn Pencils. The company has aggressive plans in this segment.

For over 4 decades, Navneet has been consistently producing high quality and dependable Indian school curriculum books and mass-market children books that have helped millions of students across India.

➤ Business

Over the decades, Navneet has emerged as a leading Educational Products and Services company in India. Navneet's sales come primarily from west India. Navneet executives confirm that Maharashtra is a huge market for the brand. Products range includes tight bind note books, long books, hard case bound books and drawing

books. The company's products are sold under the 'Navneet', 'Vikas', 'Gala', 'FfUuNn', 'Boss' and 'Navneet Nxt' brand names. It's portfolio of syllabus based Books includes high quality supplementary books like Digests (Guides), Workbooks and 21 Question Sets, most of which are published in four languages - English, Hindi, Marathi and Gujarati. The company has a dominant market share in Gujarat and Maharashtra. Also with the new range of supplementary books targeting the students from CBSE and ICSE boards, Navneet's educational products are now made available across India. Navneet also produces various titles in the Children and General books category, which are not based on syllabus, such as activity books for children, board books, story books, health related books, cookery books, mehendi & embroidery books, etc. Navneet today has published till date more than 4,500 titles in several Indian and International languages.

With over 1000 distributors and a mammoth sales / marketing team, Navneet reached to more 75,000 retail outlets and over a million students across India , via direct and indirect efforts.

➤ Financial Scenario

Since Navneet is a strong player in notebook industry of India its financial scenario is very good.

Table 2.1.
Financial Scenario of Navneet:

Following table shows financial scenario of Navneet.

<i>(Amount in million rupees)</i>						
Sr.No	Particulars	March 05	March 06	March 07	March 08	March 09
1	Revenue	2,745	2,943	3,267	4,004	5,049
2	Capital employed	1,735	1,838	2,048	2,473	2,760
3	Reserves and surplus	1,544	1,648	1,857	2,114	2,418
4	Gross Profit	554	590	719	841	986
5	Net Profit	309	356	426	537	589
6	Dividend	142	162	190	228	247

Source: (<http://navneet.com>)

This table shows the financial scenario of company from year 2005 to 2009 and it shows the there was is growth from March 2005 to March 2009 in every factor. If we see the overall business growth in this four year is is near to double from march 2004.

➤ **Social Relevance:**

Navneet Publications (India) Ltd. have been consistently taking up genuine efforts to increase the green cover and also to overcome the problem of shortage of raw materials by introducing new eco friendly alternatives in its product portfolio which ensures no damage to the environment. We all know that paper is made from wood pulp. However, Navneet uses an eco-friendly paper which is made from bagasse i.e. Dry sugarcane pulp remained after extracting juice is chemically treated to make paper and fuel. Navneet Publications (India) Ltd. has resorted to a unique, novel project that will make significant contribution to protect trees by using eco-friendly paper to manufacture Navneet's entire range of products.

Paving the way for an eco-friendly product -the basis of sustainable development and taking up constant efforts towards environmental management, Navneet Publications (India) Ltd. has also launched a complete range of premium stationery products under the brand name “FfUuNn” across India. The range comprises of eco friendly and non-toxic pencils, erasers, sharpeners, colour pencils, oil pastels, etc. and uses state-of-the-art technology based on international standards. “FfUuNn” range products are something that cannot be dreamt of in conventional stationery segment. Serving the Indian teacher-student community, Navneet Publications (India) limited has been a dominant player in the field of providing syllabus and non-syllabus based education material to students since 1959.

➤ **Marketing Mix :**

Navneet having good marketing mix to compete in market. They are having effective Product Mix, Price Mix, Place Mix and promotion Mix.

❖ **Product Mix and Price Mix:**

Navneet having different types of notebooks for each class. They produce the notebooks in Different size, ruling, pages, binding and cover differentiation. The details about the Product mix and Price Mix as per Product Specification is as follows.

Table 2.2.
Product Mix of Navneet:

Following table shows product mix and Price Mix of Navneet.

Sr.No	Product Specification	Size	Pages	Price
1	My College Book	20.3x26.7cm	140	15.00
2	My Subject Book	20.3x26.7cm	300	35.00
3	My project Book	Regular Size	32	16.00

4	My project Book	Regular Size	64	30.00
5	My Long Book	Regular Size	76	12.00
6	My Long Book	Regular Size	172	23.00
7	My Long Book	Jumbo size	84	20.00
8	My 6 Subject Book	20.3x26.7cm	300	36.00
9	Sport (photo)	Regular Size	348	38.00
10	Wild(photo)	Jumbo size	160	23.00
11	Wild(photo)	Jumbo size	192	25.00
12	Wild(photo)	Jumbo size	288	35.00
13	Wild(photo)	Jumbo size	348	45.00
14	Wild(photo)	Jumbo size	160	20.00
15	Wild(photo)	Jumbo size	192	25.00
16	My Long Book	Regular Size	76	16.00
17	My Long Book	Regular Size	172	22.00
18	My Long Book	Regular Size	156	20.00
19	My Long Book	Regular Size	180	23.00
20	My Brown Drawing Book	Big Size	40	15.00
21	My Orange Drawing Book	Big Size	60	18.00
22	My Violet Drawing Book	37.7x24 cm	40	35.00
23	My Yellow Drawing Book	Small size	40	30.00
24	My Green Drawing Book	Small size	60	30.00
25	My Blue Drawing Book	Square size	40	36.00
26	My Red Drawing Book	Mini size	40	20.00
27	My Pink Drawing Book	Mini size	20	20.00
28	Hard Bound	Large	40	40.00
29	Hard Bound	Large	60	45.00
30	My Drawing Book	A3	40	36.00
31	My Drawing Book	A3	60	45.00
32	My Drawing Book	A4	40	30.00
33	My Drawing Book	A4	160	55.00

Source: (<http://navneet.com>)

This Product Mix show that there is big product line as per the size, binding and by pages quantity in one notebook. The Prices also get differentiated as per the Product specification.

❖ Place Mix :

Navneet having the Wholesalers in each city by which wholesales make the availability

of product from company and as per the Retailers requirement they are distribute in the particular there territory. Company appoint a special person for looking a distribution also for the to look the retailers as well as wholesalers requirement.

❖ **Promotion Mix :**

Navneet use the different tools for the promoting the product in to the market. The tools are as follows

Television Advertisement :

With the help of some TV channels Navneet promote its brand. Advertisers are develop in Hindi and in Regional language by which everyone got the message. They use the Channels like Zee , DD National and Regional, Star TV etc.

