



The 1960s was not the time to dream. But a young, impressionable boy broke the canon and did just that. The late D K Jain's dream is now a massive industry turning out millions of pens each day – and his own company, Luxor, accounting for 22% of India's market. Its state-of-the-art facility and its research and development division have turned out several innovations. Along the way, Luxor has been feted and awarded with citations, certificates and trophies and with the seal of some of the most aspired standards of manufacture and adherence to quality.

**Market**

According to one expert the English language alone has 171,476 words; the Dutch language has 350,000 and Korean more than 500,000. Given that there are hundreds of languages the writing instrument has had a great deal of work to do. It has been called upon to express sentiments of every hue and colour. Such has been the impact of this instrument – often deemed mightier than the sword – that craftsmen have spent years constructing the perfect one. The pen is now a ₹3500 crore industry in India, growing at between 12% and 15% per annum. But despite its size the business is fragmented – divided between the organised and unorganised sectors and between the very large companies and very small fringe manufacturers.

Between them, they manufacture a massive range of writing instruments: ball pens, hi-liters, overhead projector pens, colour pencils, gel pens, permanent- and whiteboard-markers and scores of specialised instruments.

In this rapidly evolving market,



Luxor is the market leader with a share of over 22%. It is responsible for launching the writing instruments industry in India – and shaping its destiny.

**Achievements**

The pioneering efforts made by Luxor resulted in the company becoming the first to be recognised by the Government of India as an export house, manufacturing and exporting quality writing instruments.

This recognition was followed by the company being approved for the coveted ISO: 9002 certification in 1996, the ISO: 14001 for environmental management systems from Germany's DQS and also the first to get the OHSAS – Occupational Health & Safety Assessment Series. In addition, every Luxor product meets Germany's stringent DIN (Deutsches Institut für Normung) standards and the US standard of ASTM (American Society for Testing and Materials).

Luxor also became the first writing instruments company in India – and the second in the world – to be awarded the certification of EcoLogo for its Eco-Write series of pens. This range, manufactured using recycled products, is designed to minimise the impact on the environment and reduce carbon emissions.

Luxor's rise to eminence has also been showcased in the Limca Book of Records for conceptualising and designing the smallest pen in India. Its excellence in the highly competitive export arena, too, has, for the last ten

consecutive years, won for it the Largest Exporter Award. It has also gained a 2-Star Export

Trading House certification instituted by the Government of India.

Separately, the Writing Instruments Manufacturers Organisation has rated Luxor as amongst the top writing instruments exporter for the past eight years. It has won several awards from the Quality Circle Forum of India and has been awarded the HSBC Gold Card Certificate. Luxor is also the first SAP-enabled company in the writing instruments category. Luxor's impressive achievements are underpinned by an unstinting commitment to better systems, environmental concerns and good corporate citizenship.

