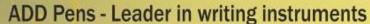






# The Making of a Leader: It all adds up



The first name in superior writing. ADD. Set up in 1990, we had clear vision: To be the leader in writing instruments. Today we manufacture an exhaustive range of writing instruments using state-of-art technology. We pioneered the manufacture of Gel Ink Pens in India and quickly followed it up with ball pens, roller pens and markers. We emerged the leader, becoming the largest producer of writing instruments in the country. Home turf apart, we're also strong in competitive global markets.



QUALITY QUEST: At ADD Pens, quality is priority one.

Quality that stems from innovation. From tireless research and development. From analysing worldwide trends in writing technology. From to top it all, tracking consumer needs and responding to them. It's the quest for quality that has brought us to where we are today.



TECHNOLOGY FIRST. If there's writing technology that's superior anywhere in the world, trust us to get it for you. Because we believe in being the first to present leading-edge technology to the customer. But we do more than just adopt a better technology. We also adapt it to local factors like climate, usage patterns, customer needs and so on. At our state-of-the-art facilities in Umbergaon in western India, we combine international technology with in-house expertise. Here, ingenious minds get the best out of fully automated machines, man's proficiency working hand in hand with the world's finest technology.



## **DIAMOND ROLLER**

**▶ CLASSIC & CONTEMPORARY** 

A pen isn't just a pen...not when it's Diamond Roller. Its classic shape yet contemporary look is not for everyone, It's only for the connoisseur in you.

Packing: 1 Pc. Attractive Gift Box







## **CLASSIC**

SPRING POINT: WRITES TO YOUR TASTE ADD Gel Classic, For extra smooth writing pleasure. It's stylish crafted body & extra fine rolling tip, Makes writing a pleasure ADD Gel Classic.

Packing: 1 Pc. Attractive Gift Box







## **ROLL-TECH**

#### **BEAUTY & BRAIN**

The unbeatable combination of great features & elegant look's. It's pen with advanced technology rolled into a fine tip for smoother ink flow, It's the best of both world's.

Packing: 1 Pc. Attractive Gift Box







## **MAESTRO**

#### CLASSIC & ETERNAL

Pen with classic and eternal design that projects an image of Power and Royalty every time you write with it, You'll feel the touch of power in your hands.

Packing: 1 Pc. Attractive Gift Box







## LIFEMATE

#### **▶ COMFORT & TECHNOLOGY**

Your signature, It's your identity, your authority, to give it the respect it deserves. ADD Gel has developed a Lifemate it's specially created for signing Cheques, Contracts, Deeds and Agreements. It's precision engineered tip and ink is guaranteed to make an impression that's indelible.

Packing: 1 Pc. Attractive Gift Box







## **PINXIT**

#### SMOOTH & SILKY

Extra smooth. Extra writing pleasure. Pinxit from ADD Gel. A pen that glides on the page even as your thoughts take shape. Its smooth finish body gives it a sophisticated look, while its cushioned grip makes it easy on your fingers.

Packing: 1 Pc. Attractive Slide Blister Card







**GEL SERIES** 

## **ACHIEVER**

#### FOR BREAK-FREE WRITING

Presenting ADD Gel Achiever gel pen, The pen with the pen with the executive look but without executive prices. The original smooth operator, It makes for hours of effortless writing. Enjoy the grace!

Packing: 1 Pc. Attractive Slide Blister Pack







## **METAL**

#### **BEAUTIFULLY PERFECT**

There's something about a pen that's as smooth as silk on paper. Sample it with Metal from ADD Gel. It makes writing an experience to cherish, the road to the smoothest writing goes this way...

Packing: 10 Pcs. Attractive Display Pouch







## **BEST VALUE**

BEAUTIFULLY PERFECT

ADD Gel Best Value - A Sleek matt finished body pen with long writing. Smooth ink flow ball point refill for fast writing. The new designer cap gives a contemporary look to the pen.

Packing: 10 Pcs. Attractive Display Pouch

Ink Colours :





ADD-GEL BEST-VALUE

likhte raho! keep writing!



