



Penguin India makes Ambassador its 25th anniversary mascot, Treehugger, February 09

Globally renowned publishing house Penguin has chosen India's iconic car Ambassador as its celebratory mascot to mark its 25th anniversary in the country.

Two household names that have both achieved landmarks in different spheres of the country's post independence growth and development, Hindustan Motor's flagship 4-door sedan the Ambassador and publishing giant Penguin India now come together with cause for celebration.



Celebrating its 25th anniversary as a publisher in India, Penguin has begun a literary journey across India in a specially customized Ambassador that has been chosen as its most appropriate brand ambassador. Painted with the iconic Penguin stripey design with the TWENTY5 logo on its sides and padded in fine beige leather on the insides, the celebratory mascot carries a collection of the 25th anniversary special Popular Penguins, a series of books specially published to celebrate this momentous occasion.

The Ambassador, which will visit bookstores and literary festivals around the country began its journey from the prestigious Jaipur Literature Festival, and has already reached the national capital, where it is expected to make an appearance at the World Book Fair being launched in Delhi on February 25.

The car will travel to other major metros as part of Penguin India's festivities which will involve eminent authors and literary personalities. You can follow the Penguin Ambassador in its journey this year and celebrate the joy of reading at www.penguinindia25.com. This is indeed a meeting of two icons!

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