

THE HINDU Business Line

A penguin that plans to fly, Business Line, January 25

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Colour-coded: Shoba De poses with Penguin's mascot, an Ambassador painted orange and white, for its 25-year celebration. - CHITRA NARAYANAN

As it celebrates its 25th anniversary in India, the Pearson group-owned publishing house gets ready to sell much more than books. Will this get more readers hooked to the brand?

January 25, 2012: You may soon see a quaint orange-and-cream Ambassador trundling into your city, filled with books, quirky mugs and other paraphernalia. And you will find this car parked wherever there is a literary event.

Flagged off in Jaipur last Saturday during the literary festival, the car is one of Penguin India's mascots for its year-long 25th anniversary celebrations. '*Follow the Penguin*' will be the car's theme song as it tours various cities in the country.

As it enters its silver jubilee year in India, the publishing company founded in 1935 by Sir Allen Lane and V.K. Krishna Menon in the UK and bought out by Pearson Inc in 1970 is attempting to write a new chapter on the way books are marketed in this country. Aggressive marketing is the new mantra.

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