## SCHOOL-MATE

The Student's choice

**LIQUID FLUID SERIES** 



#### SMART & COMPACT

A real funky and sparkling ball pen from School-Mate NEO. It's zippy zappy style and attractive clip makes it an ideal accessory for young people. A prefect writing companion.

Packing: 5 Pcs. Attractive Display Pouch

▶ Ink Colours : ■





## CHROME

#### ▶ IMPRESSIVE WRITING

It's smooth, Contoured look and shiny body design embraces the future while giving this pen a timeless beauty with it's good trimmed parts. It's undeniable great style and performance will makes you reach for this pen again and again.

Packing: 10 Pcs. Attractive Display Pouch





## CLASSE

#### X-TREME WRITING COMFORT

A Liquid Fluid pen with looks of a premium Ball Pen. ultra smooth writing tool, extreme comfort! The grip ensures writing comfort with attractive body colours.

Packing: 1 Pc. Attractive Display Pouch







## A1

FAST WRITING FOR QUICK THINKERS

A1 an elegant body design, Classy looking and Acuu-grip makes writing a silky smooth experience. A roller pen that truly distinguishes itself from the crowed. Excellent value for money.

Packing: 10 Pcs. Attractive Box







SCHOOL-MATE

The Student's Choice

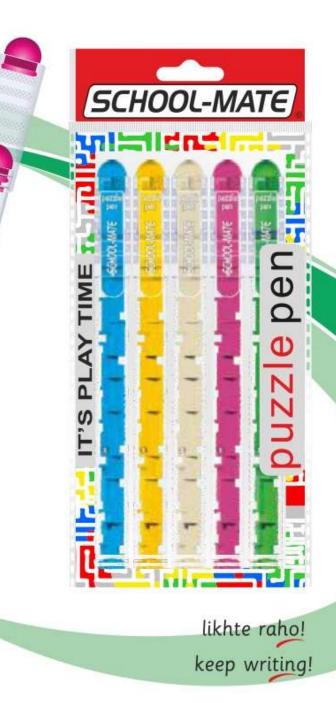
**LIQUID FLUID SERIES** 



IT'S PLAY TIME

Fun filled pen with Puzzle game. ADD's fun to work. Comes with superior quality Liquid Fluid ink soft writing.

Packing: 5 Pcs. Attractive Display Pouch





## LONG LIFE

WRITES FASTER & LONGER

Premium quality, It's unique super smooth tip makes it easer to write. Effort free & convenient due to metal tip & easy flow mechanism.

Packing: 10 Pcs. Attractive Display Pouch

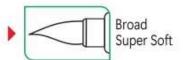


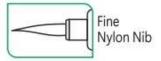


## **CALLIGRAPHY DUAL TIP BRUSH PENS**

#### **▶** GIFT OF CREATIVITY

24 colours Dual brush pen is a favourite brush pen among calligraphers. It's a perfect choice for beginners and professionals. It's flexible tip gives a perfect colouring experience.





▶ Packing: Set of 24 Brush Pens Attractive Display Pack

















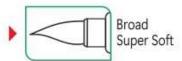
likhte raho! keep writing!

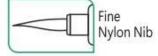


## CALLIGRAPHY DUAL TIP BRUSH PENS

#### **▶** GIFT OF CREATIVITY

12 colours Dual brush pen is a favourite brush pen among calligraphers. It's a perfect choice for beginners and professionals. It's flexible tip gives a perfect colouring experience.



