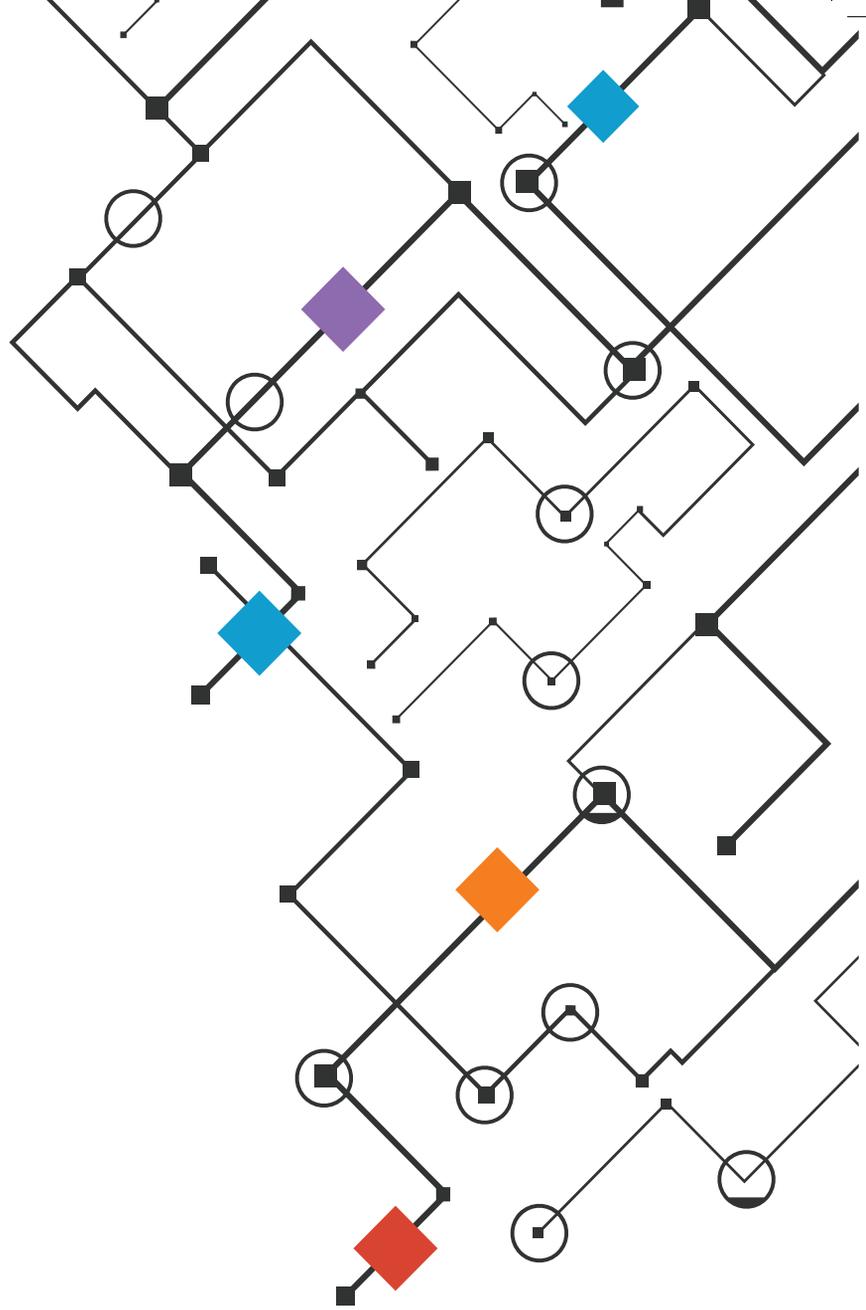


# REEM



# CATALOGUE

## 2024-25



# About Us

As Mark Twain remarkably put it:

“The man who does not read good books has no advantage over the man who can't read them”

We at Reem, are committed to deliver excellence. We have been striving hard to strengthen the bond between humans and the books. It is our belief that the foundation of the child ought to be sound and the Pre-primary and Primary Schools play a pivotal role in this. The beginnings were very humble, publishing only twelve books in the very first year of our existence. We presently fulfill the needs of School (Pre-Primary, Primary & Secondary Level), Higher Academics, Management and General Interests.

Headquartered in New Delhi, the company's commercial activity includes publishing of its own books in English language as well as Telugu, Hindi and Tamil. We presently boast of over 250 titles spanning the abovementioned genres. The books have been well researched and presented, and at the same time, are a visual treat to the eyes.

At Reem, we believe in creating books that make kids curious, fill them with wonderment and make them want to explore the world as they turn our pages. We pride ourselves in the books we publish for the pre-primary level and for the primary level on subjects such as Computer Science, Mathematics, Cursive Writing, General Knowledge, Art & Craft, etc. We also publish books for the Higher Academics market on subjects like Management and Technology.

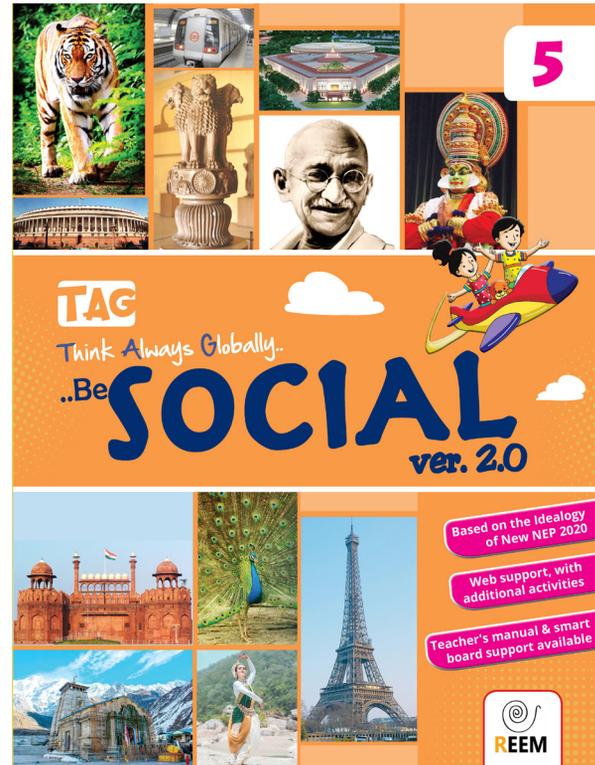
As you browse through these books, you will find significant difference between our books and the ones that are prevalent in the market today. We hope you enjoy reading the books, the same way we have enjoyed bringing them out. We humbly request you to encourage us, the budding publishers who have a dream of bringing about a change in the way the future responsible citizens of India are brought up. We are confident that you will be convinced that these books merit prescription in your esteemed institution and that the students will be benefitted. We also publish books for the general public (fiction and non-fiction) in English and few Regional languages.

We will be happy to hear from you, about your thoughts and valuable suggestions on our books ([contact@reem.co.in](mailto:contact@reem.co.in)). We invite you to send in your proposals, to write a book on similar topics/subjects or topics/subjects related to Pre-Primary & Primary Levels.

## About the series

Our 'TAG – Be Social' series, starts off as a simple social studies book before it subtly and gradually introduces the concept of Geography, History and Civics. In this journey, we ensure that the interest of the students does not waver and is constantly glued to the invigorating subject. The chapters and the elements in this book are student friendly and interactive.

- **Social Adventures, Fact Alert, What's the Buzz** are interesting and informative bits that throw light on what's happening around the world.
- **Let's Talk** is an interactive discussion between the teacher and students where they can narrate or give ideas and opinions based on the subject matter.
- **Spot Light** brings under its umbrella, new and difficult words that will be useful again as time progresses.
- **Question Central** includes **HOTS** (Higher Order Thinking Skills) questions (in the higher grades) which motivate students and satisfies their inquisitive minds.
- **Go Social** ensures that the whole class is involved in an activity that relates to the subject making it more meaningful.
- **Social Responsibility** instills in students a sense of accountability and duty towards the society, where they can practically apply the knowledge they have gained.
- **Touching Base** is a brief snapshot of all the main points learnt in the chapter. It has Fill in the Blanks, which helps the students revise the points given in the chapter all over again.



