

#breakingmyths



#blackisunlucky

Pens should not be fully black

They told us to beware of black

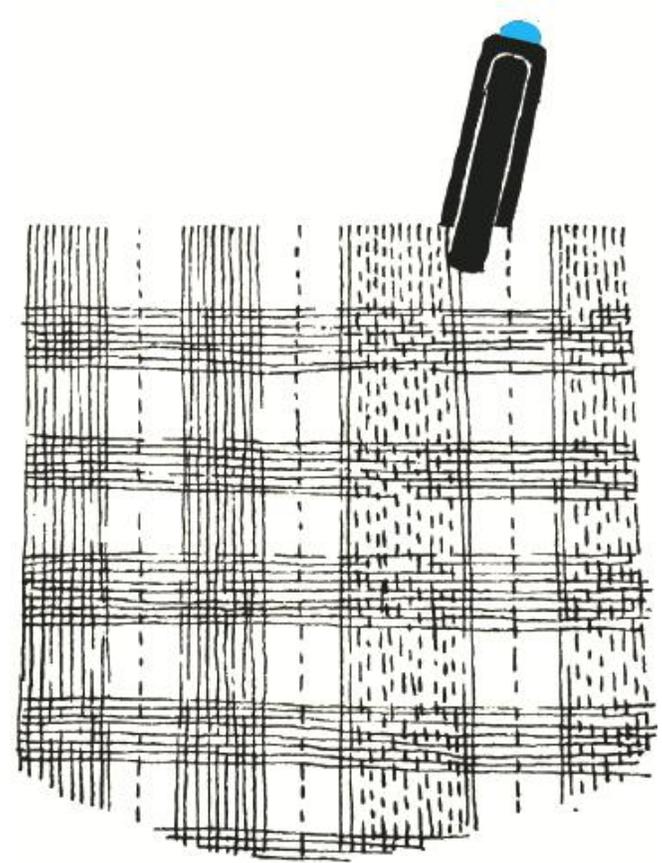
That an all black pen would be a drawback;

But we decided to dare and be plucky

To check for ourselves if black was indeed unlucky;

As it turned out, customer loved its monotone,

Its simplicity and subtlety, they proudly own!



#metalismust

A Pen is incomplete without a metal clip

Through the industry norms prescribed a metal clip

We challenged the form and gave it a slip

Soothsayers forewarned, "Yours sales may dip"

But we believed in our look, design and grip.

The result are there for all to see

RIP the metal clip is but history!



#packitinplastic

A new pen must come packaged in a sleeve

With the world up in arms against plastic pollution

Pen makers too have been grappling for a solution,

We said enough is enough and did away with its sleeve

Selling pens straight out of a tumbler, dispensing with old beliefs

This move of ours is being lauded by the industry

Save the planet and do away with what's unnecessary!



#exclusivelyurban

Such a pen is meant only for urban markets

It has found a footing from Bangladesh to Haiti
Though initially our parents thought it was too mighty
To be accepted in areas that weren't urban
That it was a tad too pricey to be suburban
Until we coaxed our teams to try out one carton
Now they only place orders by dozens!



#copyfromcompetition

A new pen product is rooted in imitation

The general trend in product innovation

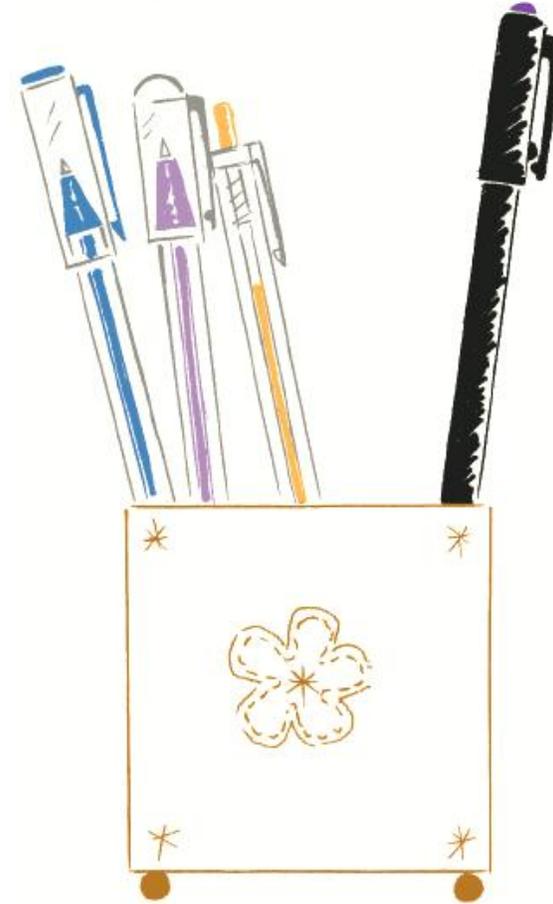
Is to tweak a fast selling pen of the competition

But we felt this practice hurts industry profitability

Compromising its already thin margins and viability

The only brief therefore that we gave our designer

Was our pen should be unique yet emerge a winner!