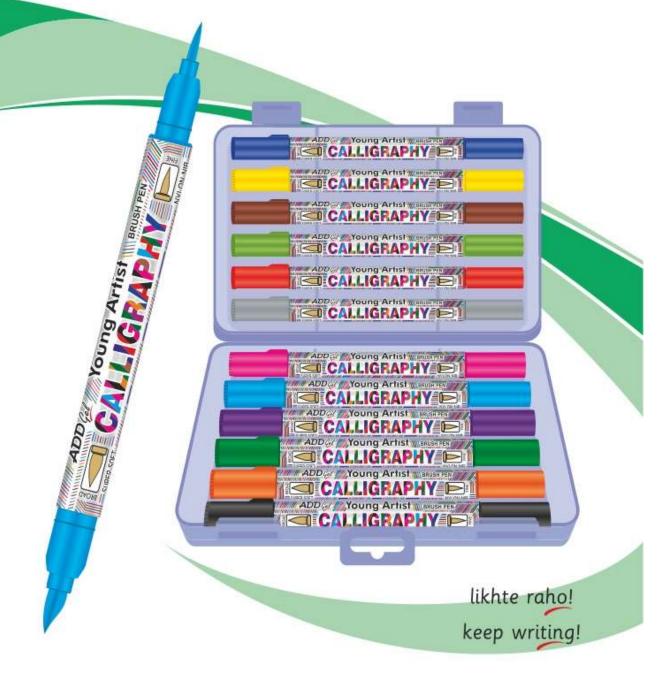


Packing : Set of 12 Brush Pens Attractive Display Pack









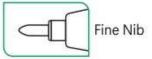


## LITTLE ARTIST **TWIN TIP PENS**

#### FREEDOM OF EXPRESSION

Twin tip brush & fine nib pen, 5X ink quantity, Water colour effect without using water, 12 colours ink filled twin tip brush & Fine Nib pen, Used for artistic purposes such as Drawing, Colouring & Hand Lettering.





▶ Packing: Set of 12 Brush Pens Attractive Display Pack

Ink Colours :









likhte raho! keep writing!



## **FINELINER**

#### COLOURFUL WRITING

Nibs from Japan, Unique super smooth Tip makes it easier to write, Ideal for paper & paper related substrates, Adds vibrant colour to your routine work, Makes you exciting, for use of professional, Executives & Students, Premium quality, First of its kind from India.

Packing: 24 Pcs. Attractive Display Pack







## **FINELINER**

#### **COLOURFUL WRITING**

Nibs from Japan, Unique super smooth Tip makes it easier to write, Ideal for paper & paper related substrates, Adds vibrant colour to your routine work, Makes you exciting, for use of professional, Executives & Students, Premium quality, First of its kind from India.

Packing: 12 Pcs. Attractive Display Pack











## **NU-POINT (DX)**

**ULTRA SOFT & COLOURFUL WRITING** 

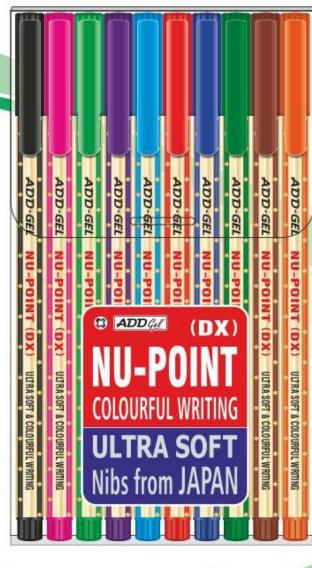
Vibrant colour pens used for multiple purpose like Project works, Drawing, Sketching and many more, with longer ink filter lasting for longer period .

Packing: 12 & 10 Pcs. Attractive Display Packs









ADD-GEL NU-POINT (DX) UTRASOFT & COLOURD WALL

likhte raho! keep writing!





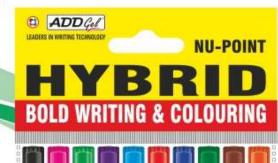
DELUXE QUALITY - EXTRA LARGE International quality ink for sharp line drawing. Express your imagination with 10 bright colour shades.

Packing: 10 Pcs. Attractive Display Packs











likhte raho! keep writing!



## 2-XL WHITE BOARD MARKER REFILLABLE

**▶ WORLD'S BIGGEST REFILLABLE MARKER PEN** Dry-erase markers are non Permanent Markers that contains erasable ink that adheres to White Board without holding to or being absorbed by them. This allows to them to be used without requiring messy clean-up, With simple wipe of an duster Dry Erase markings are gone!