TAG Be Social 2.0 Part- 1	₹310
TAG Be Social 2.0 Part- 2	₹329
TAG Be Social 2.0 Part- 3	₹340
TAG Be Social 2.0 Part- 4	₹356
TAG Be Social 2.0 Part- 5	₹374

# Science Book

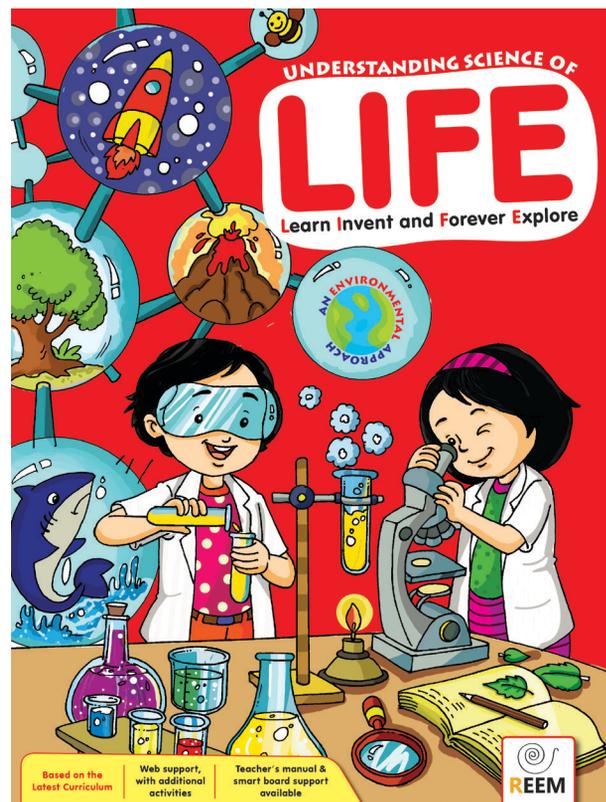
## About the series

It has always been our endeavour to deliver our best to the future generation of India. A generation which is eager to learn, quick to grasp, enthusiastic about the subject, keen about its surroundings, excited to perform and always raring to go.

It has been equally challenging for us to live up to our own standards and to the expectations of the teachers and students. We have put forth our best efforts to make this book appear pleasing to the eye and, at the same time, keep the students' interest in the book unwavering and steady.

We present below a snapshot of what our Science books series **LIFE** has in store for you:

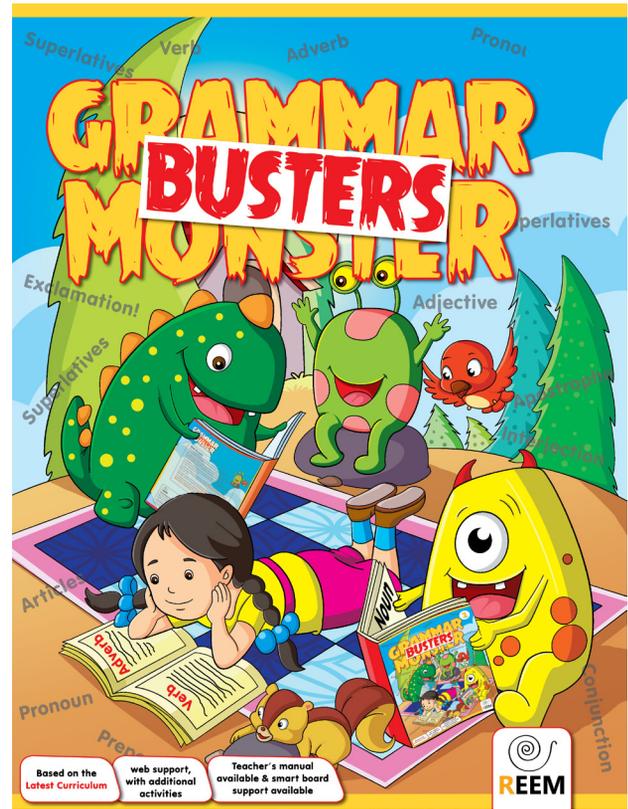
- **Science Lab** and **Young Scientist** are simple experiments for the kids to make the chapters relevant for them.
- **Activity Station/ Energy Boosters** are refreshers that revise the lessons taught.
- **Let's Talk** is a retrospective activity between the teacher and the students which makes the learning process inter-active.
- **Scoops** and **Zoom Ahead** are the latest bits of information which will attract students' interest.
- **Word-stock** and **In a Nutshell** include all the difficult words and a short gist of all the main points learnt in the chapter, respectively.
- **Eureka** includes MCQs and SMARTIE questions which will not only help in improving their thinking skills but also arouse their curiosity.
- **Social Responsibility** are suggestions to instil in the child a sense of accountability and duty towards the society.
- **Work-out, Olympiad Questions** are interesting exercises designed to maintain the interest of students in the subject matter.



Understanding Science of L.I.F.E 1	₹322
Understanding Science of L.I.F.E 2	₹328
Understanding Science of L.I.F.E 3	₹337
Understanding Science of L.I.F.E 4	₹358
Understanding Science of L.I.F.E 5	₹385

## Grammar Monster Busters

- A wrong punctuation can change the entire meaning of a sentence, while a well framed speech will always earn you appreciation and respect.
- The magic of words is something which cannot be explained and to have the freedom to play with these words is sheer pleasure. But using an inappropriate word can sometimes do more harm than good. It is therefore very important to master the subject of Grammar.
- Through this book the child develops awareness that Grammar plays an important role not only in English but also in other subjects. The Grammar books are structured thematically and in a manner that, the student will slowly learn about Nouns, Pronouns, Tenses, Genders and many more gradually.
- Care has been taken to ensure that the lessons are taught in the form of activities, which the student will find interesting and fascinating. The chapters start off with a Warm-Up Activity and then progress towards various other interesting lessons and activities like Olympiad Zone, HOTS, Word Power, Mixed Bag and many others.

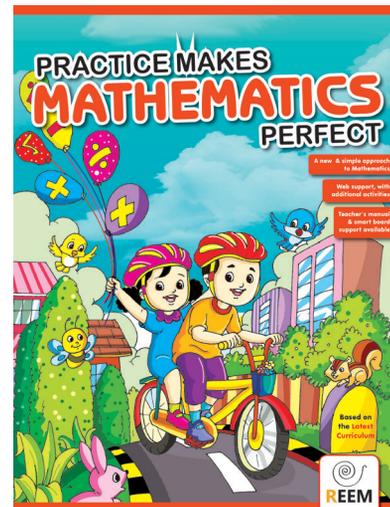


English Grammar Monster 1	₹214
English Grammar Monster 2	₹239
English Grammar Monster 3	₹248
English Grammar Monster 4	₹265
English Grammar Monster 5	₹265
English Grammar Monster 6	₹295
English Grammar Monster 7	₹295
English Grammar Monster 8	₹322

# Mathematics

## Practice Makes Mathematics Perfect

- Come join me in my wonderful journey to explore Mathematics.
- The chapters have been explained with real life situations. Raman & his Family walk throughout the series. All concepts have been explained in a way a child encounters them. Eg: It's Raman's Birthday, he has to distribute the chocolates equally in the class, but how to tackle the situation? This situation allows Grandpa to introduce 'division' to the child.
- Further, the boy has been named 'RAMAN' to honour C.V Raman, the mathematician and other scientists who changed the way India lives.
- School will become an extended home. Seamless transition from home to school and school to home.
- Numerous activities through different perspectives will give an insight of a concept to the child thus making the learning foolproof.
- Concepts are conveyed through the pictorial fun-way method.
- Plenty of practice through exercises & activities.
- Assessment tools at regular intervals.
- Books 1 and 2 have been designed in the workbook format.

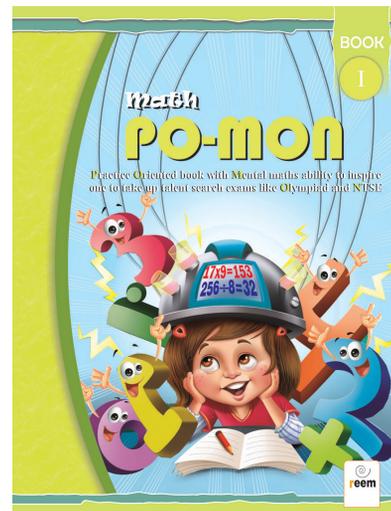


Practice makes Mathematics Perfect 0	₹257
Practice makes Mathematics Perfect 1	₹295
Practice makes Mathematics Perfect 2	₹328
Practice makes Mathematics Perfect 3	₹337
Practice makes Mathematics Perfect 4	₹349
Practice makes Mathematics Perfect 5	₹349

# Mental Mathematics

## PO-MON Maths

- This practice book has been designed to supplement the regular mathematical text books prescribed in schools for additional practice. It also provides a host of new topics that the teachers can introduce to the students in class.
- The name PO-MON stands for Practice Oriented book with Mental maths ability to inspire one to take up talent search exams like Olympiad and NTSE.
- The book assists to develop the logical and analytical capabilities of the mind and nurtures the skills of estimating, problem-solving, interpreting data, measuring, predicting and applying mathematical skills to everyday life situations.
- Interestingly, this book in itself can stand independently and conforms to the vision of the National Curriculum Framework (2005). Higher Order Thinking Skills (HOTS), Real-Life application problems, Multiple Choice Questions, Formative and Summative assessments, and questions based on various talent search examinations are some of the key features of the book.
- A separate chapter on Logical Reasoning, Advanced Learning, Vedic Maths, and Model Question Papers based on Olympiad and NTSE.