#don'ttouchtheprice

Customer are price sensitive about pens

In times when inflation has hit every pocket

And the price of everyday commodities also sky rocket

Why has the MRP of a pen not changed in years?

Was a question in our minds as much as our peers

We broke the jinx by offering value addition

Only to have customers embrace this transition!



#bettersafethansorry

Production capacity must be expanded cautiously

Riding on the wave of our test launch

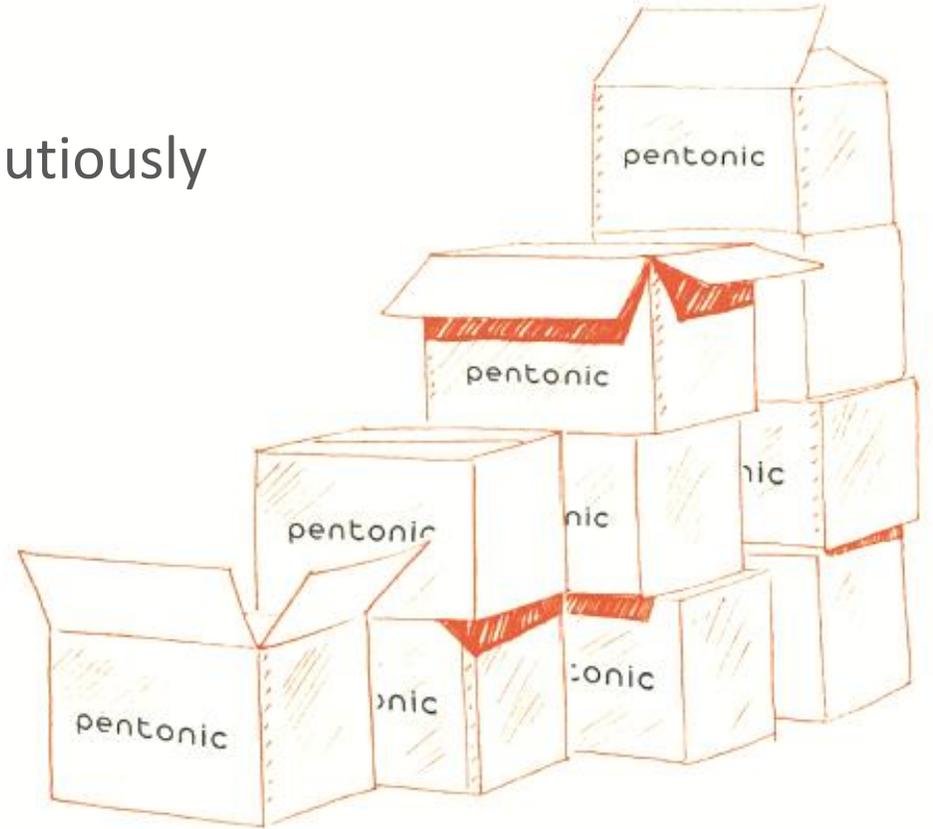
We took yet another risk, solely on our hunch.

Instead of waiting for our existing stock to reduce

We jacked up our capacity to produce

Our leap of faith did not go futile

The more we produced, the faster moved our pile!



#rulesofretail

Retail sales goes by certain rules

Our sales team initially went by the book

Treading cautiously, only calculated risks they took

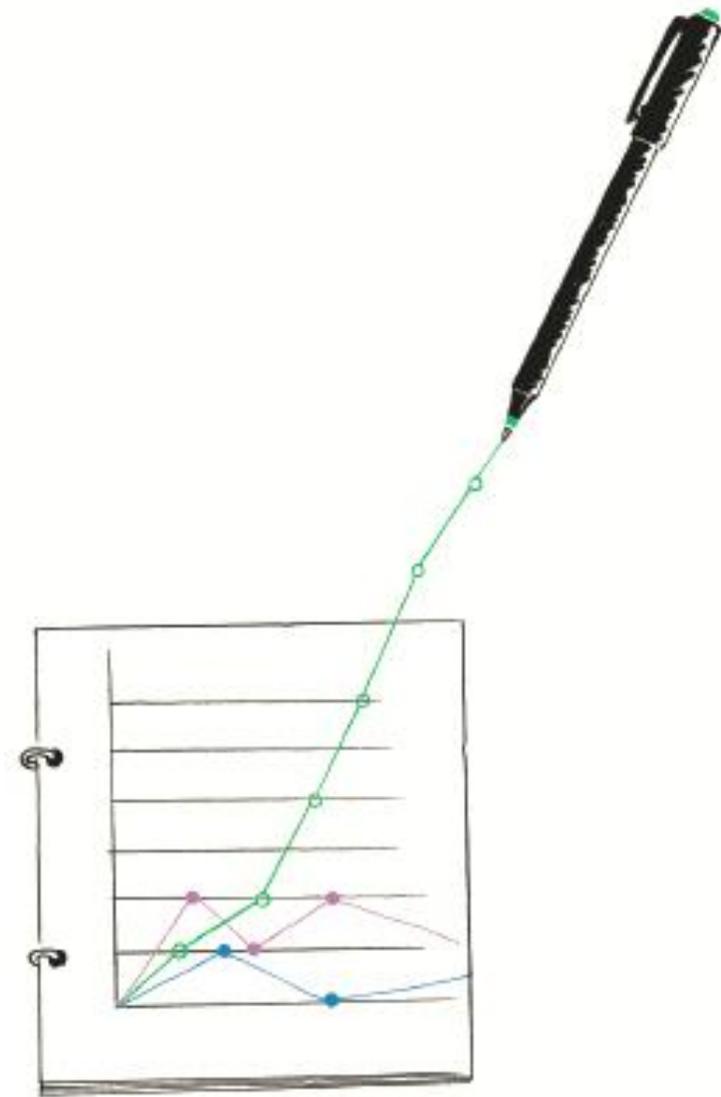
But it was only after shedding some notions