Bullet Tip

Chisel Tip

Packing: 12 Pcs. Attractive Box

Ink Colours:



(Available in Bullet & Chisel Tip)





## 2-XL PERMANENT MARKER REFILLABLE

#### DOUBLE INK QUANTITY

Marker that writes on Cartons, Card Board, Glass, Films Plastics, Ceramics, Woods, Jute Bag, Stones etc., The best quality ink makes sure that words stay as permanent as ever.



Chisel Tip

**Bullet Tip** 

Packing: 12 Pcs. Attractive Box







## **555 WHITE BOARD MARKER**

**EXTRA BOLD WRITING - LARGER INK CAPACITY** The ADD Gel 555 White Board marker is made with specially imported ink that has excellent dry-wipe properties, Bright colours and a tip that does not fray ensures you write as well wipe it off for a longer time.



Chisel Tip

**Bullet Tip** 

Packing: 10 Pcs. Attractive Box









## **555 PERMANENT MARKER**

> The 555 Permanent Marker with a gorgeous body and imported premium quality tip that does nor fry and imported filter ensure a longer writing life. The Best quality ink makes sure that words stay as permanent as ever.





**Bullet Tip** 

Chisel Tip

Packing: 10 Pcs. Attractive Box







## **XL WHITE BOARD MARKER** REFILLABLE

**EXTRA BOLD WRITING - LARGER INK CAPACITY** The ADD Gel XL White Board marker is made with specially imported ink that has excellent dry-wipe properties, Bright colours and a tip that does not fray ensures you write as well wipe it off for a longer time.





Bullet Tip

Packing: 10 Pcs. Attractive Box







## XL PERMANENT MARKER REFILLABLE

The XL Permanent Marker with a elegant body and imported premium quality tip that does nor fray and imported filter ensure a longer writing life. The Best quality ink makes sure that words stay as permanent as ever on any surface.



Bullet Tip

Chisel Tip

Packing: 10 Pcs. Attractive Box

Ink Colours:



(Available in Bullet & Chisel Tip)





## HANDY-PLUS WHITE BOARD

DARK COLOUR - EASY DRY WIPE

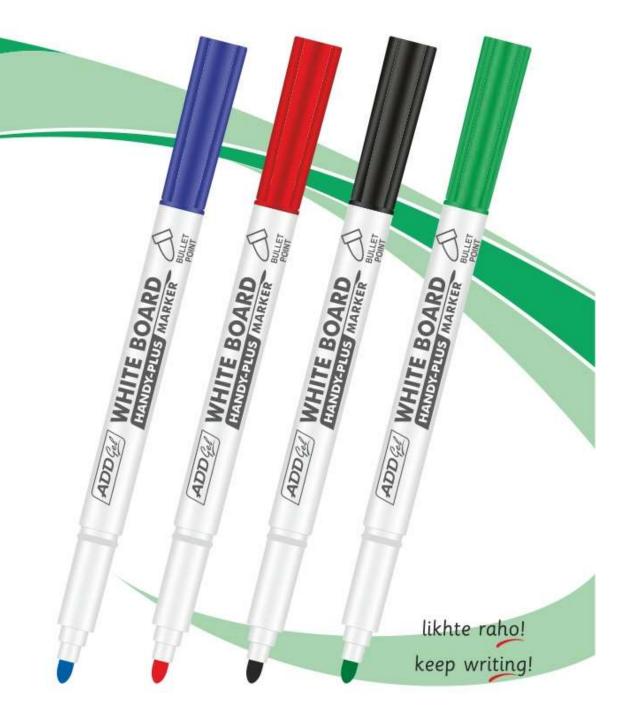
No shades of grey here, If you want a reliable white board marker, Choose Handy-Plus White Board marker, Thoughtfully designed, Colour indicative cap and back plug. Now It's easy to make your mark.

