



Swapnil and Naveen show the Madina and Golden Man at their stall

Luxury pen stall cynosure of all eyes

If one is surrounded by books, can a pen be far behind? The Emonte Pens stall at the Hyderabad Book Fair is a star attraction and is garnering attention amidst all the book stalls. Established in 2009, Emonte Pens Pvt Ltd is an initiative by Rajive Jain. As the name Emonte stands for upstream, the pens at the stall too are exquisite and fall into the luxury bracket.

The stall is attracting a

large number of people. Some of the pens are priced in lakhs. A pen priced at Rs 3,38,000, which was on display for the first three days, has been shifted to Mumbai for security reasons. However, there are many pens that are rare and only one-of-its-kind at the stall. Visitors who are interested are shown the pens. One such pen is 'Golden Man' red in colour, it was designed

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after a king in Kazakhstan who would wear lot of jewellery before going for war. The pen is priced Rs 2,88,000. Likewise, another pen, Madina, has the entrance at Madina engraved on the pen and is shaped round, signifying the dome of Madina. The pen is priced Rs 2,40,000. However, there are many pens for sale for the common man too.

Fountain pens in demand
Hyderabadis are fond of

fountain pens. We did not expect to sell so many pens. It has been a pleasant surprise, says Swapnil Kennedy, Regional Manager, South India. One of the reasons for people of the twin cities being fond of fountain pens can be traced to the fact that there are many Urdu institutions. Many come to us and ask for fountain pens and they are just not interested in ballpoint pens. Many Urdu scholars are ready to spend money for a

good fountain pen.

The Petron fountain pen is a major hit among people. Priced Rs 2,500, it is a fountain pen lovers' delight. K Naveen Raja, retail sales executive, Emonte says, "Once a person starts writing with a good fountain pen, he will never use another pen. Fountain pens have that quality about them."

There are pens to suit every pocket, with prices ranging from Rs 75 to Rs 75 lakh.