Radio Advertisement :

With the help of some radio channels in metro cities Navneet promote its brand. Advertisers are develop in Hindi language by which everyone got the message.

Competitions in Schools/Institutes :

Company arrange some completion like Drawing Competition etc. by which company develop some image in the mind of customers as well as in consumers.

B) BLUE BIRD

Blue Bird, a leading manufacturer of paper based notebooks and stationery is the market leader in the organized paper based notebook industry, with a 48% market share. In November 2006, BBIL came with an IPO of 87.8 lakh shares at Rs 105 per share. The financial track record of BBIL is good with continuous growth in sales and profit. The top line of the Company has grown at a 4-year CAGR of 66.5%, while during the same period; its bottom line has grown at a CAGR of 166.34%. At Rs 76, the Blue Bird stock is available at a P/E of 7.6x on expected FY07 earnings of Rs 10 and holds potential for decent appreciation in the medium term.

➤ About Company :

Blue Bird (India) (BBIL) is a leading manufacturer of paper based notebooks and stationery. Under its "Blue Bird" brand, BBIL has a strong presence in western and southern India. BBIL's products principally cater to Western India, including the State of Maharashtra. BBIL is also present in Southern India and expanding its presence there, including Andhra Pradesh, Karnataka, Kerala and Tamil Nadu. As per the AC Nielsen ORG MARG report, BBIL is the market leader in the Rs 743 cr. organised paper based

notebook industry, with a 48% market share. Its status as a leading player, along with over 30 years of experience, would find it in good stead in leveraging its in-house skills, relationships with the customers and market visibility, to further enhance its existing strength in the student/exercise book and stationery industry. BBIL exports its products to Ghana, Kenya and South Africa. The Company has also started exporting stationery products and commercial printing to customers in North America. Currently exports contribute just 1% to the turnover.

Under its Blue Bird brand, BBIL provides notebooks and stationery, which are designed for educational use, office use and for home and personal use. BBIL has a production capacity of 51,800 tons. The Company also manufactures other stationery products like files, perforated pads, registers and filler papers. The Company has developed a range of premium stationery, including diaries. It also provides made-to-order notebooks in bulk quantities, on a contract basis. The segment has grown at a 4-year CAGR of 70%, and now contributes 82% to the turnover. Besides this, BBIL undertakes commercial printing services in a wide variety of areas like product brochures, catalogues & instruction materials, diaries & calendars, magazines & other publications, business forms, and annual reports

The fortune of the notebook industry is closely tied with the evolving and growing national economy and population. This holds true for BBIL products, since most of the end-users are students, as the Company derives more than 80% of the revenue from the notebook category. With literacy level on the rise, the 7-24 age group (the education pursuing population), which currently has a literate population of 257 million, is estimated to grow to 342 million by 2011, as per the AC Nielsen report. As a result, the notebook market is set to grow from the current Rs 5,100 cr. to Rs 8,208 cr. by 2011.

In October 2006, Blue Bird (India) privately placed 1,225,000 equity shares at a price of Rs. 98 per share. In November 2006, BBIL came with an IPO of 87.8 lakh shares at Rs 105 per share. The post issue capital stands at 35 cr. and the promoters' stake at 52.6%. BBIL raised capital to finance its two major expansions: one in south and the other in west India. It is setting up a second notebook manufacturing and printing unit in south India to address the logistic needs in procuring raw material and delivery of products to retailers in the region at an estimated cost of Rs 45.41 cr. The project is likely to commence in the fourth quarter of fiscal 2008. To reduce a major portion of outsourcing costs, Blue Bird (India) is expanding capacity at its existing plant at Pune. The project, estimated to cost Rs 26.07 cr., is likely to commence in the third quarter of 2008. Blue

Bird (India)'s Pune plant has a capacity of 51,000 tonnes for notebooks and stationery and 12,500 tonnes for printing and publication with capacity utilisation of 74.3% and 50.9% in FY 2006. Post-expansion, the capacity will increase to 76,000 tonnes and 25,000 tonnes, respectively. The Company currently operates through 18 regional sales and marketing offices. Through the IPO proceeds, the Company plans to widen its distribution network by setting up various such offices in different parts of the country. Such offices generate most of the orders from both retailers and wholesalers/ dealers.

➤ **Financials Scenario :**

Table No. 2.3
Financials Scenario

Sr.No.	Particulars	Value in Cr.
1	Net Sales	Rs 237.1 cr. (up 18.37%)
2	Net profit	Rs 15.1 cr. (up 19.6%)
3	Year ended March 2007(Expected)	
4	Net Sales -	Rs 35 cr.
5	Net profit	Rs 500 cr.
6	Market Cap	266 cr.

Source : (bluebirdpune.com)

(As per September 2006)

The financial track record of BBIL is good with continuous growth in sales and profit. The topline of the Company has grown at a 4-year CAGR of 66.5%, while during the same period; its bottomline has grown at a CAGR of 166.34%. For H1FY07, net sales grew by 18.3% to Rs 237.1 cr. and net profit by 19.6% to Rs 15.1 cr. For the year ended March 2006, BBIL had posted net sales and net profit of Rs 400.9 cr. and Rs 25.1 cr. respectively. BBIL also has impressive return ratios, with ROCE at 31.9% and RONW at 40.1%. The management expects net sales of Rs 500 cr. and net profit of Rs 35 cr. for the year ending March 2007. At Rs 76, the stock is available at a P/E of 7.6x its FY07 (E) EPS of Rs 10. Given its leadership position, the BBIL stock looks cheap. However, the key to BBIL's success is the growth in student population, which is the major end-user segment for the Company. Investors can accumulate the Blue Bird scrip at current levels as the stock holds potential for decent appreciation in the medium-long term

➤ **Marketing Mix:**

Blue Bird having good marketing mix to compete in market. They are having effective Product Mix, Price Mix, Place Mix and promotion Mix.

❖ **Product Mix and Price Mix:**

Blue Bird having different types of notebooks for each class. They produce the notebooks in Different size, ruling, pages, binding and cover differentiation. The details about the Product mix and Price Mix as per Product Specification is as follows.

Table 2.4.
Product Mix of BlueBird

Following table shows product mix and Price Mix of Navneet.