Math Po-Mon 1	₹178
Math Po-Mon 2	₹187
Math Po-Mon 3	₹196
Math Po-Mon 4	₹196

Math Po-Mon 5	₹205
Math Po-Mon 6	₹214
Math Po-Mon 7	₹223
Math Po-Mon 8	₹232

# General Knowledge

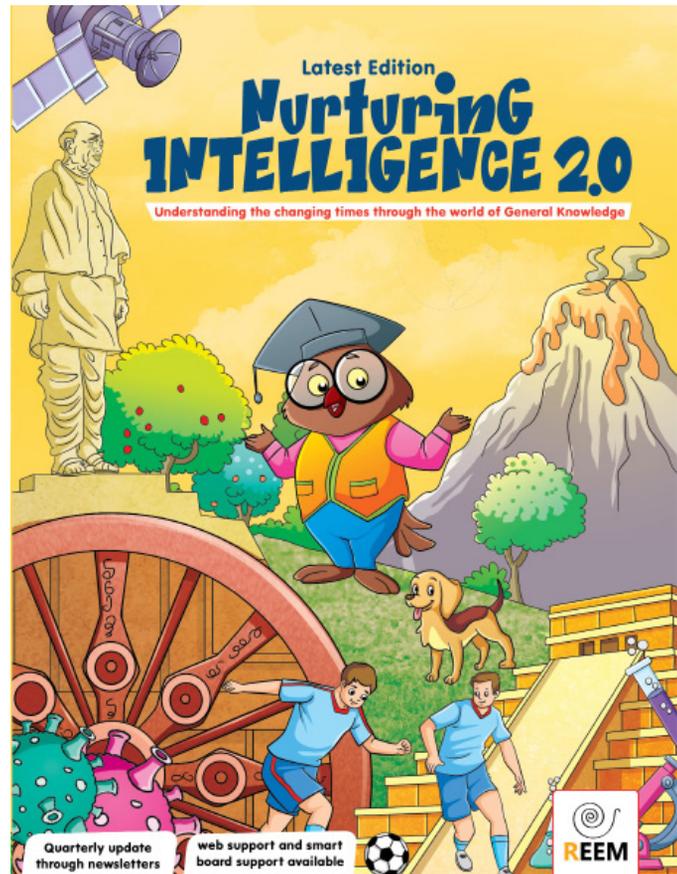
A child's mind is like a **Tabular Rasa** ('a blank slate' in Latin), where every new piece of information leaves an imprint for life.

It is therefore very important that authentic content is given to the student. It is with this thought process that we have set out to deliver the right content in the most **interesting** and **appealing** manner.

It is an accepted fact that a child's attention span is only 20% of that of an adult's. With this vision in mind, we had to ensure that the book was designed in such a manner that the student gives his undivided attention and doesn't let his mind waver. This book not only assists him in '**Learning**' about various spheres of the universe but also gives his mind the freedom to '**Think**' about many unknown facts, and in the process '**Nurture**' a culture of imbibing knowledge by understanding and not by rote learning.

- Think your way to knowledge. Interactive books that hold a child's attention.
- Gives opportunity to think and explore the fact thereby making the process of learning exciting and the learning becomes lifelong.
- Designed to hold the interest of the students. The character 'Smarty' will guide children through the series. Sometimes Smarty helps the child and at some places, he seeks help from the child.
- This book taps multi dimensional areas like Sports, Animal World, Art, Language, our Environment, famous personalities, Festivals, Universal delights, and many more Natural wonders.
- Throughout the book, we have used striking images which will appeal to the child.
- To make the journey more interesting we have interspersed the book with simple activities which would encourage the child to participate and make him crave for more.
- These interactive exercises will make the student more outspoken, confident and instill a sense of positivity in him.

Revised  
Edition



Nurturing Intelligence (2.0)- 1	₹265	Nurturing Intelligence (2.0)- 5	₹322
Nurturing Intelligence (2.0)- 2	₹286	Nurturing Intelligence (2.0)- 6	₹329
Nurturing Intelligence (2.0)- 3	₹286	Nurturing Intelligence (2.0)- 7	₹349
Nurturing Intelligence (2.0)- 4	₹295	Nurturing Intelligence (2.0)- 8	₹365

# हिंदी मधुरस पाठमाला

‘हिंदी मधुरस पाठमाला’ व ‘अभ्यास पुस्तिका’ की श्रृंखला कक्षा 1-8 मधुरस पाठमाला द्वारा भाषा के सभी कौशल (सुनना, बोलना, पढना, एवं लिखना) के विकास की चेष्टा।

बच्चों के स्तर के अनुसार पठन सामग्री का चयन।

रोचक गतिविधियों एवं प्रसंगानुसार **मौखिक, लिखित, और सृजनात्मक** अभ्यासों द्वारा बच्चों की अन्तर्निहित प्रतिभाओं का विकास।

बच्चों की रुचि के अनुकूल **सुन्दर, सजीव, एवं, रंगीन** चित्रों का संयोजन। साहित्य की विभिन्न विधाओं **कविता, कहानी, चित्रकथा, संवाद** आदि का समावेश।

अभ्यास एवं पुनरास्मृति हेतु **पाँच-छः** पाठों के पश्चात् **पुनरावृत्ति परिक्षण**।

पुस्तक के अंत में आदर्श प्रश्न-पत्र द्वारा सम्पूर्ण पाठ्यक्रम का पुनरावलोकन एवं अभ्यास। केवल शिक्षकों हेतु समय-समय पर संबल प्रदान करने के लिए सहायक दर्शिका।

(TRM - Teacher's Resource Material)

अभ्यास पुस्तिका  
भी उपलब्ध



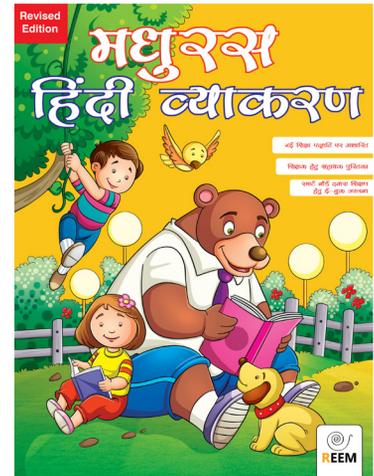
Now with  
Animation  
& Sound  
for Smart  
Classes

Hindi Madhuras (Pathmala) 1	₹295
Hindi Madhuras (Pathmala) 2	₹295
Hindi Madhuras (Pathmala) 3	₹328
Hindi Madhuras (Pathmala) 4	₹328

Hindi Madhuras (Pathmala) 5	₹346
Hindi Madhuras (Pathmala) 6	₹346
Hindi Madhuras (Pathmala) 7	₹385
Hindi Madhuras (Pathmala) 8	₹385

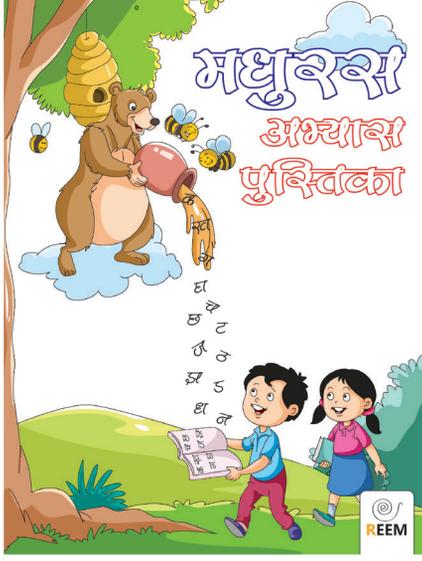
## मधुरस हिंदी व्याकरण

- व्याकरण दर्शन श्रृंखला 1-8 N.C.E.R.T व CBSE बोर्ड के अनुरूप।
- व्याकरण के कठिन विषयों का भी सरल एवं रोचक ढंग से प्रस्तुतीकरण।
- विद्यार्थियों क विषय पर सुदृढ़ पकड़ बनाने के लिए मौखिक, लिखित, वैकल्पिक, रचनात्मक व सृजनात्मक अभ्यास।
- सुन्दर, सजीव रंगीन चित्रों का संयोजन व उच्चकोटि की छपाई।
- सरल हिंदी शब्दावली का प्रयोग।
- राजभाषा हिंदी के लिए विद्यार्थियों में प्रेम व गर्व जागृत कर विकास हेतु पहल।



