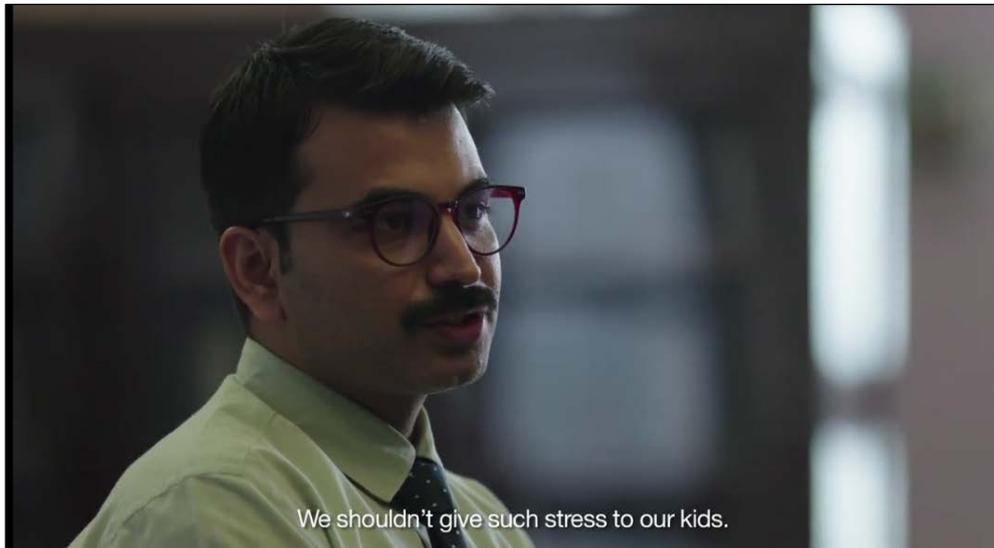


Media release

Cello Pens 'Surprise Test' proves that 'Encouragement works better than pressure'

Mumbai, March 13, 2018: BIC Cello (India) Pvt. Ltd., India's leading manufacturer of writing instruments launched a short film aimed at illustrating the change of perception of parents in exams time after having taken themselves the same exam.



View the experiment video <https://www.youtube.com/watch?v=FIWHRx00kAI&t=28s>

The short film commences by portraying a scenario on how parents, unknowingly pressure their children to perform better. Cello pens is aware of the fact that this will only create more stress and anxiety in the child's mind. To reveal this truth, Cello Pens has come up with their campaign, "Surprise Test". In this video the parents of kids going to St. Albertus High School are asked to take the same exam that their child is taking - 6th graders mid-term test. While taking the test, they experience the level of stress that their kids go through. They realize that their constant pressure on their kids to get good marks only leads to creation of extra stress. The surprise test leads to a change in their perception and belief that 'Encouragement works better than Pressure'.

"We at Cello Pens, understand the kind of stress that students go through during exams. While setting expectations for their children's sake, parents at times unknowingly put pressure on their kids before exams, adding to their overall stress. Cello Pens has come up with the 'surprise test' campaign to highlight the crucial role that parents play during exam time. Their encouraging words make a lot of difference and have a great impact on children's minds & hearts. Encouragement boosts their confidence & helps the child perform better." said Tanveer Khan, Director – Marketing (CMO - India), BIC Cello.

This initiative is a part of Cello Exam Expert Series which is manufactured keeping in mind the comfort of the students using it. Cello Exam Expert Series (Maxriter, Pinpoint & Technotip) are designed to enable students to write for a longer time without pressure on their finger and wrist. The short film which has been launched digitally is created by J. Walter Thompson (JWT), Mumbai and directed by Abhishek Sengupta.

About Cello Pens, a BIC Group Company

Cello Pens is the market leader in writing instruments in India, offering a complete range of pens, pencils, colouring, and marking products, for all your writing requirements. Since 1995, Cello



continues to revolutionize the stationery market with Swiss tips, German inks, rubber grips, and many other features never seen before in India. Cello continues to create excitement in the market even today with its interesting designs, smooth writing experience, and innovative technology. Cello factories produce millions of high-quality products a day, while its nation-wide distribution ensures that you will always find a Cello product available at a store near you.

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