Sr.No.	Product Specification	Size	Pages	Price(Rs.)
1	Drawing Notebook	17x24 cm	40	12.00
2	Drawing Notebook	24x34 cm	40	17.00
3	Drawing Notebook	24x34 cm	40	24.00
4	Drawing Notebook	27x37cm	40	29.00
5	Drawing Notebook	29.5x42cm	40	34.00
6	Long book Soft Bound	16x24.5cm	160	19.00
7	Long book Soft Bound	16x24.5cm	160	9.00
8	Original Long book	14x27cm	160	23.00
9	A4 college book	20.75x19.5cm	160	28.00
10	Long book Soft Bound	15.5x24cm	72	10.00
11	Long book Soft Bound	15.5x24cm	160	15.00
12	Big jumbo long book	20.75x32.5cm	160	35.00
13	Note book hard bound	15.x19cm	84	13.00
14	Note book hard bound	15.x19cm	180	20.00
15	Original Long book	16x24.5cm	84	11.00
16	Original Long book	16x24.5cm	180	20.00
17	Original Long book	16x24.5cm	280	32.00
18	Note book hard bound	16x24.5cm	84	14.00
19	Note book hard bound	16x24.5cm	180	23.00
20	Note book hard bound	16x24.5cm	280	34.00
21	Original Long book	17x27cm	84	14.00
22	Original Long book	17x27cm	180	24.00
23	Original Long book	17x27cm	280	36.00
24	Original Long book hard bound	17x27cm	180	27.00
25	A5 College Book Soft bound	18.5x24.5cm	180	24.00

26	A5 College Book Hard Bound	18.5x24.5cm	180	27.00
27	A4 College Book Hard bound	20.75x29.5cm	180	35.00
28	A4 College Book Hard bound	20.75x29.5cm	280	54.00
29	Big jumbo	20.x32.5cm	72	22.00
30	Big jumbo	20.x32.5cm	140	33.00
31	Note book Hard bound	14.75x18.5cm	84	10.00
32	Note book Hard bound	14.75x18.5cm	180	15.00
33	Note book Hard bound	14.75x18.5cm	284	2.00
34	Note book Hard bound	14.75x18.5cm	472	39.00
35	King Notebook	18x24cm	84	13.00
36	King Notebook	18x24cm	180	23.00

Source: (<http://bluebirdindia.com>)

This Product Mix show that there is big product line as per the size, binding and by pages quantity in one notebook. The Prices also get differentiated as per the Product specification.

❖ **Place Mix :**

Blue Bird having the Wholesalers in each city by which wholesales make the availability of product from company and as per the Retailers requirement they are distribute in the particular there territory. Company appoint a special person for looking a distribution also for the to look the retailers as well as wholesalers requirement.

❖ **Promotion mix :**

Blue Bird use the different tools for the promoting the product in to the market. The tools are as follows

Television Advertisement :

With the help of some TV channels Blue Bird promote its brand. Advertisers are develop in Regional language by which everyone got the message. They use the Channels like DD National and Regional, etc.

Posters:

Blue Bird also use posters for advertisement of their brands. Such posters pasted on tempos as well as inside and outside of bus, thus they can reach up to more and more customers.

C) ITC (INDIAN TOBACCO CORPORATION)

➤ History

In 2000, ITC was first entered in the greeting card industry with worth around Rs 250 crore (Rs 2.5 billion) and was growing at a healthy 15 per cent a year. By 2003, ITC's greeting card brand Expressions was No. 2, with a 20 per cent share of the market. The rationale behind ITC's decision to enter this business is they perceive that it is the most value-added paper product on the face of the Earth is a greeting card Das, explaining. The greeting cards' category was being increasingly threatened by various new formats. While e-greetings threw the first jab, the body blow came in the form of affordable SMS and MMS rates and increasing telephone usage. Suddenly, greeting cards were as out of fashion as stone-washed jeans. Then they were going for value-addition: cards with attached rakhis and friendship bands, for instance, in a bid to boost occasion-related sales. But the company soon realized that greetings could no longer be the only plank for the business to rest. The challenge was to grow the business division. Since 2000, ITC has been looking at growing its non-cigarette FMCG business, which blends with the core capability of the group.

In 2003, ITC saw another opportunity. Notebooks was a Rs 5,000-crore (Rs 50 billion) category growing at 9-10 per cent every year. Importantly, there were huge visible gaps in the market. The organized segment accounted for less than 10 per cent of the notebooks market. There were only a couple of players with a pan-India presence: the Mumbai-based Navneet and Nightingale.

➤ Business

ITC's stationery business, which sells notebooks under the Classmate brand name, was just Rs 10 crore (Rs 100 million) in 2004-05, then revenues have jumped 400 per cent and brought in earnings of Rs 40 crore (Rs 400 million) in 2005-06. Mr. Chand Das the Chief Executive of ITC Greetings' Gifting and Stationery Business has honoured winners of the 'Classmate Young Author 2005' awards. After two full years of being in business, the Classmate brand is already the No. 2 player, inching close to market leader Navneet. And ITC aims to continue the scorching pace of growth.

Industry estimates place Navneet's share in the notebooks business to be worth Rs 80-90 crore (Rs 800-900 million) and ITC is a strong competitor to them hoping their stationery business will be worth Rs 500 crore (Rs 5 billion) in five years.

More importantly, there is a huge growing market for paper-based consumer products.

➤ **Marketing Mix:**

ITC having good marketing mix to compete in market. They are having effective Product Mix, Price Mix, Place Mix and promotion Mix.

➤ **Product Mix and Price Mix:**

ITC having different types of notebooks for each class. They produce the notebooks in Different size, ruling, pages, binding and cover differentiation. The details about the Product mix and Price Mix as per Product Specification is as follows.

Table 2.5.
Product Mix of ITC:

Following table shows product mix and Price Mix of ITC.