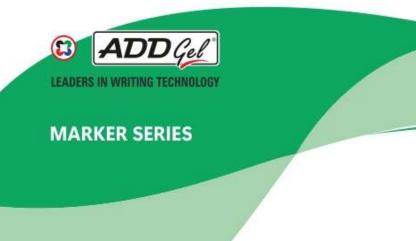
Packing: 10 Pcs. Attractive Box

Ink Colours:



(Available in Bullet & Chisel Tip)





## **HANDY-PLUS PERMANENT**

#### WRITES ON ALMOST ANY SURFACE

A high quality product from ADD Gel pens. Writes on almost any surface...from Cartons and Card Boards to Glass. Metals, Films and even Stone. The Handy-plus Permanent Marker creates a lasting impression on anything it lays its ink on. Try it.

Packing: 10 Pcs. Attractive Box







likhte raho!

keep writing!

stand out-and get noticed.

Packing: 10 Pcs. Attractive Box





keep writing!



likhte raho!

keep writing!

be used on most surface like Cartons, Card Board, Glass, Films, Plastics, Ceramics, Wood etc.

Packing: 10 Pcs. Attractive Box



likhte raho!

keep writing!

Packing: 10 Pcs. Attractive Box



**MARKER SERIES** 

# **PERMARK**

### ▶ HIGH-TECH PRO-SOFT JAPANESE NIB

A sleek designed pocket size pen, Water & Chemical resistant to write on any surface. Premium quality tip that does not fray and its imported filters ensures longer writing length. can be used on most surface like Cartons, Card Board, Glass, Films, Plastics, Ceramics, wood etc.

Packing: 10 Pcs. Attractive Box

Ink Colours:







### **MARKER SERIES**

# WHITE BOARD INK 15 ml

DARKER INK COLOUR Easy to wipe, Available in Blue, Black, Red, & Green colours.



 Open the Marker
 Pour 50-60 drops ink to refill (2.5 ml)



- Open the Marker
   Pour 50-60 drops ink to refill (2.5 ml)
- Packing: 1 Pc. Attractive Box













likhte raho! keep writing!



### **MARKER SERIES**

# **PERMANENT INK 15 ml**

HIGH DENSITY INK

Write on almost any surface, Cartons, Card Board, Glass, Films, Metals, Plastics, Ceramics, Wood, Jute Bags, Stones etc..



 Open the Marker
 Pour 50-60 drops ink to refill (2.5 ml)



- Open the Marker
   Pour 50-60 drops
- Pour 50-60 drops ink to refill (2.5 ml)
- Packing: 1 Pc. Attractive Box

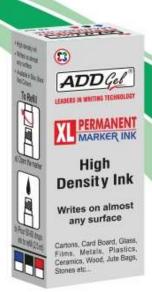


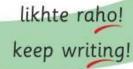












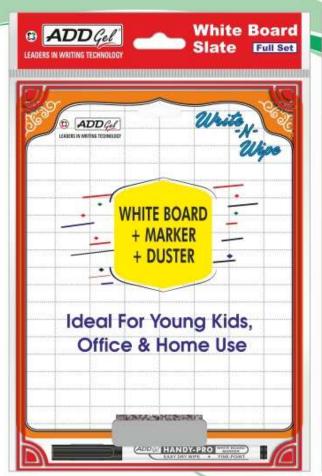


### WHITE BOARD SLATE

### WRITE-N-WIPE

### WHITE BOARD SLATE

Students can interact with the whiteboard by choosing the correct answers, Playing games or writing out spelling words and example sentences. The interactive whiteboard also presents information to children in a way which is easy-to-read and exciting, helping students to retain information and make better notes.





Packing: 1 Pc. Attractive Display Pouch

likhte raho! keep writing!



The Student's Choice

**MECHANICAL PENCIL SERIES** 

# 1.3 mm Bold Mechanical Pencil

**EXTRA BOLD & X-TRA DARK** 

No sharpening wastage, Gives uniform writing, Refillable leads, When used properly, One mechanical pencil writes equal to one wooden pencil, Re-filling the lead cost only half the wooden pencil cost, No wood, Saves trees, Saves forest, Saves planet.