Hindi Madhuras (Vyakaran) 1	₹265
Hindi Madhuras (Vyakaran) 2	₹265
Hindi Madhuras (Vyakaran) 3	₹265
Hindi Madhuras (Vyakaran) 4	₹295

Hindi Madhuras (Vyakaran) 5	₹295
Hindi Madhuras (Vyakaran) 6	₹322
Hindi Madhuras (Vyakaran) 7	₹322
Hindi Madhuras (Vyakaran) 8	₹322



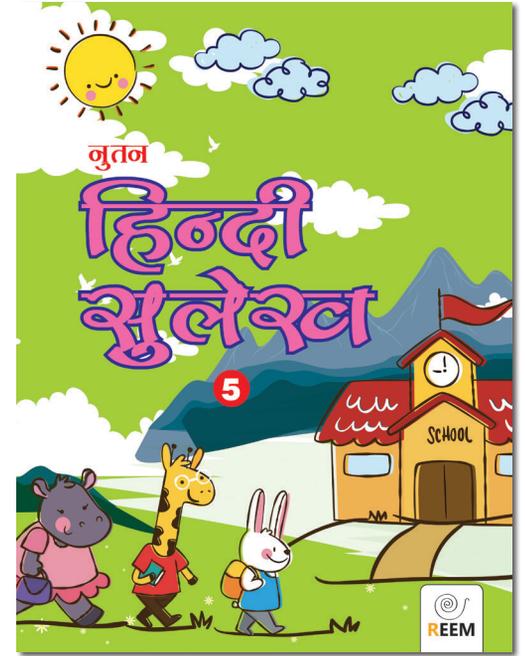
Madhuras Abhyas Pustika 1	₹160
Madhuras Abhyas Pustika 2	₹160
Madhuras Abhyas Pustika 3	₹160
Madhuras Abhyas Pustika 4	₹178

Madhuras Abhyas Pustika 5	₹178
Madhuras Abhyas Pustika 6	₹178
Madhuras Abhyas Pustika 7	₹178
Madhuras Abhyas Pustika 8	₹178

## नुतन हिंदी सुलेख

सुलेख जैसा कि सर्वविदित है शिक्षा का अभिन्न अंग तथा सच्चरित्रा का परिचायक होता है, इस लक्ष्य की पूर्ति हेतु हमारी संस्था ने सुलेख पुस्तिकाओं का निर्माण किया है। प्रारम्भ से ही बालक-बालिकाओं की लेखनी पर उचित पकड़ और सुन्दर सुडौल अक्षरों की रचना करना सिखाने का प्रयास हमने अपनी सुलेख पुस्तिका के माध्यम से किया है। हमारा पूर्ण विश्वास है कि इन पुस्तिकाओं में बताये ढंग को अपना कर हम नन्हें-मुन्नों में प्रारम्भ से ही सुन्दर लेखन की प्रवृत्ति जागृत कर सकेंगे।

- पुस्तिका के प्रारम्भ में चित्रों के माध्यम से लेखनी पकड़ने का उचित ढंग।
- प्रारम्भिक पृष्ठों पर विभिन्न आकार की रेखाओं का अभ्यास करा वर्ण रचना में सरलता।
- बारह खड़ी का अभ्यास क्रमानुसार।
- प्रत्येक वर्ण, चिह्नों व बिन्दुओं को जोड़कर बनाना सिखाकर आत्मविश्वास जागृत करना।
- प्रत्येक वर्ण से संबंधित चित्रों में रंग भरने के कार्य से बच्चों की रुचि जागृत करना।



Nutan Hindi Sulekh 1	₹130
Nutan Hindi Sulekh 2	₹130
Nutan Hindi Sulekh 3	₹130

Nutan Hindi Sulekh 4	₹130
Nutan Hindi Sulekh 5	₹130

# Hindi Books

## List of Hindi Books:

- Akshar Gyan
- Shabd Gyan
- Swar Gyan
- Sulekh (1-5)
- Akshar Rachna
- Shabd Rachna
- Swar Rachna
- Baal Geet Part 1 & Part 2.
- The Gyan books 'Akshar', 'Shabd' and 'Swar' introduces the letters, words and their sounds used in the Devanagari script of the Hindi Language.
- The books are complimented by Rachna books/ workbooks that facilitate a better grasp of the language through practice.

Saral Sulekh - Bhag 1	₹94
Saral Sulekh - Bhag 2	₹94
Saral Sulekh - Bhag 3	₹94
Saral Sulekh - Bhag 4	₹94
Saral Sulekh - Bhag 5	₹94

Akshar Gyan	₹187
Shabdh Gyan	₹187
Swar Gyan	₹187
Bal Geet 1	₹160
Bal Geet 2	₹160

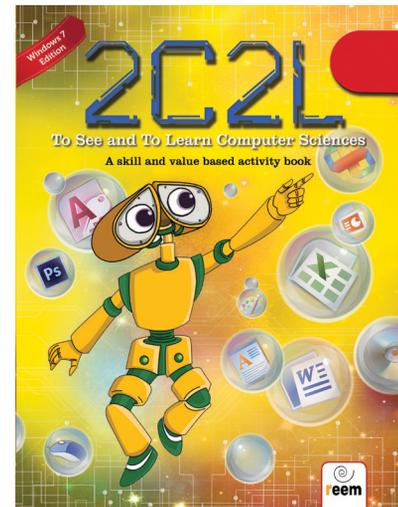


Akshar Rachna	₹160
Shabdh Rachna	₹160
Swar Rachna	₹160

# Computer Books

## 2C2L Series

- This series comprises of eight books from Grade 1 to 8.
- It is a skill and value based activity book designed to maximize learning and comprehension in Computer Science.
- It seeks to educate through an interactive, hands-on, doing and learning approach to education.
- The Series is developed on the basis of NCERT recommendations for IT competencies for primary and middle school stages.
- The Series follows the adventure of a humanoid 2C2L who comes to Earth to learn about computers taking the students along with him on this journey.
- Loaded with a wide array of features such as Progress Bar's, Practice Sessions, Lab Bytes, Updates, Projects and periodical and continuous assessments (SA & FA), the 2C2L Series aims to give students a well rounded, comprehensive understanding of the subject.
- Extra features like Problem Solving Assessment, National Cyber Olympiad and International Informatics Olympiad practice questions are designed to give students the added edge in competitive exams.



2C2L Book 1	₹239
2C2L Book 2	₹265
2C2L Book 3	₹286

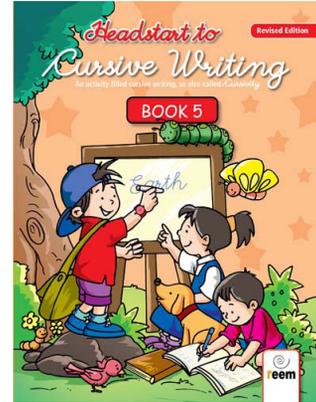
2C2L Book 4	₹322
2C2L Book 5	₹349
2C2L Book 6	₹358

2C2L Book 7	₹365
2C2L Book 8	₹385

# Cursive Writing

## Headstart to Cursive Writing

- The series aims to help students develop better handwriting.
- The letters are designed to increase speed while writing and to retain legibility.
- The letters are well connected so that words could be written without lifting the pencil.
- The series systematically begins with the introduction of capital and small letters followed by 2, 3, 4 letter words and then the sentences.
- Tracing exercises have been given for additional practice.
- 'Cursivity' as the name suggests is a combination of cursive writing and activity.



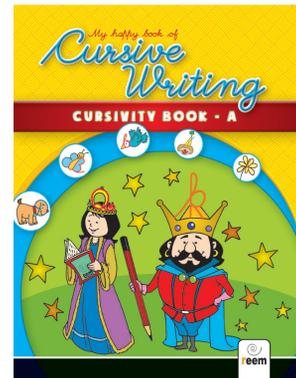
Head Start To Cursive Writing A	₹95
Head Start To Cursive Writing B	₹95
Head Start To Cursive Writing 1	₹103

Head Start To Cursive Writing 2	₹103
Head Start To Cursive Writing 3	₹115
Head Start To Cursive Writing 4	₹115
Head Start To Cursive Writing 5	₹115

These Books have 32 pages

## My Happy Book of Cursive Writing

- Subjects like Language, Environmental studies, Art and General Knowledge have been covered. This will complement subjects and cursive writing needs, bringing cursive writing into a child's system.
- The illustrations are designed to appeal to the students, and they can always take sometime to colour them making cursive writing more enjoyable.