Sr.No.	Product Specification	Size	Pages	Price(Rs.)
1	Drawing Book	29x21cm	40	20.00
2	Drawing Book	17x24.5cm	40	14.00
3	Drawing Book	27.5x34.7cm	40	28.00
4	Drawing Book	42x29.7cm	40	45.00
5	Longbook(unruled)	21x29.7cm	160	32.00
6	Longbook(ruled)	21x29.7cm	160	32.00
7	Notebook (unruled)	19x15.5cm	176	18.00
8	Notebook (ruled)	19x15.5cm	176	18.00
9	Notebook (single line)	24x18cm	180	25.00
10	Notebook (double line)	24x18cm	180	25.00
11	Notebook (square)	24x18cm	180	25.00
12	Notebook (fourline)	24x18cm	180	25.00
13	Notebook (single line)	19x15.5cm	180	24.00
14	Notebook (double line)	19x15.5cm	180	24.00
15	Notebook (square)	19x15.5cm	180	24.00
16	Notebook (fourline)	19x15.5cm	180	24.00
17	Notebook (single line)	19x15.5cm	92	15.00
18	Notebook (double line)	19x15.5cm	92	15.00
19	Notebook (square)	19x15.5cm	92	15.00
20	Notebook (fourline)	19x15.5cm	92	15.00
21	Notebook (single line)	24x18cm	92	15.00
22	Notebook (double line)	24x18cm	92	15.00
23	Notebook (square)	24x18cm	92	15.00
24	Notebook (fourline)	24x18cm	92	15.00
25	Notebook (single line)	24x18cm	180	22.00

26	Notebook (double line)	24x18cm	180	22.00
27	Notebook (square)	24x18cm	180	22.00
28	Notebook (fourline)	24x18cm	180	22.00
29	Notebook (single line)	21x17cm	188	24.00
30	Notebook (double line)	21x17cm	188	24.00
31	Notebook (square)	21x17cm	188	24.00
32	Notebook (fourline)	21x17cm	188	24.00
33	Notebook (single line)	15.x19cm	84	13.00
34	Notebook (single line)	15.x19cm	180	20.00
35	Notebook (single line)	16x24.5cm	84	11.00
36	Notebook (single line)	16x24.5cm	180	20.00
37	Notebook (single line)	16x24.5cm	280	32.00
38	Notebook (single line)	20.5x32.5cm	160	30.00
39	Notebook (single line)	14x18cm	84	9.00
40	Notebook (single line)	14x18cm	180	14.00
41	Notebook (single line)	17x27cm	172	25.00

(Source : <http://www.itcportal.com>)

This Product Mix show that there is big product line as per the size, binding and by pages quantity in one notebook. The Prices also get differentiated as per the Product specification.

➤ Price Mix

Accordingly, ITC launched its notebooks, deliberately pricing itself 10-15 per cent higher than the competition, between Rs 10 and Rs 40. This ensured that it created an affordable-yet-aspirational image and also send a hidden message of being a superior product (60 gsm paper, bleached without using chlorine). Then, ITC focused on the design elements of notebooks: each Classmate notebook has a theme on the cover and related information inside.

For instance, if the cover has a photograph of a ship, the inside front cover has information about ships. Then, the last two pages of the notebook have trivia and the back cover highlights the corporate social responsibility initiatives of the company (Re 1 from each notebook sold is set aside for the cause of underprivileged children).

Of course, breaking into the market wasn't easy. Distribution of a mass product like notebooks can be an expensive proposition - which partly explains the lack of national players. Then, notebooks were reserved for the small-scale sector.

So ITC outsourced the final production to 20 satellite manufacturing plants across the country. These plants are supplied with paper from ITC's plant at Bhadrachalam, in Andhra Pradesh. To keep a check on transportation costs, company tries to manufacture and sell within the same area.

➤ **Distribution**

Then, ITC also had the advantage of sharing infrastructure with its food and cigarette business - the group has 19 branch offices across India. "These offices became a nodal point for sales and distribution of notebooks. Our ability to hit the market was the fastest," says Das.

➤ **Promotion**

The company then tapped into its customer through below-the-line advertising. In 2003, the year of Classmate's launch, it introduced the Young Author competition for students across schools in India, who were in the 9th to 12th grade. In the third edition of the Classmate Young Author competition, for which the awards were given away in March 2006, there were close to 40,000 participants from the top 15 cities. ITC is tapping only the top 4,000 schools in the country. Children from these schools are likely to be early-adopters of the Classmate range. since last year, the competition has been extended to create a Young Artists contest aimed at younger children in the same schools.

Apart from competitions, ITC is also looking at customisation. In most top-rung schools across the country students have to buy notebooks only from the school book store - the notebooks often have the school's name and emblem embossed on it. To get a share of that market, Classmate has inked deals with 100 schools across the country to provide them with customised notebooks.

➤ **Noteworthy comparison between Navneet and ITC's strategies**

If ITC has extended its reach from greeting cards to notebooks, Navneet Publications is doing exactly the opposite. The Mumbai-based company is looking at greeting card galleries as an alternative retail outlet to promote its notebooks range. Navneet, which has just entered its 10th year in notebooks, feels the only way to capture this market is through distribution.

Navneet plans to strengthen its distribution network and aims to increase sales by nearly 30 per cent in 2006. At present, the company operates through more than 50,000 retail shops and over 500 distributors. It is now looking at selling its products through local grocers, petrol pumps, gift shops and so on (in addition to the regular stationery shops) to

increase its base.

Similarly, Bilt is planning to expand its retail base from 20,000 to 25,000 outlets and is targeting retail sales of Rs 100 crore (Rs 1 billion) in 2006. Says Yogesh Agarwal, president, paper business, "In India, notebooks or notepads have always taken a back-seat. It's time to make people as conscious of notebooks as they are about other accessories."

Shailendra Gala, vice president, stationery, Navneet Publications, believes that transformation is already happening. "The notebook industry is moving to an organised market with standardisation in prices, notebook size, packaging and so on," he adds.

Apart from beefing up distribution, Navneet is also taking a direct approach by talking to its customers. "The aim is to understand students' requirements and what they think of our products," says Gala. For instance, Navneet found that the earlier practice of notebooks being stitched only at the top and bottom was a problem for students who worried about pages coming loose. Accordingly, the company introduced fully-stitched notebooks, which have proved very popular.

For its part Kores, which has made its mark in office stationery, underplays its ambitions. "We do not compete with leading players like Navneet or ITC. To maintain our niche positioning, our company is banking on the differential marketing aspect," says A K Garg, senior general manager, marketing and sales, Kores.

The company introduced its notebooks in January 2005 under the hi-mark brand, and has launched a loyalty programme to ensure that children keep coming back. Children between five and 15 years are encouraged to join the Hi-mark Club, where they get 10 points for every purchase.

These points can be redeemed for gifts, after they accumulate a minimum of 100 points. Apart from selling directly through schools and colleges, Kores may also look at starting a standalone store. Says Garg, "We may consider a standalone retail outlet once the company has a wider portfolio."

If it's brick-and-mortar for Kores, Bilt is going online.

In January 2006, Bilt started exploring online sales as an option. Possibly that's the meeting point for notebook PCs and pulp notebooks.

D) SUNDARAM MULTI PAP LTD.

