

Yana Gupta launches Penguin Collectibles and Merchandise & The 25 Popular Penguins at Jaipur Literature Festival, eIndiadiary, January 22

Report by Santanu Ganguly; Jaipur: India's largest publisher, Penguin Books India, as a part of its 25th Year anniversary, announced a year-long celebration of the joy of reading. At the ongoing Jaipur Literature Festival, Yana Gupta (actor, model and author of 'How To Love Your Body And Get The Body You Love') launched the classics inspired range of The Penguin Collectibles and Merchandise & The 25 Popular Penguins.

The Penguin Merchandise includes an exciting collection of mugs, notebooks, cloth bags, baggage tags, key-chains and will be available across various retail stores in India. The 25 Popular Penguins comprises of some of the best loved titles published by Penguin India in its 25 years—from Mahatma Gandhi's My



Experiments with Truth and RK Narayan's The Guide to Arundhati Roy's The God of Small Things and Shobhaa De's Starry Nights. The 25 Popular Penguins have been given the classic Penguin branding with orange and white striped covers.

To promote and celebrate the joy of reading, a special Penguin Car, an orange Ambassador with the distinct Penguin classics inspired design, will be touring India. This special Penguin Car and the Penguin 25th Year Logo will be unveiled at the Penguin 25 Party, Jaipur Literature Festival. The Penguin Car will be appearing at various Penguin events across the country, bringing some of Penguin's well-known

authors to events and book-stores across the country.

On this special occasion Andrew Phillips, CEO, Penguin Books India said, "Over two and a half decades we've built a publishing brand in India that is instantly recognized and respected across the country. We are extremely excited about our 25th Year Anniversary Celebrations and we will celebrate this year with a series of exciting events, activities and initiatives throughout the year—in the process, we're going to celebrate the joy of reading, which is the theme behind our 25th year celebrations."

Penguin India's 25th year celebrations at the Jaipur Literature Festival is being attended by the Members of the global Penguin board including Penguin's global Chairman along with key authors and leading opinion makers. The celebrations will continue around the year, with a series of very special promotions and activities, including the launch of an exciting range of titles, collectibles and merchandise.

Penguin India will also, in the course of the year be launching the 'Give Back' campaign, the highlight of which would be a major CSR initiative through the year, starting with the first quarter of 2012—when Rs 25 from the sale of each Popular Penguin will go to a charity fund. As publishers, Penguin India is very much a part of the digital age. With the strongest online presence of any Indian publisher, and a very strong following on social networking sites, its website and a robust book club, Penguin India is at the

forefront of the digital space. The Penguin APP for smartphones that was launched in 2011 will have fabulous new features unique to the publishing industry. There will be an all new Penguin India website for book lovers to connect to as well.

For twenty-five years, Penguin India has been renowned for publishing the very best writing from the Indian subcontinent and beyond. Over two and a half decades, Penguin India has built a publishing brand like no other—one that is always associated with quality and substance, and is instantly recognized and respected across the country, and indeed around the world. Twenty-five years of Penguin India -Penguin Books India is the largest English language trade publisher in the subcontinent. Founded in 1985, Penguin India began publishing in October 1987 with six books. The company now publishes more than 250 new titles every year and has an active backlist of over 3000 titles. Known for its strong fiction and narrative non-fiction list, Penguin India publishes across virtually every segment including biography, travel, business, politics, history, religion and philosophy, lifestyle, cookery, health and fitness, sports and leisure, visual books and children's books. Apart from English, Penguin India also publishes in Hindi, and its books are available in several Indian languages including Hindi, Marathi, Gujarati, Tamil, Telugu, Kannada, Malayalam, Bengali and Urdu from local language publishers.

Penguin India is also the exclusive distributor partner in the region for books published by several leading publishing houses, including the Penguin Group, A&C Black, Atlantic Books, Bloomsbury, Faber & Faber, Granta, Hay House, Icon, Kyle Cathie, Marshall Cavendish, Mira, Quercus, Sterling, Constable & Robinson, Oneworld and Zubaan.

Penguin India's author list reads like a who's who of Indian writing. Penguin India has published no less than three Booker Prize winning novels (The God of Small Things, The Inheritance of Loss and Life of Pi) and its authors have won virtually every major literary prize, including the Nobel Prize, the Magsaysay Award, the Jnanpith Award, the Sahitya Akademi Award and the Commonwealth Writers' Prize; several of Penguin's authors are also recipients of the Bharat Ratna and the Padma Vibhushan, India's highest civilian honours.

Penguin India's biggest publishing initiatives in the recent past include the launch of its Indian Language Publishing programme in 2005. Portfolio, Penguin's dedicated business books imprint, was launched in 2006. In 2008 Penguin launched the prestigious non-fiction imprint Allen Lane—the imprint of ideas—in India, as well as the Penguin Studio imprint which publishes high-quality illustrated books. This was followed by the launch of Penguin's cutting-edge literary imprint Hamish Hamilton in 2009, of Ananda, its MindBodySpirit imprint, in 2010, and its mass market fiction imprint Metro Reads and its Young Adult imprint in 2011. Penguin India publishes its children's titles under the Puffin, Dorling Kindersley and Ladybird imprints; it was the first Penguin Group company to publish Ladybird books outside the UK.

Penguin India has the highest recall value among readers and booklovers in India; its books outnumber all others consistently in the weekly bestseller list published by AC Nielsen. Penguin India also organizes the prestigious Penguin Annual Lecture (the only lecture of its kind sponsored by a publisher in India) and hosts a ten-day-long open air library and literary festival called Spring Fever every year.

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