My Happy Book of Cursive Writing A	₹149
My Happy Book of Cursive Writing B	₹149

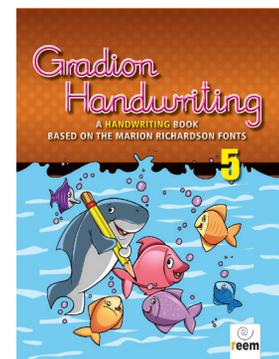
These Books have 56 pages

My Happy Book of Cursive Writing 1	₹149
My Happy Book of Cursive Writing 2	₹149
My Happy Book of Cursive Writing 3	₹149
My Happy Book of Cursive Writing 4	₹160

My Happy Book of Cursive Writing 5	₹160
My Happy Book of Cursive Writing 6	₹160
My Happy Book of Cursive Writing 7	₹160
My Happy Book of Cursive Writing 8	₹160

## Gradion Handwriting

- A handwriting book based on the Marion Richardson fonts.
- The series systematically begins with the introduction of capital and small letters followed by 2, 3, 4 letter words and then sentences.
- Tracing exercises have been given for additional practice.
- Subjects like Language, Environmental studies, Art and General Knowledge have been covered. This book combines subjects and handwriting skill development, thereby making it fun and informative.
- Illustrations will easily appeal to students, and they can always take sometime to colour them making handwriting more enjoyable.



Gradion Handwriting A	₹149
Gradion Handwriting B	₹149

Gradion Handwriting 1	₹149
Gradion Handwriting 2	₹149
Gradion Handwriting 3	₹149

Gradion Handwriting 4	₹160
Gradion Handwriting 5	₹160

# LINK Series

## LINK – Learning Ignites New Knowledge

- LINK Term Book series is designed for Nursery, LKG and UKG students.
- The series encourages and promotes the students’ natural abilities through its child-centred approach.
- The core focus of the series is to evolve the 4 C’s - critical and creative thinking, communication and collaboration, in students.
- The series combines activities, exercises, projects, stories and rhymes to seamlessly explain concepts of alphabet, phonics, writing, mathematics and EVS.
- The series consists of three components – English, Mathematics and EVS.
- The English component of LINK Series focuses on enhancing a child’s language and cognitive skills through colourful fun activities that foster a child’s natural abilities.
- The Mathematics component provides a number of methodical, graded exercises for recognizing, counting and writing numbers.
- The EVS component provides a number of exciting lessons for making the child aware of his own self and the world around him.
- The series, along with conceptual clarity and fun learning, will form a foundation for the students’ future academic endeavours!

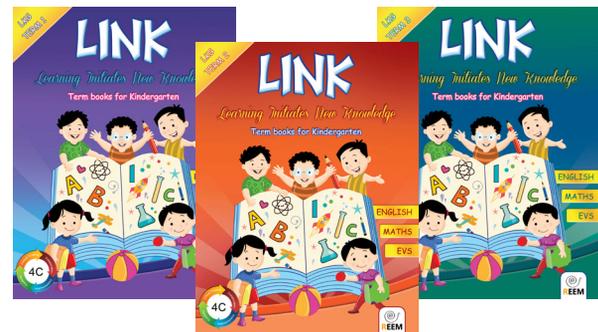


## Nursery



LINK Nursery Term 1	₹295
LINK Nursery Term 2	₹295
LINK Nursery Term 3	₹295

## LKG



LINK LKG Term 1	₹322
LINK LKG Term 2	₹322
LINK LKG Term 3	₹322

## UKG



LINK UKG Term 1	₹337
LINK UKG Term 2	₹337
LINK UKG Term 3	₹337

## Understanding basics through Creative learning Activity Notebooks

- The U-CAN series consists of ten distinct books.
- The series aims to help students apply and improve their mathematical, linguistic and writing skills.
- Special care has been taken to bolster the students' fine and gross motor skills.
- It seeks to build a bridge between the child's learning and application of the newly acquired information.

### Print Hand A and B:

- Print Hand books are designed to enhance the child's skill of alphabet writing through fun and interesting exercises.
- Children-friendly layout makes the books more engaging.

### Pattern Writing Book and Hindi Akshar Book:

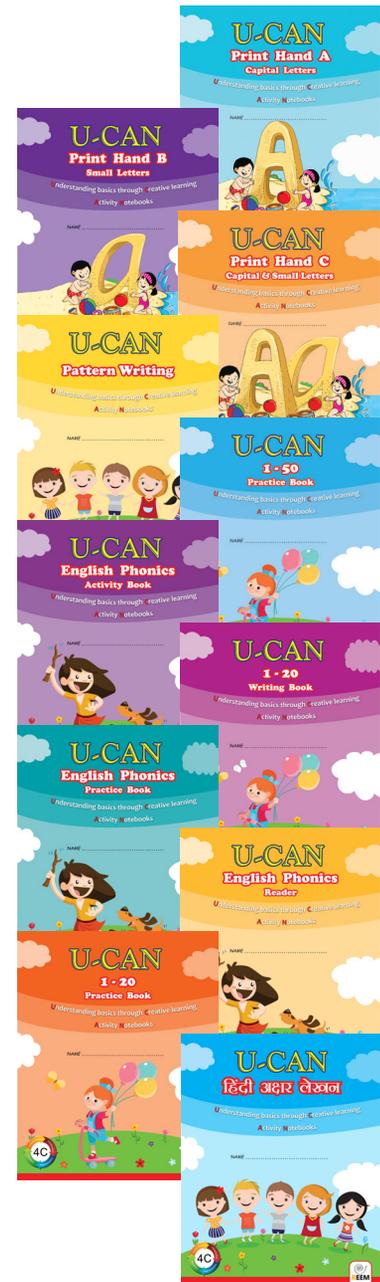
- Pattern Book introduces shapes and patterns to the children in order to enable them to use and showcase their creative best.
- The Hindi Akshar book enhances the child's ability to write Hindi alphabets and spellings.

### Numbers 1-20 Writing and Practice Books, Numbers 1-100 Practice Book:

- The Number Books aim at making children learn, practice and write numbers
- 1-20, 1-50 and 1 – 100.
- Books contain a number of methodical exercises for recognizing, counting and writing numbers.

### Phonics Reader Book, Phonics Practice Book and Phonics Activity Book:

- The Phonics books aim at teaching children how to read and write English language by forming a connection between sounds and spelling patterns.
- The books include multiple fun activities to make learning easier.



Print hand A	₹149
Print hand B	₹149
Print hand C	₹149

Phonics Primer Reader	₹124
English Phonics activity	₹124
Phonics Practice	₹124

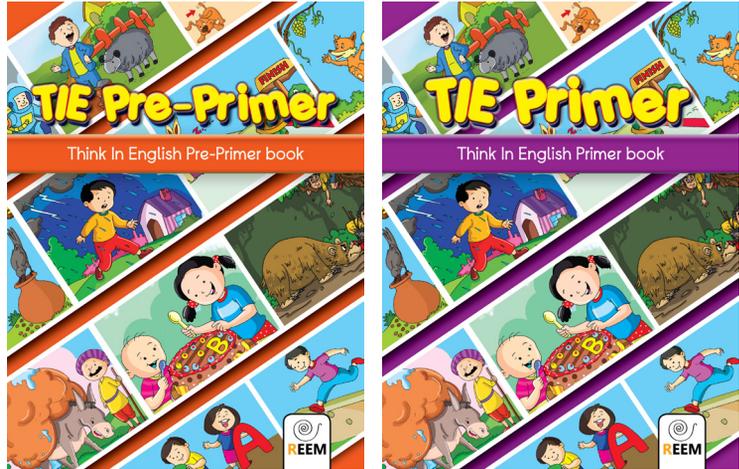
Math Practice 1 to 20	₹130
Math Practice 1 to 50	₹130
Number Writing 1 to 20	₹130
U-Can 1-100 Practise Book	₹130

Hindi Akshar Lekhan	₹178
Pattern Book	₹160

# English

## TIE – Think in English (English Primer Series)

- The TIE Series is designed to enhance a child’s language and cognitive skills through colourful, fun activities that encourage a child’s natural abilities.
- Special care has been taken to boost the students’ fine and gross motor skills.
- The series, along with conceptual clarity and fun learning, forms a solid foundation for the students’ future academic endeavours.
- Includes a wide variety of features such as stories, rhymes, exercises, activities, phonics, grammar, puzzles, etc.
- Child-friendly layout keeps the children engaged throughout.
- Colouring activities and puzzles keep the child’s mind refreshed and also make for an interesting learning experience.



TIE Pre Primer Book	₹223
TIE Primer Book	₹257

## Writing Books

### Headstart to Numbers

- Progressive series of three books.
- A number of methodical graded exercises for recognising, counting and writing numbers.
- Exercises involve drawing and colouring pictures.
- Appropriate sized numbers have been used for clear and better writing practice.
- Numbers are adequately spaced to avoid any confusion.
- Plenty of interesting illustrations have been used throughout the series.
- Interesting and colour-coded layouts has been used. Cluttering of images have been avoided for easy and convenient counting.

