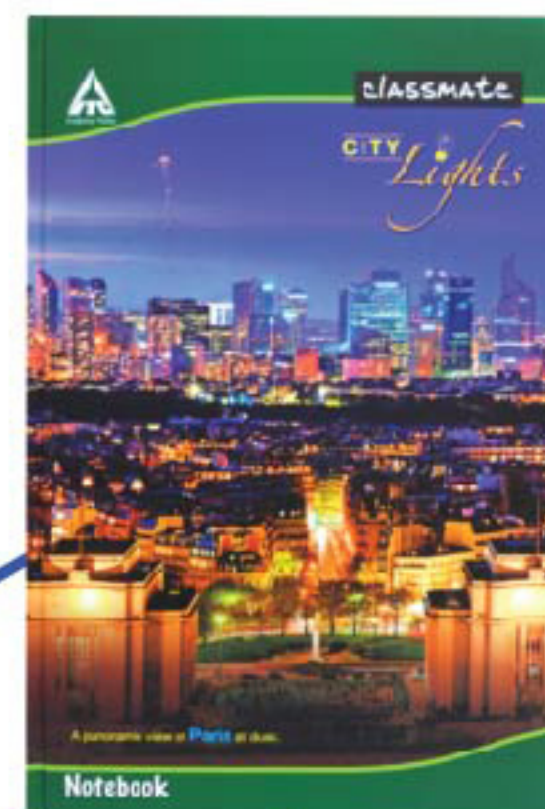


INDIAN SUPERBRANDS 2018

Partner case study

Did you know that **CLASSMATE** sells more than 11 notebooks every second in India?

- Classmate has the highest consumer recall and mindshare in the notebook industry
- Classmate Spell Bee contest in its 10th year is the largest student contact program
- Classmate is the first Rs.1000 crore brand in the stationery industry



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ITC CLASSMATE SCHOOL BOOKS – PARTNER CASE STUDY

Classmate believes that every child is unique. By providing them with best-in-class scholastic products, it nurtures and encourages children to pursue dreams and be the best versions of themselves. It empowers them to challenge and believe in themselves, helps students to learn, improve and celebrate their uniqueness. Classmate stands for determination, confidence and performance.

With over 260 million primary and secondary students (K 12), spread across 1.5 Lakh schools, the Indian school system is the largest in the world and comprises of both public and private institutions. The stationery industry in the country is estimated at over Rs. 17,000 crore in consumer spends. Of this, notebooks is the largest segment accounting for over 50% of the industry value.

Classmate today, stands as a truly national brand with an unmatched distribution network making the product available across the country. The brand has built a sizeable lead in market share and is nearly three times the closest competitor in sales. Classmate enjoys a mind share of over 60% which is nearly ten times that of the next competitive brand. All in all Classmate remains an unchallenged leader in the notebooks segment.

In its new marketing campaign, brand Classmate takes on the theme - Be Better Than Yourself and encourages the child to focus on continuous improvement of oneself rather than measure performance against peers.