

Kokuyo Camlin launches a revolutionary Geometry & Pencil box

First of its kind Geometry cum Pencil Box will make life easier for kids

Mumbai, Jan 20, 2019: Kokuyo Camlin, the premier stationery brand true to its commitment of creating innovative ways of making learning fun and better for children through its products launched the '**2 in 1 Geometry and Pencil box**' at **KidZania**, the global indoor theme park at **RCity Mall**, Ghatkopar. **Mr. Satish Veerappa, CEO, Kokuyo Camlin**, unveiled this first-of-its-kind product which would be very useful for the children.



The '**2 in 1 Geometry and Pencil box**' is an ergonomically designed, sleek yet tough, transparent geometry cum pencil box made out of high quality unbreakable plastic with slots for pencils and geometry instruments organized in separate compartments and at

the same time offering space for more components. At a time when the kids are overburdened with a heavy school bag where there is a jostle for space, this product comes as a blessing as it will reduce the space taken in the bag and will serve the purpose of both – geometry and pencil box. The MRP of the product is an affordable Rs.200 per piece. The product is a result of intensive research the company has been doing with children and teachers for last two years, which led to the strong consumer insight and product development.

Commenting on the launch, Mr. Satish Veerappa, CEO, Kokuyo Camlin, said “It gives me immense pleasure in launching the 2 in 1 Geometry Box. This innovation has been an outcome which has been enabled by inputs from academia and the students who regularly use geometry box. We believe that this product should not only aid kids in their curricular work but also overcome inconvenience of carrying 2 boxes almost every day.”

The products will be getting distributed across the country in the coming weeks before the big school season starts.



About Kokuyo Camlin Ltd:

Kokuyo Camlin Limited www.kokuyocamlin.com (formerly known as Camlin Limited) is in the business of marketing and selling of art materials and stationery products under flagship brands 'Camel' and 'Camlin' which have been in existence for more than 80 years . The company offers a wide range of products such as Fine Art materials, scholastic colours and stationery, hobby products, office products, writing and drawing instruments, adhesives and notebooks.

For any media related query, please contact:

Integrated Brand-comm Pvt. Ltd.
Ullas Krishnan,
ullas@brand-comm.com,
9004724580