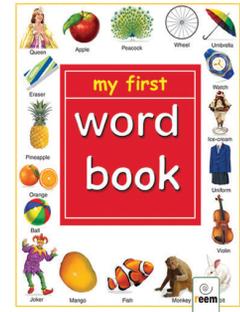
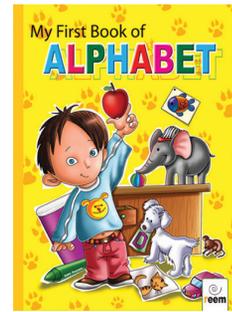


Head Start to Numbers 1-20	₹178
Head Start to Numbers 1-50	₹178
Head Start to Numbers 1-100	₹178

# Word Books

## My First Book of...

- Alphabet book and Word Book form a graded series
- **Alphabet book** : one page, one big illustration
- **Word book** : one page, one big illustration + 3 new words introduced with illustrations.
- Category-wise illustrated words.
- All illustrations are designed to hold a child's attention.
- Capital and Small letters introduced.

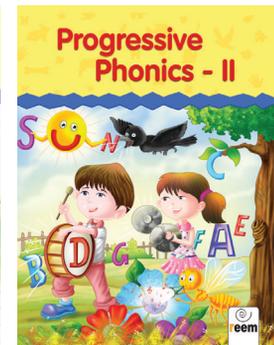
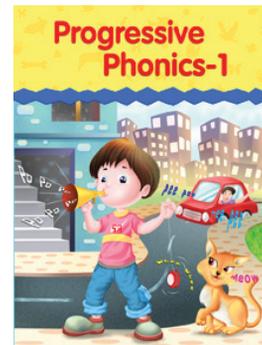


My First Book of Alphabet	₹196
My First Book of Words	₹205

# Phonics

## Progressive Phonics

- The relationship between a letter and sounds are emphasized at a basic level.
- The readers will be able to use these relationships to speak and write words.
- Helps the readers to recognize familiar words accurately and easily 'decode' new words.
- Book 1 introduces a letter at a time and has activities based upon them. It ends with a magical story which is accompanied by a sticker activity.
- Book 2, introduces sounds of two letters and then further stresses on words with long and short vowel. Activities go hand in hand with the concepts.

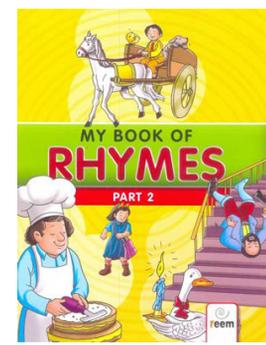
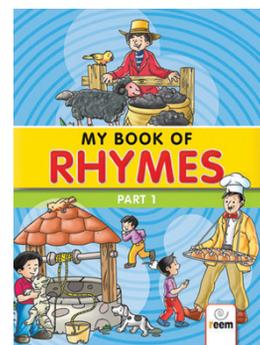


Progressive Phonics 1	₹205
Progressive Phonics 2	₹220

# Rhymes

## My Book of Rhymes

- Age appropriate rhymes have been introduced in a gradual manner.
- Full page illustrations of rhymes to captivate the imagination of a child.
- The books contain 24 rhymes each and the series also features moral stories and conversation.
- It also teaches children good manners and the parts of the body.
- A set of two books.

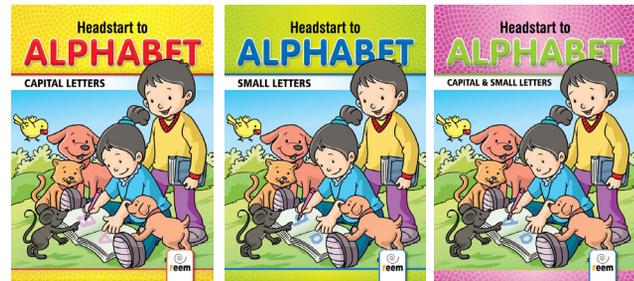


My Book of Rhymes 1	₹187
My Book of Rhymes 2	₹196

# Pattern Writing Books

## Headstart to Alphabet

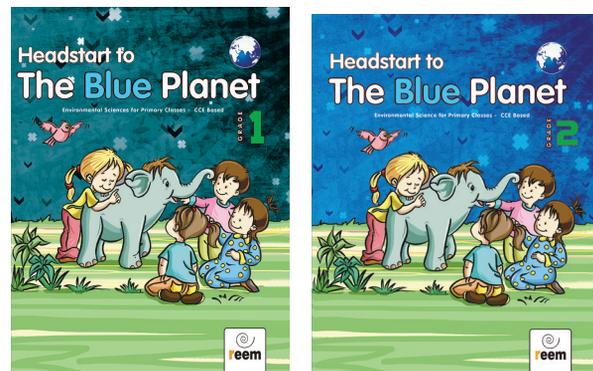
- Alphabet Writing Books
- Encourages the child to scribble within the outline of the alphabet.
- Helps the child develop control over his hands and fingers.
- Educational concepts are introduced in a step by step systematic manner.
- Practice writing the alphabets in blocks, guider blocks and test it in the challenger block.
- Eases the pressure off the child.
- Additional features of words acquaintance and alphabet recognition.
- Child-friendly illustrations.
- Available in 3 Formats, Capital, Small, Capital and Small.



Head Start to Alphabet - Capital	₹160
Head Start to Alphabet - Small	₹160
Head Start to Alphabet - Cap & Small	₹160

## Headstart to The Blue Planet

- Environmental Science for the primary classes.
- Systematic approach in presenting the subject.
- Three fold approach - learning about the environment, learning through environment and learning for the environment.
- Concepts through everyday experiences that links home, school and community.
- Topics explained with the help of ample illustrations and numerous examples.
- Based on the CCE pattern prescribed by the N.C. E.R.T.
- Set of two books.

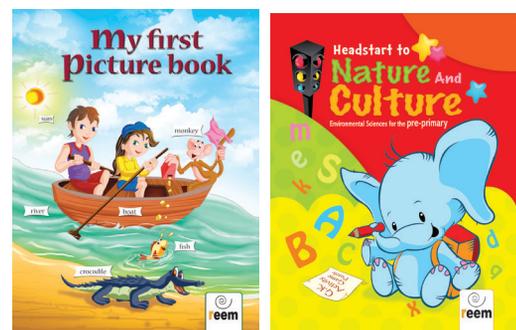


Head Start To The Blue Planet 1	₹257
Head Start To The Blue Planet 2	₹265

# E.V.S

## My First Picture Book and Headstart to Nature and Culture

- Environment Sciences for the Pre-Primer and Primer.
- Both the books contain more than 400 colourful attractive pictures to withhold the child's attention.
- Topics are introduced with the assistance of activities to hold the attention of the children.
- Concepts through everyday experiences that links home, school and the community.
- Workbook format.



My First Picture Book	₹221
Headstart to Nature & Culture	₹265

# Conceptual Drawing

## Art Expressions

- A conceptual series of drawing and colouring techniques.
- Open the door and explore the path to creativity and confidence.
- Drawing skills are improved by practicing object shapes, a 3 step 'step-n-draw' technique, grid method, and exercises that encourage the child to complete the scenery.
- Artistic media such as, oils, watercolours, pencils, markers, crayons, chalk, pastels and felt pens have been used to colour and shade the work.
- Brief range of craft themes like origami, paper collage, etching technique, stick, cotton and sand pasting activities have been covered.
- A progressive series of 8 books, Part a, b, c, 1-5 are graded to bring out the best from a child.

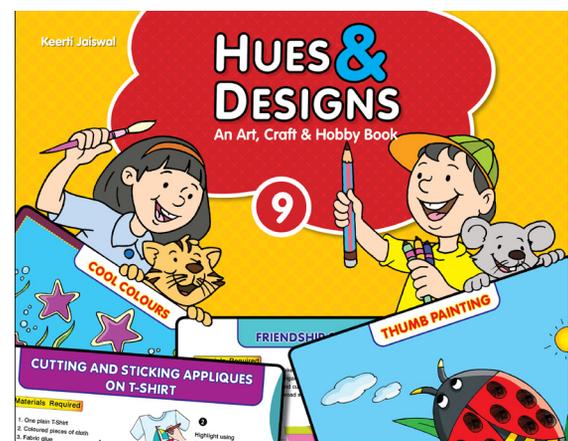


Art Expressions A	₹194
Art Expressions B	₹194
Art Expressions C	₹194
Art Expressions 1	₹194

Art Expressions 2	₹194
Art Expressions 3	₹194
Art Expressions 4	₹194
Art Expressions 5	₹194

## Art & Craft

- Hues & Designs
- An art, craft and hobby book.
- Designed to celebrate every child's creativity and artistic talents as the thoughts are entrusted to the 'Power of Art'.
- Emphasis on new and old forms of art.
- The colourful illustrations and step by step "How to do's" will guide the young learners through new techniques.
- The series as a whole enables gradual growth of art and craft skills in budding learners.
- Explore and learn various themes such as objects drawing proportion, shading, perspective and the use of media.
- Monotony is broken by exciting craft activities which are eco-friendly and employ reuseable materials.
- Available in a series of 1-10 books.
- The books are authored by a passionate and a renowned teacher, Mrs. Keerti Jaiswal.
- Please Note : It is recommended that the books in the series begin with the lower kindergarten and completes by class VIII.