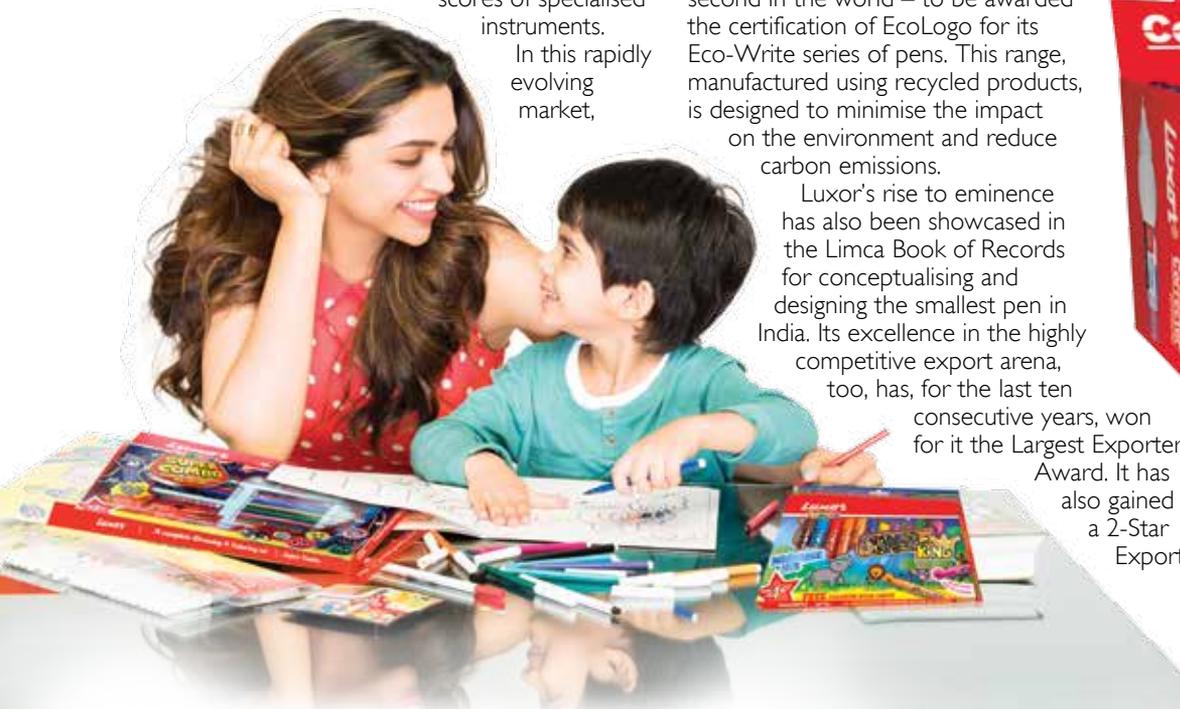


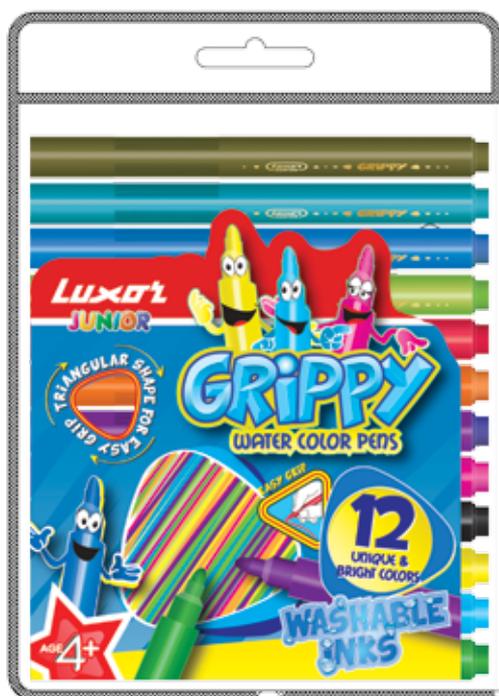
**History**

The 1960s was a time high on hope but low on delivery. It was certainly not the time to dream. But a young boy, growing up in the narrow lanes of Old Delhi, broke this mould. Of all the things D K Jain – DK as friends and admirers called him – dreamt of manufacturing pens for a living. His family thought it to be a bizarre idea and hoped that he would soon get over his delusion. Today, 50 years later, his company has emerged as the undisputed

market leader. During this long journey, Luxor has relentlessly pursued the long-term goal of building a globally acclaimed, well-diversified conglomerate. It's a vision that is now coming to fruition.

When liberalisation was introduced in 1991, D K Jain saw an opportunity and brought to India the international brand of pens – Parker – in 1996 and in 2003 he brought in Waterman. This transformed the market from the merely





utilitarian to the ambitious. Today, the company that he started with a small dream is a writing instruments giant whose trademark is registered in 126 countries.

### Product

Luxor is such an omnipresent brand that it is reasonable to assume everyone, at some point in time, has been touched by it. However, the last few years have been particularly impressive.

In 2010, Luxor launched its International Series of metal pens with Insta Flow technology from Switzerland and followed it with Luxor Expression – a range of gifting items – especially put together for the corporate world. To complete the picture it launched a range of premium notebooks in very exclusive paper. The company took yet another step in strengthening its presence in the office stationery segment when it developed a series of high-end, advanced technology products. Its latest offering is the launch of Luxor Nano, a range of liquid chemicals that cleans as well as protects various surfaces through impregnation. This was followed by white board care liquid solutions and accessories that offered world-class excellence.

Today, Luxor has an extensive range that encompasses everything from ball pens and gel pens to colouring products and office stationery, almost all of them the result of extensive research by the company's R&D specialists. It also has an in-house gifting department and has developed proprietary technology to manufacture nylon fibre nibs and synthetic filters. A specialised lacquering plant for metal pens completes a very agreeable story of product development.

