

ITC's Classmate signs Yuvraj & Soha as brand ambassadors

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Classmate, ITC's Education & Stationery Products brand has recently signed Yuvraj Singh, stylish Indian team left hand bat and Soha Ali Khan, versatile cine actor as its Brand Ambassadors for its entire range of products. Already the largest national brand in the student notebooks space, Classmate has recently expanded its portfolio with the successful launch of a range of complementary stationery products such as pens, pencils and geometry boxes, all of which are getting rapidly distributed across geographies through its vast distribution network. Further, many new products and offerings are slated for launch the current quarter. ITC's Classmate is a leading player in the Rs 5000 Crore market for stationery products comprising notebooks, pens, pencils & scholastics which is today growing at a rate of 9-10%.

Says Chand Das, chief executive of ITC's Education & Stationery Products Business (ESPB), "Classmate aspires to be the leading and most trusted student education and stationery brand. It's a brand that believes in and nurtures the "big ideas" that reside in each one of us and encourages young minds to realise them through exploration & perseverance. Both Yuvraj & Soha are vibrant icons for the youth of today. They have believed in & pursued their own "big ideas", and today, both stand tall in their professions with multi-faceted personalities.

When contacted about the association Yuvraj said, "Classmate is a great brand which stands for successful, high quality products. I feel proud of being associated with it as I think that sports & education together form a great combination for the youth of today & with Classmate being a lead brand in the education & stationery products space, I think our association is made for each other".

Soha, on the other hand had another very interesting take on her association. She said, "Like Classmate, I too believe that there are many different ideas that are inside all of us. All we need to do is to go after them & discover new sides to ourselves. Stationery products have always been close to my heart. When I saw the Classmate range, I was delighted to see its quality. It's come a long way from what we used when we were growing up"