Hues & Designs 1	₹205
Hues & Designs 2	₹205
Hues & Designs 3	₹205
Hues & Designs 4	₹223
Hues & Designs 5	₹223
Hues & Designs 6	₹223
Hues & Designs 7	₹257
Hues & Designs 8	₹257
Hues & Designs 9	₹257
Hues & Designs 10	₹257

# Activity Books (Pre-Primer)

## Stick and Colour

- Shapes & Colour
- Insects & Flies
- Flowers
- Fruits and Vegetables
- Household Items
- Birds



Stick & Colour (Birds)	₹115
Stick & Colour (Flowers)	₹94
Stick & Colour (Fruits & Vegetables)	₹94

Stick & Colour (Household items)	₹115
Stick & Colour (Insect and flies)	₹94
Stick & Colour (Shapes and colour)	₹94

## Wonder Colour

- People who help us
- Ambitions
- Sports
- Festivals



Wonder Colour (Sports)	₹70
Wonder Colour (People who help us)	₹70

Wonder Colour (Ambitions)	₹70
Wonder Colour (Festivals)	₹70

## Look and Colour

- Vehicles
- Alphabet
- Musical Instruments
- Numbers
- Animals



Look n Colour (Vehicles)	₹76
Look n Colour (Animals)	₹76
Look n Colour (Numbers)	₹76

Look n Colour (Alphabet)	₹76
Look n Colour (Musical Instruments)	₹76

## Jumbo Edition

- Jumbo Colour
- Cling and Colour
- Stick and Colour

Cling 'N' Colour	₹149
Stick & Colour Bumper Edition	₹322
Jumbo Colours Fun Filled Colouring Book	₹322



# Table Book

- Tables Lab is a skill book to complete your mathematics Lab.
- The times tables are built using concepts by the children itself, thereby involving them right from scratch.
- Times tables are supplemented by activities to reinforce the concept.
- A handy book of reference for children between the ages of 5 and 10 years.

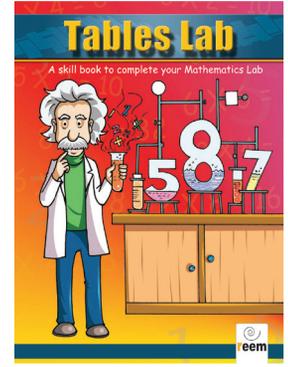
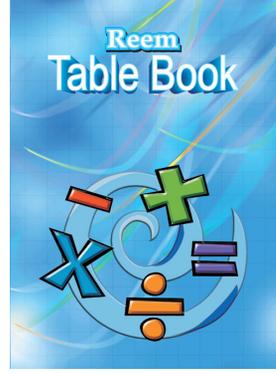
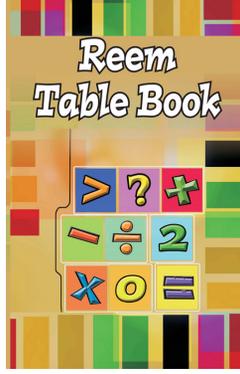
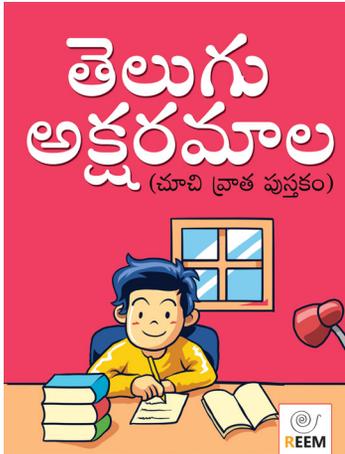


Table Book Small	₹86
Table Book Big	₹106
Tables Lab	₹178

# Telugu Copywriting



## Telugu Copywriting Books

Telugu Copywriting - 0	₹85
Telugu Copywriting - 1	₹97
Telugu Copywriting - 2	₹70
Telugu Copywriting - 3	₹86
Telugu Copywriting - 4	₹86
Telugu Copywriting - 5	₹115
Telugu Copywriting - 6	₹97
Telugu Copywriting - 7	₹97
Telugu Copywriting - 8	₹97

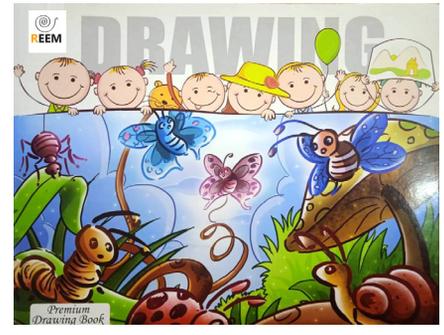
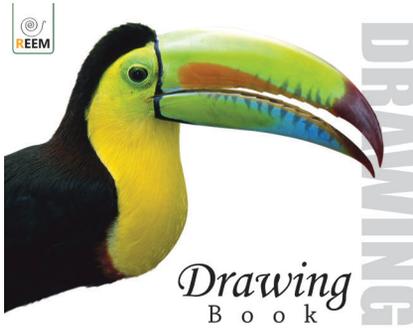
# Coloring Books



## English Rhymes Coloring Books

English Rhymes Coloring Book - 1	₹113
English Rhymes Coloring Book - 2	₹113
English Rhymes Coloring Book - 3	₹113
English Rhymes Coloring Book - 4	₹113
English Rhymes Coloring Book - 5	₹113
English Rhymes (Jumbo Ed)	₹196

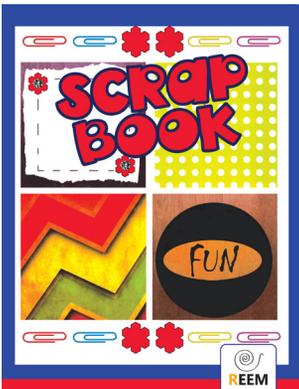
# Drawing Books



Drawing Book 20 Pages	₹29
Drawing Book 80 Pages	₹115
Drawing Book 40 Pages	₹70

Drawing Book 40 Pages	₹79
Drawing Book 60 Pages	₹86
Drawing Book Wiro 80 Pages	₹124

# Scrap Book

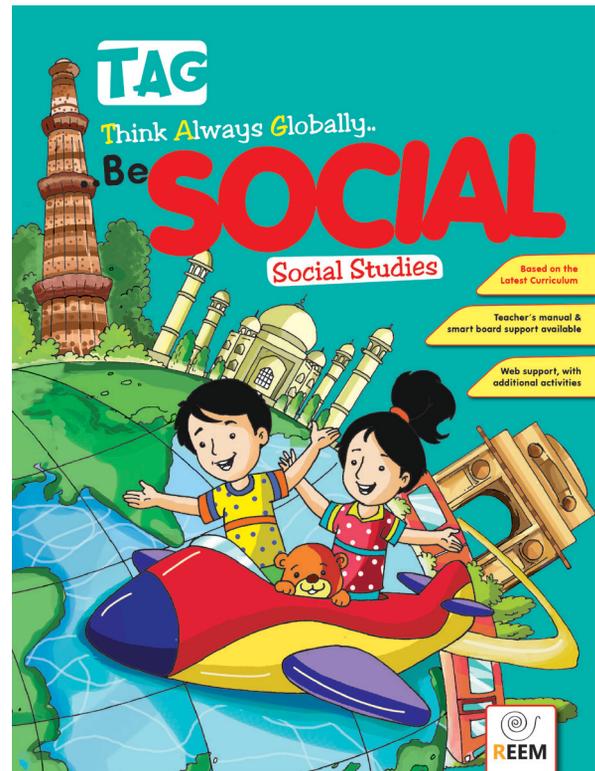


Scrap Book Memoir	₹85
Scrap Book	₹85
Scrap Book 52 pages	₹160
Scrap Book 32 pages	₹85
Scrap Book 92 pages	₹223
Scrap Book 20 pages LONG	₹99

## About the series

Our 'TAG – Be Social' series, starts off as a simple social studies book before it subtly and gradually introduces the concept of Geography, History and Civics. In this journey, we ensure that the interest of the students does not waver and is constantly glued to the invigorating subject. The chapters and the elements in this book are student friendly and interactive.

