



from top—Ganesha, Puppet and Divine Romance pens by AP Limited Editions.  
opposite—Anuj and Smita Poddar with pen designs for 2008 (from top left): Divine Romance, Akemi, Lotus and Tribute to Wyspianski, honoring Polish designer Stanislaw Wyspianski (1869–1907).  
AP Limited Editions pens are produced in small series of 25 pieces or fewer and are priced in the range of \$8,000 to \$14,000.

# ANUJ BEGINNING

**An entrepreneur with a penchant for writing instruments follows his inspiration.**

FOUNDER AND OWNER OF AP Limited Editions pen company Anuj Poddar is a pen collector as well as a penmaker. To be considered either requires a love of fine writing instruments, which he certainly displays as he talks exuberantly to *PW* about his hopes, dreams, love of art, the perfect pen and the continuous inspiration of his business partner and wife, Smita.

Poddar was only a child when he was bitten by the pen collecting bug. "Well, I started collecting pens when I was eight, I guess," he begins. "I remember it was my first Sheaffer pen that got me all excited, and after that I did not stop! It was the love of writing and penmanship that got me fascinated with fountain pens, and my Sheaffer pen

was so smooth and fine on paper that I started loving fountain pens." Since those early days, his collection has varied considerably in size. "I had over 300 pens at one point," he says. "Now I may have less than 100, but that is simply because I am very selective in what I collect now."

As he scouts for additions to his collection, Poddar focuses on appearance and performance. "I collect pens in two categories; one where I love the look of the pen and am fascinated either by the aesthetics or the art form used to create the pen. The other is pens that I like writing with and find easy to travel with. These are not always the most expensive of pens, but the nibs are great, and I enjoy using them." Asked if he is searching for

any particular pen at the moment, Poddar reveals, "The one pen that I wish I had got and would love to get some day is the Montblanc Pope Julius in rose gold because it is such a beautiful pen."

What about Poddar the penmaker? He began working on his first designs back in 2002 before finally launching his company, AP Limited Editions, in February 2006. He is certain of what inspires his creativity, what fires his imagination. "It is the love for art, a childhood spent with art all around me," he says. "Various trips to Europe and Asia exposed me to art from various parts of the world. I must also credit my wife, Smita, who is an artist herself and to a great extent my inspiration in the creation of the pens. In fact, she

designed all the new pens for 2008 by herself. We work together. Sometimes it's my own imagination, and sometimes it's hers. We dream together, too!"

If he had the chance to create his ideal pen, what would it be like? "I am not sure that anyone can create anything that is truly perfect! There is always that room for improvement," he says. "However, I must admit I think the artists we work with are close to perfect in their creations. The perfect pen for me, though, would be one that would win the hearts of all our collectors, be priced in a manner such that it was not beyond the reach of most of them and yet be aesthetically stunning. It is yet to happen but will one day soon, I promise." His best-selling pen to date

is the Royal Bengal Tiger, his wife Smita's very first design, which almost sold out less than two months after launching.

Poddar is a man with grand ambitions and future goals for his company. "I hope to be recognized as the creator of a pen brand that is in no way less than the best," he says. "I expect to create pens for a long time to come and to establish AP Limited Editions as a world-renowned pen brand. I see AP Limited Editions being recognized by the people who collect pens as one of the best there is. I see growth in Asia, South America and Europe, and I see us being very selective in who we sell through." The target customers for his pens, he matter-of-factly states, would be "anyone who appreciates art and

enjoys fountain pens and can afford to spend a few thousand dollars without having to worry about it."

With a similar kind of optimistic outlook Poddar points out some of the key elements of the pen industry's future success: "The growing awareness of the value of a handwritten note, the appreciation of penmanship among the young and, most importantly, the fact that there are magazines out there that can and do educate the collector and provide great exposure," he says. Pen collector and penmaker Anuj Poddar seems to embrace both roles with equal passion and devotion.

For more about AP Limited Editions, telephone 310.265.4416 or visit online, [aplimitededitions.com](http://aplimitededitions.com).

