

# Threats and opportunities of ball pen industry

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ROTOMAC GLOBAL PRIVATE LIMITED, formerly Rotomac Pens Private Limited belonging to VIKRAM KOTHARI ENTERPRISES, was incorporated in the year 1992. The project was conceived with an objective to provide good quality and economically priced ball pens. Soon, the Company set up world-class integrated production facilities to manufacture and supply writing instruments which made this relatively new entrant into a well known brand in a very short period of time. With a strong customer base, today Rotomac is one of the leading manufacturer and exporter of a diversified range of ball pens.

Mr. Vikram Kothari, the inspiration behind this gigantic ball pen venture has been recognized several times for his entrepreneurial excellence and exemplary contribution to the Indian business industry. He has been awarded by Honorable the then Prime Minister Shri Atal Behari Vajpayee, with the Best Exporter Award, conferred by FIEO - in conjunction with Union Ministry of Commerce, Government of India. Mr. Vikram Kothari also heads Rotomac Exports Pvt. Ltd. , Kothari Foods and Fragrances, Crown Alba Writing Instruments, Mohan Steels Limited, RFL Infrastructure Pvt.

Ltd. and Rave Entertainment Pvt. Ltd. , besides Group's real estate ventures at Kanpur, Lucknow, Dehradun & Ahmedabad. Cello Writing Instruments The makers of India's favourite Cello pens, are a part of Rs. 1000 crore (US\$ 250mn. ) Cello Group. Lauded as one of the world's best and India's largest pen manufacturer's and well known for its dynamism and spirit of innovation. Cello ceaselessly endeavours to bring in the newest and the best of technology to set new benchmarks in quality and innovates constantly to blaze new trails in the market place.

At Cello, innovation is not just a guiding philosophy, it is a key business process, dynamism and a defining attitude. Today Cello offers one of the largest range of pens offered by any manufacturer in the world, all conforming to the highest global standards. The result of a well-equipped assembly line with over 180 ultra-sophisticated injection moulding machines and a highly trained and dedicated work force of 10000. Cello's extensive global R & D, cutting-edge manufacturing technology, production, processes, globally sourced material and exhaustive quality standards are among the best in the world.

It's what makes Cello Group strong business conglomerate. It's what make a Cello a Cello Reynolds Reynolds pens have supported generations of students through their studies. A global brand, Reynolds is part of a \$7 billion, Fortune 500 group called Newell Rubbermaid. The Reynolds range extends from writing instruments to gift sets and art material today. Available at arms length in India through a wide distribution network, Reynolds is also present in high footfall shopping areas through it's retail venture Write Site.

Truly a brand that the world prefers to write with! A unique retail venture in India by Reynolds. Write Site is present across the country in malls and as shop in shops. Write Site carries the entire Reynolds range of products as well as a few carefully selected complimentary brands. The shopping experience is unique. It allows the visitor to touch, feel and use the pens in an uncluttered environment with attentive, knowledgeable yet unobtrusive service.