Sundaram Multi Pap Ltd., A Public Limited Company was established in the year 1995; manufactures paper products for school students and office use. The company's plant is located at Palghar near Mumbai with premises measuring to around 50, 000 sq. Ft. About 200 employees are engaged with the manufacturing process. All this assures good quality of product in huge quantities and in schedule time. The Company has state of the art machines with fully automatic exercise books line and advanced machinery. 'Sundaram' brand paper stationeries are popular in domestic market as well as in the international market. The company exports its products to the Middle East, U. S. A.And major African countries. To meet customers' requirements viz. Size of the product, quality of the paper, design of the cover, etc. The company undertakes extreme precaution.Sundaram Multi Pap Ltd. Welcomes buyers from the overseas market and inquiries from the dealers, export houses, institutional buyers etc.

Mr. Amrut Shah (CMD, Sundaram Multi Pap Ltd.) receives Best Export Award for the year 2007-08 recently by the hand of Mr. Subodh Kant Sahai, Hon'ble Minister of State (Independent Charge) Ministry of Food Processing Industries, Government of India

➤ **Marketing Mix**

❖ **Product Mix and Price Mix:**

ITC having different types of notebooks for each class. They produce the notebooks in Different size, ruling, pages, binding and cover differentiation. The details about the Product mix and Price Mix as per Product Specification is as follows.

Table 2.6.
Product and Price Mix

Following table shows product and price mix of Sundaram Brand.

Sr. No	Brand Name	Product Specification	Size	Pages	Price(Rs.)
1	Star Hero	Long book Soft Bound	16x24.5cm	160	18.00
2	Cool	Long book Soft Bound	16x24.5cm	160	18.00
		Original Long book	14x27cm	160	23.00
		A4 college book	20.75x19.5cm	160	28.00
3	Friendly	Long book Soft Bound	15.5x24cm	72	10.00
		Long book Soft Bound	15.5x24cm	160	15.00
		Original Long book	16x24.5cm	160	20.00
		A4 college book	20x28cm	160	25.00
		Big jumbo long book	20.5x32.5cm	160	30.00

		Note book hard bound	14x18cm	84	9.00
		Note book hard bound	14x18cm	180	14.00
4	Mr.Big	Original Long book	17x27cm	172	25.00
		A4 college book	20.75x29.5cm	160	33.00
		Big jumbo long book	20.75x32.5cm	160	35.00
		Note book hard bound	15.x19cm	84	13.00
		Note book hard bound	15.x19cm	180	20.00
5	Winner	Original Long book	16x24.5cm	84	11.00
		Original Long book	16x24.5cm	180	20.00
		Original Long book	16x24.5cm	280	32.00
		Note book hard bound	16x24.5cm	84	14.00
		Note book hard bound	16x24.5cm	180	23.00
		Note book hard bound	16x24.5cm	280	34.00
		Original Long book	17x27cm	84	14.00
		Original Long book	17x27cm	180	24.00
		Original Long book	17x27cm	280	36.00
		Original Long book hard bound	17x27cm	180	27.00
		A5 College Book Soft bound	18.5x24.5cm	180	24.00
		A5 College Book Hard Bound	18.5x24.5cm	180	27.00
		A4 College Book Soft bound	20.75x29.5cm	84	18.00
		A4 College Book Soft bound	20.75x29.5cm	180	32.00
		A4 College Book Soft bound	20.75x29.5cm	280	50.00
		A4 College Book Hard bound	20.75x29.5cm	180	35.00
		A4 College Book Hard bound	20.75x29.5cm	280	54.00
		Big jumbo hard bound	20.x32.5cm	72	22.00
		Big jumbo hard bound	20.x32.5cm	140	33.00
		Big jumbo hard bound	20.x32.5cm	188	41.00
		Big jumbo hard bound	20.x32.5cm	280	58.00
		Note book Soft Bound	14.75x18.5cm	52	6.00
		Note book Soft Bound	14.75x18.5cm	84	9.00
		Note book Soft bound	14.75x18.5cm	180	14.00
		Note book Hard bound	14.75x18.5cm	180	15.00
		Note book Hard bound	14.75x18.5cm	284	2.00
		Note book Hard bound	14.75x18.5cm	472	39.00
		King Notebook	18x24cm	84	13.00
		King Notebook	18x24cm	180	23.00
6	Drawing	Cartoon Book	17x24 cm	36	7.00

	Cartoon Book	24x34 cm	36	14.00
	R.K. Cartridge	17x24 cm	40	12.00
	R.K. Cartridge (jumbo)	24x34 cm	40	17.00
	R.K. Cartridge D5	24x34 cm	40	24.00
	R.K. Cartridge D 6 jumbo	27x37cm	40	29.00
	R.K. Cartridge D 7 jumbo	29.5x42cm	40	34.00
	New plus	21x29.5cm	20	11.00
	Sketch Book Spiral	29.5x42cm	40	38.00

Source: (<http://www.sundarampaper.com>)

This Product Mix show that there is big product line as per the size, binding and by pages quantity in one notebook. The Prices also get differentiated as per the Product specification.

❖ Place Mix:

Sundaram Multi Pap Ltd distributes its products to wholesalers which are then reached up to customers through retailers.

❖ Promotion Mix:

For promotion Sundaram use the tools like radio advertising, banners and posters.

Radio Advertisement

With the help of some radio channels in metro cities Sundaram promote its brand. Advertisements are developed in Hindi language by which everyone got the message.

Shop banners

Sundaram provides banners highlighting their brands with name of shop to their wholesalers and retailers, by which customer get attracted and also retailer get motivated to sell the Sundaram notebooks.

Posters:

Sundaram also uses posters for advertisement of their brands. Such posters are pasted on tempos as well as inside and outside of bus, thus they can reach up to more and more customers.

E) LIST OF OTHER COMPANIES IN INDIA

Following are other main competitors to the leaders of notebook industry in India.

1) SUDHARSAN PACKAGING

Owner : V.S.D.Sankar

Manufacturers of Printed Boxes, Notebooks, Garment, Paper and Board.

Business Types : Manufacturer

Address : 381.gnanagiri Road. Sivakasi, Tamil Nadu

2) ASHWANI TRADING COMPANY

Owner : Lalit Mehra

Manufacturers of Files, Envelopes, Notebooks, Greeting Cards, Calendars, Accounts Book, Ledgers and Diaries.

