

### STATIONARY

| Stationary Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name  | Sub-Category                |
|-----------------|----------|----------|-----------|-------------|-----------------------------|
| 1               | 94       | 97       | 3         | CELLO       | Writing Accessories         |
| 2               | 151      | 84       | -67       | APSARA      | Writing Accessories         |
| 3               | 174      | 106      | -68       | NATARAJ     | Writing Accessories         |
| 4               | 246      | 299      | 53        | REYNOLDS    | Writing Accessories         |
| 5               | 272      | 347      | 75        | PARKER PENS | Premium Writing Accessories |
| 6               | 308      | 326      | 18        | CAMEL       | Writing Accessories         |
| 7               | 360      | 978      | 618       | MONTEX      | Writing Accessories         |
| 8               | 371      | 231      | -140      | CAMLIN      | Writing Accessories         |
| 9               | 564      | 237      | -327      | CLASSMATE   | Notebooks                   |
| 10              | 606      | -        | -         | NAVNEET     | Writing Accessories         |
| 11              | 835      | 263      | -572      | LINC PENS   | Writing Accessories         |
| 12              | 879      | 987      | 108       | FLAIR       | Writing Accessories         |

### SUB-CATEGORY RANKS

| Notebook Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|---------------|----------|----------|-----------|------------|--------------|
| 1             | 564      | 237      | -327      | CLASSMATE  | Notebooks    |

| Premium Writing Accessories Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name  | Sub-Category                |
|----------------------------------|----------|----------|-----------|-------------|-----------------------------|
| 1                                | 272      | 347      | 75        | PARKER PENS | Premium Writing Accessories |

| Writing Accessories Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category        |
|--------------------------|----------|----------|-----------|------------|---------------------|
| 1                        | 94       | 97       | 3         | CELLO      | Writing Accessories |
| 2                        | 151      | 84       | -67       | APSARA     | Writing Accessories |
| 3                        | 174      | 106      | -68       | NATARAJ    | Writing Accessories |
| 4                        | 246      | 299      | 53        | REYNOLDS   | Writing Accessories |
| 5                        | 308      | 326      | 18        | CAMEL      | Writing Accessories |
| 6                        | 360      | 978      | 618       | MONTEX     | Writing Accessories |
| 7                        | 371      | 231      | -140      | CAMLIN     | Writing Accessories |
| 8                        | 606      | -        | -         | NAVNEET    | Writing Accessories |
| 9                        | 835      | 263      | -572      | LINC PENS  | Writing Accessories |
| 10                       | 879      | 987      | 108       | FLAIR      | Writing Accessories |
| 11                       | 887      | -        | -         | LUXOR      | Writing Accessories |