- **Social Adventures, Fact Alert, What's the Buzz** are interesting and informative bits that throw light on what's happening around the world.
- **Let's Talk** is an interactive discussion between the teacher and students where they can narrate or give ideas and opinions based on the subject matter.
- **Spot Light** brings under its umbrella, new and difficult words that will be useful again as time progresses.
- **Question Central** includes **HOTS** (Higher Order Thinking Skills) questions (in the higher grades) which motivate students and satisfies their inquisitive minds.
- **Go Social** ensures that the whole class is involved in an activity that relates to the subject making it more meaningful.
- **Social Responsibility** instills in students a sense of accountability and duty towards the society, where they can practically apply the knowledge they have gained.
- **Touching Base** is a brief snapshot of all the main points learnt in the chapter. It has Fill in the Blanks, which helps the students revise the points given in the chapter all over again.



TAG Be Social 1	₹322
TAG Be Social 2	₹328
TAG Be Social 3	₹337
TAG Be Social 4	₹358
TAG Be Social 5	₹385

# General Knowledge

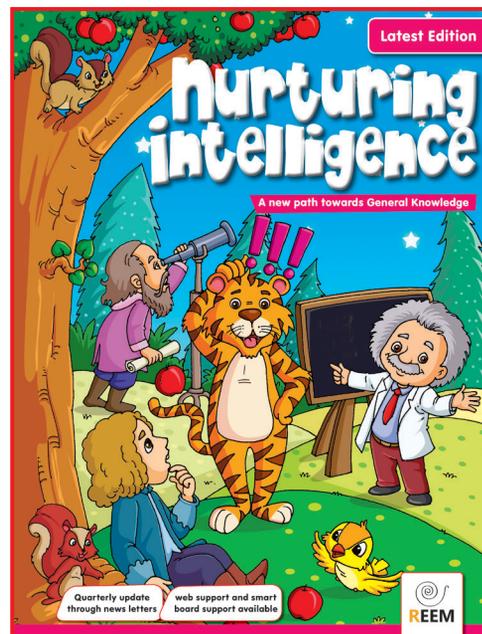
A child's mind is like a **Tabular Rasa** ('a blank slate' in Latin), where every new piece of information leaves an imprint for life.

It is therefore very important that authentic content is given to the student. It is with this thought process that we have set out to deliver the right content in the most **interesting** and **appealing** manner.

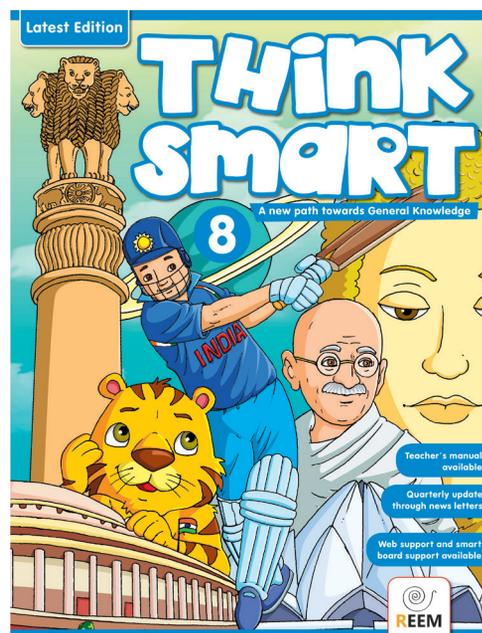
It is an accepted fact that a child's attention span is only 20% of that of an adult's. With this vision in mind, we had to ensure that the book was designed in such a manner that the student gives his undivided attention and doesn't let his mind waver. This book not only assists him in '**Learning**' about various spheres of the universe but also gives his mind the freedom to '**Think**' about many unknown facts, and in the process '**Nurture**' a culture of imbibing knowledge by understanding and not by rote learning.

- Interactive books that hold a child's attention.
- Gives opportunity to think and explore the fact thereby making the process of learning exciting and the learning becomes lifelong.
- Designed to hold the interest of the students. The character 'Smarty' will guide children through the series. Sometimes Smarty helps the child and at some places, he seeks help from the child.
- This book taps multi dimensional areas like Sports, Animal World, Art, Language, our Environment, famous personalities, Festivals, Universal delights, and many more Natural wonders.
- Throughout the book, we have used striking images which will appeal to the child.
- To make the journey more interesting we have interspersed the book with simple activities which would encourage the child to participate and make him crave for more.
- These interactive exercises will make the student more outspoken, confident and instill a sense of positivity in him.

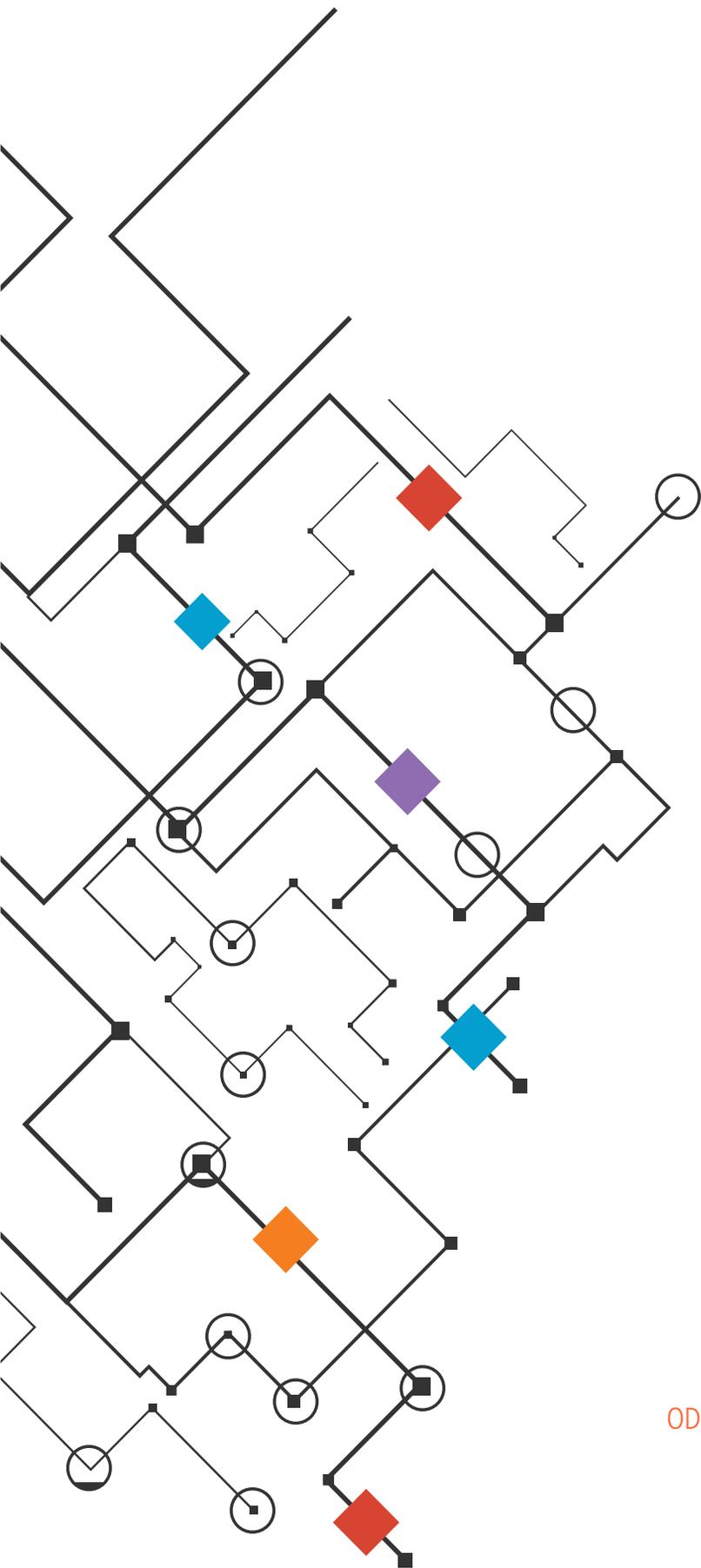
Think Smart 1	₹257
Think Smart 2	₹257
Think Smart 3	₹257
Think Smart 4	₹265
Think Smart 5	₹265
Think Smart 6	₹286
Think Smart 7	₹295
Think Smart 8	₹295



Nurturing Intelligence 1	₹257
Nurturing Intelligence 2	₹257
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Nurturing Intelligence 8	₹295







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JHARKHAND | MADHYA PRADESH | CHHATISGARH  
ODISHA | ANDHRA PRADESH | TELANGANA | KARNATAKA