Business Types : Manufacturer / Exporters

Address : 4 Vaidyanathan Street, Chennai, Tamil Nadu

3) FORMAT COMPUTER

Owner : Amit Shah

Manufacturers of Paper, Handmade Paper, Khadi Paper, Notebook, Exercise Book, Four Colour Graphic Design, Sort Pulling Printing Job and all Types of Business Forms.

Business Types : Manufacturer / Exporters

Address : 303 B wallstreet-2 orient club ellisbrid, ahmedabad, Gujarat

4) PRINT HUB (INDIA)

Owner : Arpit Mittal

Manufacturers of Books, Notebooks, Car Sunshades, Advertisement Car Sunshades, Magazines, Calendars, Table Calendars, Posters, Banners, Packaging Bags, Paper Bags, One Way Vision, Printed One Way Vision, Catalogs, Foam Banners, Corrugated Cartons, Boxes etc.

Business Types : Manufacturer

Address : 39, Rajiv Enclave, Sec-5, Rohini, Delhi, Delhi

5) SG DISTRIBUTORS

Owner : Siva Kumars

We are manufacturers of dyes, acid, pigments, maize, starch powder, maize products, textile adhesives, fashion garments, shirts, diaries, notebooks, calendars

Business Types : Manufacturer / Exporters / Wholesale Suppliers

Address : 651, Sivakamipuram Street, RAJAPALAYAM, Tamil Nadu

6) VARNAJALAM CRAFTS

Owner : Mr. Pradeep Kumar

Manufacturers of Corporate Gifts, Boxes, Notebook, Coloring Book, Puzzle

Business Types : Manufacturer / Exporters / Wholesale Suppliers

Address : 212/ B-2, Gandhi Nagar, Behind Municipal Water Tank Sachiyapuram, Sivakasi, Tamil Nadu

7) DIVYA SHAKTI COPY GRAMUDYOG

Owner : Vimal Gupta

Manufacturers of Paper Products like Soft Cover Notebook, Examination Answer Book & Notepad.

Business Types : Manufacturer

Address : 113,kidwai nagar,naraini, banda, Uttar Pradesh

8) SANJANA

Owner : Ashok Chhaperwal

Manufacturers of Handmade Paper Products and Diary like Leather Diary, Handmade Diary, Notebook.

Business Types : Manufacturer / Exporters / Importer

Address : Opp. Hotel Rang Niwas Palace, Lake Palace Road, Udaipur, Rajasthan

9) N R DISTRIBUTORS PVT. LTD.

Owner : M. Menon

We are the Manufacturers of Stationery Notebooks & Copier Paper.

Business Types : Manufacturer

Address : 102, Dsk Classique, Next to Telephone Exchange, Karve Road,
Pune, Maharashtra

10) PANDIT MADAN MOHAN SHARMA

Owner : Aditiya Mohan Sharma

We are manufacturers of notebook, short register and long register.

Business Types : Manufacturer / Wholesale Suppliers

Address : 229 Chora Rasta Near By Tarkshwar Mandir, jaipur, Rajasthan

11) CHITRA EXPORTS

Owner : M. K. Saxena

Manufacturers of Paper Stationery Products like Exercise Books, Hardback Notebooks, Spiral Notebooks, Notepads, Jotter Pads, Double Wire Notebooks, Composition Book, Filler Papers, Colored Papers, Sketch Pads and Drawing Books

Business Types : Manufacturer

Address : 74, Mohkamura Industrial Area, Phase II, Meerut- 250001, Uttar Pradesh

12) SHREE VINAYAK ENTERPRISES

Owner : Harish

Manufacturers of notebooks, paper and paper products.

Business Types : Manufacturer

Address : 203, City Centre, Sansar Chandra Road, Jaipur, Rajasthan

13) AJYA MISTRY AND SONS

Owner : Anand Mistry

Manufacturers of machinery for Corragated box industry, Exercise notebook manufacturers, Office and box file machinery, Spiral and wiro binding machinery, Collar band and stay machinery

Business Types : Manufacturer / Exporters / Wholesale Suppliers

Address : A-46, Giriraj Industrial Estate, Mahakali Caves Road, Andheri(e), MUMBAI, Maharashtra

14) BHASKAR STATIONERS PVT. LTD.

Owner : Mr Ramesh

Manufacturers of Paper Stationery and Student Notebooks.

Business Types : Manufacturer / Exporters

Address : NO. 40/3, YELACHENAHALLI, KANAKAPURA ROA, Bangalore,
Karnataka

15) PAPER RESOURCES CORP

Owner : Arvind

Manufacturers of Paper, Paperboards, Waste Paper, Paper Products, Stationery Products, Notebooks, Note Pads, Diaries, Paper Cups and Paper Plates.

Business Types : Manufacturer / Exporters

Address : 29/12. 1st Floor East Patel Nagar, NEW DELHI, Delhi

16) INDUS PACK

Owner : Mr. Sanjay Chaudhary

Manufacturers of Notebooks, Paper Pads, Books, Printed Stationery, Ruled Notebook, Long Book, Ledger Books, Notepads, Kitchen Order Tickets, Guest Check, Promotion Pads, Prescription Pads, Paper Stationery in Both Stitched and Perfect Binding.

Business Types : Manufacturer / Exporters / Service Providers

Address : 42, Slu Yojana Midc, Hingna, Nagpur, Maharashtra

17) VIKRAM PUBLISERS : STATIONERY EXPORTER

Owner : Uttam S. Parekh

Manufacturers of office stationery items, school stationery items, notebooks, diary and all kind of stationery.

Business Types : Manufacturer / Exporters

Address : Danapith, Bhavnagar, Gujarat

18) LODHA OFFSET LIMITED

Owner : Namit Lodha

Manufacturers of School Stationery Items, Paper, Paper Products, Copier Paper, Duplex Boards, Notebooks, Writing Pads, Spiral Books and Wire O Books.

Business Types : Manufacturer

Address : E-90, M.I.A., Basni Phase 2, Jodhpur, Rajasthan

19) CELLO PAPER PRODUCTS

Owner : Sandeep Solanki

Manufacturers of long book, notebooks, spiral pads, paper sheets in all rulings etc.

Business Types : Manufacturer

Address : 5, Grnd Flr, Vakill Ind Estate, Walbhat Rd, Goregaon-(e), MUMBAI, Maharashtra

20) THE HINDUSTAN FIREWORKS INDUSTRIES

Owner : Vijay

Manufacturers of Sparklers, Crackers, Ground Wheels, Cones, Fountains, Rockets, Whistling Products, Cakes, Fancy Aerial, Papers, Notebooks, Labels etc.