- Packing: 1 Pc. Attractive Pouch
- Leads: Always used lead with original "ADD Gel 1.3 mm Lead"





MECHANICAL PENCIL SERIES



The Student's choice



# 0.9 mm Mechanical Pencil

### BOLD & DARK

No sharpening wastage, Gives uniform writing, Refillable leads, When used properly, One mechanical pencil writes equal to one wooden pencil, Re-filling the lead cost only half the wooden pencil cost, No Wood, Saves Trees, Saves Forest, Saves Planet.

- Packing: 1 Pc. Attractive Pouch
- Leads : Always used lead with original "ADD Gel 0.9 mm Lead"



MECHANICAL PENCIL SERIES

# SCHOOL-MATE

The Student's Choice

# SCHOOL-MATE likhte raho! keep writing!

# 0.7 mm Mechanical Pencil

### BOLD & DARK

No sharpening wastage, Gives uniform writing, Refillable leads, When used properly, One mechanical pencil writes equal to one wooden pencil, Re-filling the lead cost only half the wooden pencil cost, No Wood, Saves Trees, Saves Forest, Saves Planet.

- Packing: 1 Pc. Attractive Pouch
- Leads : Always used lead with original "ADD Gel 0.7 mm Lead"



# **SCHOOL-MATE**The Student's Choice

# **MECH. PENCIL LEAD SERIES**

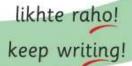
### Mechanical Pencil Lead 1.3 mm

### X-TRA BOLD & X-TRA DARK

No sharpening wastage, Gives uniform writing, Refillable Leads, When used properly, One mechanical pencil writes equal to one wooden pencil, Re-filling the lead cost only half the wooden pencil cost, No Wood, Saves Trees, Saves Forest, Saves Planet.

Packing: 20 Pcs. Attractive Box







**SCHOOL-MATE**The Student's choice

**MECH. PENCIL LEAD SERIES** 

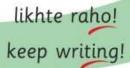
# Mechanical Pencil Lead 0.9 mm

### X-TRA BOLD & X-TRA DARK

No sharpening wastage, Gives uniform writing, Refillable Leads, When used properly, One mechanical pencil writes equal to one wooden pencil, Re-filling the lead cost only half the wooden pencil cost, No Wood, Saves Trees, Saves Forest, Saves Planet.

Packing: 20 Pcs. Attractive Box







**SCHOOL-MATE**The Student's choice

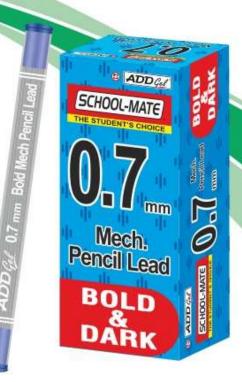
**MECH. PENCIL LEAD SERIES** 

# Mechanical Pencil Lead 0.7 mm

### X-TRA BOLD & X-TRA DARK

No sharpening wastage, Gives uniform writing, Refillable Leads, When used properly, One mechanical pencil writes equal to one wooden pencil, Re-filling the lead cost only half the wooden pencil cost, No Wood, Saves Trees, Saves Forest, Saves Planet.

Packing: 20 Pcs. Attractive Box



likhte raho! keep writing!









At our state of the art facilities in Umbergaon, Gujarat, we combine international technology with in house expertise; here ingenious minds get the best out of automated machines.

Winning by Design: There is something about an ADD pen at the first look, stunning body styling, impeccable finish, user friendly features and smooth writing. Our design cell ensures that the pens are winners with the consumers

Divine Price: At ADD we have a strong belief, Quality must be affordable, which is why our quality endeavors are tempered with a firm grip on pricing.

Detailed to perfection: Call it an obsession, but we at ADD are finicky about detailing. From analyzing the market conditions, to introducing the latest trends, sourcing the right kind of material, to getting exact shade, we must get it right each time. It is this obsession that got us the ISO 9001: 2015 certification, amongst other accolades

Reaching Out: it isn't enough to reach the mind of the consumer, its equally necessary to reach him, where he is, which is where our India wide distribution network comes in.

Wherever in the country you are, ADD will be there.

