

## **fILOFAX - Your Companion in Planning**

*fILOFAX - the Personal Planner-Organiser Icon enters the Indian Market*

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**fILOFAX** the world's leading personal Organiser brand is available in India in select styles and designs. The Organisers are available in multiple sizes, ranging from Mini, Pocket and going to the Personal, Slimline, A-5 and A-4 sizes. With the surge in business activity in India, the need for planning in life has intensified. Professionals in various walks of life and corporate executives need to efficiently plan and manage their business and personal lives. And what better than a **fILOFAX** Organiser, which caters to an image conscious customer group, who are looking for a combination of utility, packaged with style.

The **fILOFAX** helps organize ones professional and personal life through a simple concept of loose-leaf pages held together in a stylized ring binder. Made from authentic material like Italian leather, microfibre and denim, it is designed to give years of faithful service.

Contrary to prevalent belief, in the age of computers, people continue to have a strong affinity with paper. Findings of a survey of 1,000 top-level professionals/managers conducted by Dr. David Lewis, a well-known psychologist reveals that 69% needed paper in their lives, and the majority found it easier to Plan and Manage data using personal organisers. This behaviour justifies the use of the **fILOFAX** as 'My Mini-Computer'.

Taking a cue from the above, **fILOFAX** has introduced sizes of Mini and Pocket Organisers. The Mini Organiser is about the size of a audio cassette. The Pocket Organiser is approximately the size of a walkman or ladies wallet. And the Personal Organiser is the size of a small notebook.

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