Business Types : Manufacturer

Address : 52, Satchiyapuram Road, Thirutangal, Sivakasi, Tamil Nadu

21) HERITAGE PAPER

Owner : Shitij Anand

Manufacturer of Handmade Paper, Paper Products like Notebooks, Journals, Photo Albums, Writing Pads, Gift Boxes, Wedding Cards and Stationery.

Business Types : Manufacturer / Exporters

Address : A-520 Sarita Vihar, New Delhi, Delhi

22) VOGUE PAPER

Owner : Simmi

Manufacturers of handmade paper boxes, handmade gift wraps, handmade paper notebooks, albums, office stationery, corporate gifting, paper

Business Types : Manufacturer

Address : D1/17, Palam Extension, Dwarka, New Delhi, Delhi

23) VIJAYA KRISHNA IT SOLUTIONS

Owner : Vijaya Bhargava

Manufacturers of Computer Motherboards, Computer Monitors, Computer Hard Disks, Laptops, Computer Notebooks.

Business Types : Manufacturer / Service Providers / Wholesale Suppliers

Address : 189, 5th Main 3rd Cross, Jp Nagar, 3rd Phase, Bangalore, Karnataka

24) VENUS COPY MFG. CO

Owner : Rakesh Kumar

Manufacturers of Office Supplies like Paper Stationery, Exercise Books, Notebooks, Paper Products, School Stationery and Paper.

Business Types : Manufacturer / Exporters

Address : 29/4, Industrial Area, Phase II, CHANDIGARH, Chandigarh

25) FASTRACK COMPUTERS

Manufacturers of it related products like laptop, computer notebook, computer server, computer hardware peripherals and computer networking products.

Business Types : Manufacturer / Exporters

Address : S-5,6&7, Block - I, Ganga STP, Sector-29, noida, Uttar Pradesh

26) EAGLE PRESS

Owner : M.J.Prathapsingh

Manufacturers of Diary, Planners, Organizer, Notebook, Spiral Pad, Programmers Diary

Business Types : Manufacturer / Exporters

Address : 35, M.S.Koil Street, Royapuram, Chennai, Tamil Nadu

27) J B ENTERPRISES (JBENTERPRISESDELHI@GMAIL.COM)

Manufacturers of calendars, executive diaries, magazines, notebooks, stationery, printed stationery, books, designer goods like flowers, candles, chocolates envelopes and wall hangings.

Business Types : Manufacturer

Address : 39, Sector-5, Rohini, Delhi, Delhi

28) MODI INDUSTRIES

Owner : Rahul Modi

Manufacturers of Paper, Exercise Notebooks and Spices.

Business Types : Manufacturer

Address : 70/C, Khatbin Sahi, Cuttack, Orissa

29) PAPERPASSION

Owner : Pawan Seth

Manufacturers of Table Calendars, Wall Calendars, New Year Diaries, Phone Book, Address Book, Notebook and Posters.

Business Types : Manufacturer

Address : C-111/2, Naraina Indl. Area, Phase 1, New Delhi, Delhi

30) EMPERO

Owner : Utsab Banerji

Manufacturers of T-Shirts, Bed Sheets, Laptops, Personal Computer and Computer Notebook.

Business Types : Manufacturer

Address : 139/ 2 N. N. Road Dum Dum Wb. Cal 28, Calcutta, West Bengal

31) GANESH STATIONERY WORKS

Owner : Kabindra Kumar Sahoo

Manufacturers of Exercise Note Book, Answer Book, Ruled Paper, Long Notebook, Examination Book, School Notebook, College Notebook, Notepad and Diary.

Business Types : Manufacturer

Address : 109, bhudeswri mkt complex, Bhubaneswar, Orissa

32) KAMAL UDYOG

Owner : Rakesh Aggarwal

Manufacturers of Handmade Paper Products, Paper Gift Boxes, Handmade Photo Albums, Handmade Paper Bags, Handmade Notebooks.

Business Types : Manufacturer / Exporters / Wholesale Suppliers

Address : 1/5038, Street No. 2, Balbir Nagar, Shahdara, New Delhi, Delhi

33) AJAY NOTE BOOK MANUFACTURING WORKS

Owner : Samir Pandya

Manufacturers of Exercise Notebooks, Books, Writing Pads, Answer Books, Registers, Gifts Items, Crafts Items like Diwali Datepads, Greeting Cards, Calendars and Wedding Gifts.

Business Types : Manufacturer / Exporters

Address : 3, Kalidas Shipping Center, Rannapark, Ahmedabad, Gujarat

34) LOKESH

Owner : Lokesh

Manufacturers of computer peripherals, modems, network device, notebooks, laptops, printers, scanners, ups, power supply, keyboards etc.

Business Types : Manufacturer

Address : Jaipur, Rajasthan

35) ABBEY ADVERTISING & MARKETING CO.

Owner : Ashok Kathuria

Manufacturers of new year diaries, calendars, table top gift keyrings, posters, diwali gifts, wallets, folders, bags, writing ads, wiaro notebooks, telephone diaries, coasters, coffee mugs, kitchenware, ladies purses, organizer, planner, ball pens, trophies, novelty items, wooden set, executive gif sets and momentos.

Business Types : Manufacturer

Address : 21, Viveka Nand Puri, Sarai Rohilla, Delhi, Delhi

36) FORTUNE

Owner : Swaty Jain

Manufacturers of Stationery Items Include Notebooks, Composition Notebooks, Long Notebooks, Legal Pads, Scribble Pads, Scribble Pads, Spiral Pads, Calendars, Diaries, Duplex Boxes, Paper Bags, Kraft Paper and Handmade Paper Products.

Business Types : Manufacturer / Exporters / Wholesale Suppliers

Address : A-20 Gurunankpura Lane-3, Laxmi Nagar, Delhi-110092

37) KEJRIWAL PAPER LIMITED

Owner : Harpreet

Manufacturers of Stationery Products, Composition Books, Spiral Notebooks, Memo Pads, Legal Pads and Index Cards.

Business Types : Manufacturer

Address : Aligh Chambers, Golden Dyes Junction, Majiwada, Thane(w)-400601, Thane ,MUMBAI,

38) SOMKO OVERSEAS PRIVATE LIMITED (MANAGER)

Manufacturers of High Quality Handmade Paper & Products, Notebook, Journals, Photo Frames, Paper Stationery, Pulp Paintings, Carry Bags, Leather Goods, Marble and Granite.