Did the sales really get set into motion.

Triumphant, that day our team was a lesson taught

That it was as important to go by the rule book as

it was not!



#fixedappetites

Each retailer buys as per its size

All retailer were informally categorized

Bracketed into small, medium or a large size

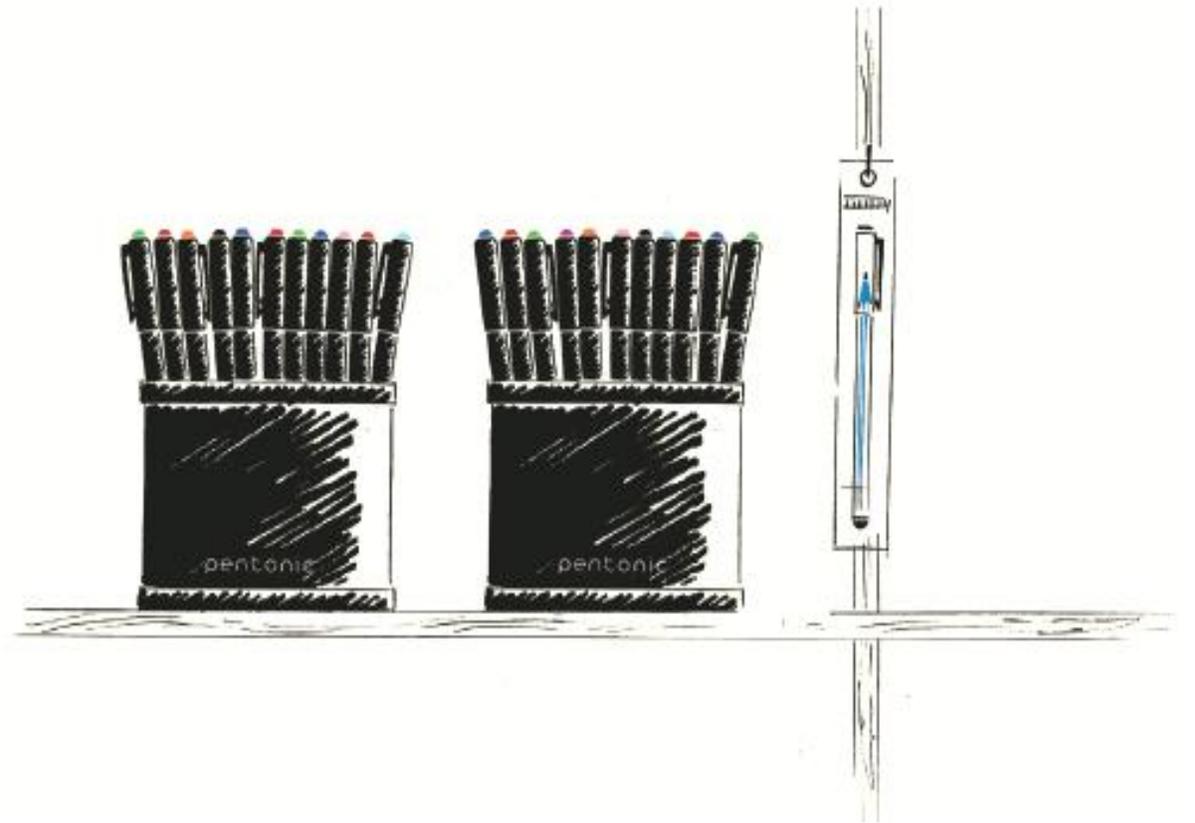
Each category has fixed appetite of purchase

Such was our understanding of the retail maze

How wrong we were, we realized

When each category bought many times over

its ordained size!



#offerawiderange

Do not put your eggs in one basket

We were always advised to maintain a range
Which is yet another practice we endeavored to
change

Instead of spreading our resources thin
We discontinued products with low margins
Focusing instead on the with most potential
We achieved both glory and growth exponential.