The Luxor range for the young comes with colourful and attractive designs – varying from cartoons, floral and binary systems to unique animal and bird collections. Innovative research



and cutting-edge technologies enable Luxor to design and develop superior-quality writing tools and accessories, which address the needs of diverse consumer groups. Luxor has a complete range of metal pens, ball pens and gel pens, office stationery for the mass segment and a complete range of colouring solutions for kids.

The company has extensive plans for the future and, in the months to come, a great deal will be heard from the stables of this extraordinary corporation.

### Recent Developments

Luxor is always innovating, researching and analysing. It has set up a highly automated, world-class manufacturing facility in NOIDA, near Delhi.

This complements a state-of-the-art research and development unit that strives to achieve near-zero defect in its products. It is also charged with the responsibility of evaluating every piece of market intelligence and customer feedback. The idea is simple: if product research can set it right, it should. The results have been quite gratifying. Several Luxor products in the market today are the result of this investigation.

On quite another platform, Luxor has also cast its spell on retailing and merchandising. From dusty shelves emerged a brand new selling experience that housed shiny metal, spot-lit show windows, as-real-as-real-can-be mannequins and an air-conditioned ambience.

To tap into this growing opportunity, Luxor quietly slipped into the retail space. It floated a separate division to foray into this fast-moving segment and strengthen its retail network. Its first Luxor Signature showroom opened in 2007. Since then, Luxor has extended its reach and developed several shop-in-shop stores under the brand name Luxor Explore.

Currently there are 32 Luxor Explore shop-in-shops in exclusive association with many big retailers.

Luxor Explore and Luxor Signature showcase the entire product range. In tune with the group's strategy of innovating product lines and gift offerings, the flagship stores remain a treasure trove of world-class products and accessories. In addition, the Signature outlets also retail a number of speciality products such as calligraphy pens and retractable fountain pens.

Today, Luxor is available in more than 1.50 million outlets across India. In with the times, Luxor has also launched its online store. The company's e-commerce website – www.luxor.in – became operational in 2007 and was the first such effort in the writing instruments category.

This site has now become more aggressive and has since increased its consumer base 20% over last year.

### Promotion

Very early in its life Luxor realised that the quickest way to gain attention was to have a celebrity endorse a product. Its first such association was with Amitabh Bachchan. The latest celebrity to join hands with Luxor is Deepika Padukone. She has been signed up as a brand ambassador to promote the Luxor and Pilot range of writing instruments and stationery

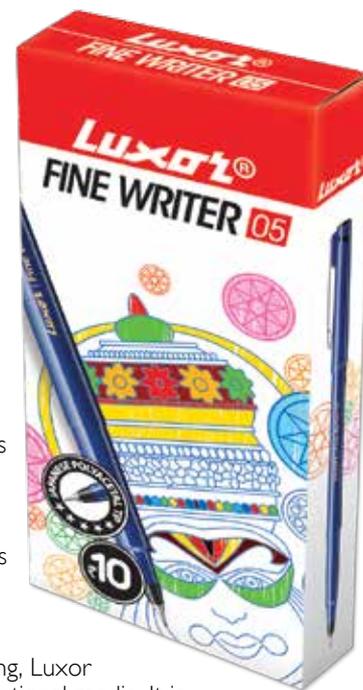
products. Deepika's association with Luxor matches the aspirations, ambitions and personality of the young generation she represents.

However, in sync with market needs Luxor also organises workshops and competitions that reach out to various schools and conduct competitions in writing, drawing, calligraphy and painting. This is part of the company's school activation programme.

However, these efforts notwithstanding, Luxor doesn't ignore conventional media. It is selectively present in leading dailies, magazines and on popular television programmes.

### Brand Values

Despite its more than 50-year association with the writing instruments industry, Luxor is as closely aligned to the country's youth as it is with India's corporate world. Its range of products reach out to both segments with consummate ease and neatly slips into either thorough. Luxor is committed to quality,



which explains its easy transition from one polarised extreme to the other. But beyond simply selling products, Luxor is also committed to leading the Indian writing instruments industry as a responsible corporate.

### Things you didn't know about LUXOR

- ▶ Each day Luxor manufactures 6 million pens
- ▶ Luxor once launched a 3-D roller pen that had 14,000 glass beads
- ▶ Luxor Nano products are based on nanotechnology; this ensures less consumption of the cleansing solution making it a unique and first-of-its-kind in the world