



Design of fastest selling pen in India- Lexi 5n

Background

The number of people buying pens is proportional to the growing rate of literacy, hence a huge market still open in India. Lexi is one of the leading manufacturers of affordable writing instruments in India with close to 40% market share in high growth regions. Existing product range of Rs. 5 pen, was under severe strain due to cut-throat competition and some of the earlier design efforts had not paid off, so Lexi approached Onio to come on board and work together on a range of pens.

Mass-market is a highly price sensitive market and combined with the fact that Lexi makes a **MILLION pens a day**, the task of re-design is a tough challenge. Indian consumers are known to punish heavily for drastic changes in an established product experience.

Onio Designed



Big bold clip designed by Onio, was an instant hit amongst the Indian consumers



The Solution

In design of the 5n, Onio realized that Indian consumers put pens in the shirt pockets and hence the look of the clip is an important parameter at the time of purchase apart from writing comfort and ink quality. With design of the bold clip, 5n, was able to smoothly transition the consumers of other pen into a

freshening experience at the same cost, making it one of the highest selling pens in the country.