Business Types : Manufacturer / Exporters

Address : M 3/59, Dlf City, Phase-ii, Gurgaon, Haryana

39) URVEE...FRIENDS OF NATURE

Owner : A. Kumar

Manufacturers of Premium Quality Paper Products such as Photo Frames, Carry Bags, Greeting Cards, Wedding Cards, Stationery, Lanterns, Notebooks, Scrap Books, Photo Albums to Name a Few.

Business Types : Manufacturer

Address : 16, Shanta Durga Apartments, 16th Cross, 10th Main, Malleswaram, Bangalore, Karnataka

40) P AND P CREATIONS

Owner : Mr. Prashanth Vasudevan

Manufacturers of home furnishing products, handicraft items, decorative home accessories, made-ups like notebooks.

Business Types : Manufacturer / Exporters

Address : A-69, Sector 57, Noida, Uttar Pradesh

41) MEENA HANDICRAFT

Owner : Shahid Ansari

Manufacturers of handicraft products such as photo frames, lamp shades, stories, curtain tie backs, tassels, jewelery box, notebooks, cushion covers, fashion bags, beads and beaded belts.

Business Types : Manufacturer / Exporters / Wholesale Suppliers

Address : 4/36 Garhi Hafijulla Khan Bhikampur, Farrukhabad, Uttar Pradesh

42) WILSON PRINTCITY PRIVATE LIMITED

Owner : Nitin Vyas

Manufacturers of Notebook, Copier Paper, Paper Cup, Spiral Book, Composition Book and Long Book, Excercise Book, Filler Paper, Dairy, Ruled Paper, Rfid, Reader and Rfid Antenna.

Business Types : Manufacturer / Importer

Address : 501 Tajpur Road, Changodar, Ahmedabad, Gujarat

43) M/S. NANASU ECO CARE

Owner : Mr. Mahesh Kumar

Manufacturers of Candles, Gel Candles, Terracotta Candles, Perfumed Candles, Gift Box, Candle Gift Box, Jewellery Box, Handmade Paper, Handmade Notebook, Handmade Paper Bags, Handmade Photo Album,

Business Types : Manufacturer / Exporters / Wholesale Suppliers

Address : No.49, New No.17, First Floor, Thiruvalluvar Street, Vishwanathanagar, Muthialpet, Pondicherry

44) PAAWAN PULP

Owner : Krishnachal Kishore

Manufacturers of Handmade Paper Bags, Handmade Paper Files, Colored Handmade Papers, Wrapping Bag, Handmade Paper Sheet, Carry Bags, Notebooks, Register, File Cover, Photo Frame, Box File, Table Lamp, Wallpaper, Cards, Greetings Cards, Gift Envelope and School Stationary.

Business Types : Manufacturer

Address : Quarter # 4, Sector-A, Street-1, Panchsheel Borsi, Durg, Chhattisgarh

45) MARS EXIM PVT. LIMITED

Owner : Rajesh Kumar Jain

Manufacturers of Exercise Book, Notebook

Business Types : Manufacturer / Exporters / Wholesale Suppliers

Address : Dr. Jain Road, VPO Jaspal Banger, Ludhiana, Punjab

46) GANESH STATIONERY WORKS

Owner : Kabindra Kumar Sahoo

Manufacturers of stationery, notebooks, exercisenotebooks, registers, copies, copy

Business Types : Manufacturer / Exporters / Wholesale Suppliers

Address : 109, Budheswari Market Complex ,, Bhubaneswar, Orissa

47) PAPERS PLAZZA

Owner : Amit Chheda

Manufacturers of Stationery Products like as Spiral Pad, Writing Pad, Exercise Notebook, Copier Paper.

Business Types : Manufacturer / Exporters

Address : 45 A-b, Ankur Offset, Nr. Ajod Dairy Road,, Ahmedabad, Gujarat

48) VENUS INDUSTRIES

Owner : Abdul Manan Kagzi

Manufacturers of gift boxes, handmade paper, handmade paper gift boxes, notebook, diary, paper bags, paper lampshades, pen holder, photo albums,

Business Types : Manufacturer / Exporters / Wholesale Suppliers

Address : H-178-A, Sitapura Industrial Area, Jaipur, Rajasthan

2.4. Future of Notebook Industry :

In 2001, the difficulties for the industrial sector of the economy meant that some customers had reduced stationery needs or had closed completely, with the level of bad debts increasing. In the two-tier economy, consumer spending remained high, helping make the personal stationery market relatively prosperous. Industry observers are now accepts that increasing use of computers is boosting the demand for office papers rather than the reverse, as was once expected. The eventual threat of the paperless office has been pushed further into the future, with experts predicting further growth in cut paper.

The generalized market, use of computers, page printers, e-mail and electronic trading has had its effect on the stationery but this has not been influential in reducing the overall demand for paper. Rather, the types of products in demand have changed and some traditional stationery products are moving towards obsolescence. MSMEs are today exposed to greater opportunities for expansion and diversification across the sectors. With new technology and falling prices for computers, printers and software are reducing the cost of business mail communication; on the other hand, focus on education by governments of various developing countries has increased the demand of stationery and paper products substantially.

Also under stationery now included is all the writing Instruments like pen, paper, along with various desktop items useful in commercial offices, schools, corporate places etc. Demand remains strong for these fashionable writing instruments, personal stationery and kid's stationery. Revolution for these products has come to birth from the past few years and it's having immense value in the Indian market. Polypropylene is another product which through it's varied list of goods have contributed in the revolution of office stationery. PP stationery has also gained equal importance in the past years and if correct marketing is done then the demand for PP stationery is guaranteed to grow. As perceived by Mr. Manoj Lodaya, CEO, Corporate Stationery, the Stationery industry has a flourishing future in it's coming years and over a period is estimated to grow at 10 to 15% p.a. The demand for stationery goods will increase if good quality products are offered and new marketing strategies are followed. Also the government has come out with education enhancement schemes which inturn will give a growth to this sector.

2.5 SUMMARY:

Branded goods with impulsive buying and attractive packaging techniques have a very bright future in the Indian market. The consumer is the king today and today consumer enjoys the choice of buying with so many manufacturers and suppliers. In this competition the companies like Navneet, Sundaram, Blue bird, ITC etc. are engage in to capture the market share. All these companies having long product range as per the market demand and using a effective marketing mix for targeted market. But entry of Chinese stationary product is a concern for the Indian market. Another major competition faced by the Indian stationery manufacturer is from the Importer and from grey market.
