

Apeejay Kolkata Literary Festival to host sixth edition from 14th-18th January 2015

Top 6 reasons for you to look forward to AKLF 2015

1. Tribute to '125th birth anniversary of Pandit Jawaharlal Nehru' – a panel discussion on 'Has India kept its Tryst with Destiny?'
2. Creating and sustaining India's Cultural Heritage – an overview of the country's tangible and intangible heritage as a part of the bi-centenary celebrations of the Indian National Museum
3. Book launches by – Shashi Tharoor, Saad Bin Jung, David Davidar, John Elliott and more
4. Stage rendition of Vikram Seth's poetic parables by Naseeruddin Shah, Ratna Pathak Shah, Heeba Shah and Kenny Desai
5. A host of literary initiatives for young adults, students and debut novelists with – ReadRite, a student litfest, The Hero in Me, All about blogging and more
6. A session with crime writers from across the European continent and India

Kolkata, 29th December, 2014: Apeejay Surrendra Group and Oxford Bookstores today announced the sixth edition of the **Apeejay Kolkata Literary Festival, 2015 (AKLF 2015)** to be hosted in Kolkata from **14th -18th January 2015**. The literary forum, the first of its kind to be created by a bookstore, is extended over a period of five days this year. Among other themes, AKLF 2015 will pay tribute to India's first Prime Minister, national leader and one of the architects of modern India **Pandit Jawaharlal Nehru on his 125th birth anniversary** and focus on values and literary concerns that shaped the country. Continuing to celebrate the magnificent public monuments and heritage sites the festival will take one on a journey to discover the quaint and hidden charms of the city. Some of the sites hand-picked for this edition are The Indian Museum, the National Library, Victoria Memorial, Tollygunge Club and the historic Lascar War Memorial. The festival that has seen increased interest and participation from global talents over the years has grown manifold to witness participation from authors and personalities from different parts of the world. Continuing to expand its foot prints the sixth edition of the festival has participants coming from- Norway, Sweden, Australia, France, Pakistan and Bangladesh. Some of the prominent personalities who will be part of the literary extravaganza of five days are Hanif Kureishi, Naseeruddin Shah, Shashi Tharoor, Shekhar Gupta, Vikram Seth, Ramachandra Guha, Mohammed Hanif, Charles Allen, John Elliott, David Davidar and more.

Present for the announcement were **Mr. Fabrice Etienne**, Consul General of France in Kolkata, **Mr. Stephane Amalier**, Director, Alliance Francaise, **Ms. Nabaneeta Dev Sen**, acclaimed novelist, academic and poet, **Dr. Sreeradha Dutta**, Director, Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS), **Dr. Jayanta Sengupta**, Secretary & Curator, Victoria Memorial Hall, and **Mr. G. M. Kapur**, Convener, INTACH, for West Bengal and Calcutta Regional Chapter, along with other valued partners, associates and friends of AKLF, who also shared their thoughts and their association with the festival. **Ms. Maina Bhagat** and **Ms. Anjum Katyal** – Festival Directors – set the theme for the year, providing the first glimpse of the upcoming festival, sharing the schedules and highlights and announcing the much anticipated line up of authors and participants this year. AKLF 2015 promises to be an exciting journey with celebration of diverse themes across books, theatre, dance, music and fashion this year.

Ms. Maina Bhagat, Director, Apeejay Kolkata Literary Festival said, *"We are glad that with our continuous efforts the festival today is enthusiastically acknowledged nationally as a significant literary platform in India. Taking the literary*

fiesta forward, this year we explore literature as part of our tangible and intangible heritage, a theme that runs through several sessions of the festival. We, again, look forward to the immense support received from the literary and cultural community of Kolkata, and the legion of book lovers who have always welcomed Apeejay Kolkata Literary Festival."

Ms. Anjum Katyal, Director, Apeejay Kolkata Literary Festival, said on the occasion, "*The Apeejay Kolkata Literary Festival continues to be a significant platform to bring the perspectives of some of the finest minds in India and abroad to Kolkata's literary arena. For this year adding to its customary line of events, we have a heritage literary walk, a literary 'adda', a Young Adult litfest for high school students, a bloggers' meet, a children's bookfest packed with activities, together with a standup comic for the college crowd."*

Ms. Renu Kakkar, Director, CSR Apeejay Surrendra Group, said, "*The VIth edition of Apeejay Kolkata Literary Festival will explore a wealth of new ideas and new energies from all over the world at various heritage venues across Kolkata. As a 100-year-old company based out of Kolkata, Apeejay Surrendra Group value the heritage of Kolkata and believe that citizens want to utilize as well as enjoy its heritage venues. Our commitment to conservation and preservation of India's rich cultural heritage is solid and passionate. The VIth edition will be held at various heritage venues - Indian Museum, Lascar War memorial, Victoria Memorial, National Library and others. In 2015, AKLF will also bring 100s of young teens together for a half day leadership coaching session on the importance of Character, Karma and Fundamental Duties. These are values which have defined and differentiated Mr Jit Paul in whose memory the Apeejay Kolkata Literary Festival was started in 2010 by Ms Priti Paul and AKLF will generate this important discussion as well. Apeejay Kolkata Literary Festival is a gift from Apeejay Surrendra Group to the ardent followers of literature in Kolkata and we are committed to making it bigger and better. The Apeejay Kolkata Literary Festival is the only Festival with a Bookstore as its nucleus, the legendary 94 year old Oxford Bookstore in Kolkata, and we deeply appreciate the recognition the Apeejay Kolkata Literary Festival has achieved in the last five years as an important literary platform in India and globally and thank the Oxford Bookstore team for their hard work and passion."*

The inaugural event of Apeejay Kolkata Literary Festival 2015 will be hosted at the Indian Museum, commencing with a panel discussion on the topic – **'Creating and Sustaining : Cultural Heritage and Contemporary India'**, featuring eminent panellists who will present an overview of the country's tangible and intangible culture as a part of the Museum's bi-centenary celebrations. The festival will also pay a special tribute to **'Pandit Jawaharlal Nehru on his 125th Birth Anniversary'** with a panel discussion on the topic – **Has India kept her Tryst with Destiny? National Geographic India, TASCHEN**, international art book publishers will celebrate over a century of the iconic magazine with award winning Paris based photographer **Reza Deghati** and **Marc Parent**, Director TASCHEN. **Saad Bin Jung**, of the Pataudi Royal House, author, conservationist and former International cricketer will launch, **'Matabele Dawn'** in the august presence of **Shahebzada Wasif Mirza**, descendent of the Nawab of Awadh. For the first time in the city, after three decades, British playwright and novelist **Hanif Kureishi** will interact with the Kolkata audience. Apart from book launches by **Shashi Tharoor, David Davidar, John Elliott, Salil Tripathi, Upamanyu Chatterjee, Shekhar Gupta, Micheal Buckley** and others, there will be discussions on myriad subjects like romance and Bollywood by **Tisca Chopra**, motivation and leadership sessions, blogging contests, stand-up comedy, literary adda, heritage walk etc adding a fresh elements to the festival. There will also be a special session with a block of crime writers. The festival will also focus on young writers and new voices in an attempt to build an audience for books and reading. An exclusive stage rendition of Viram Seth's poetic parables performed by actor, **Naseeruddin Shah, Ratna Pathak Shah, Heeba Shah** and **Kenny Desai**, will be one of the highlights along with the launch of **'Honour and Fidelity: India's Military Contribution to the Great World War 1914-18'** by **Capt. Amarinder Singh** in the memory of the sacrifices of the Indian Battalions during the great war, hosted on the verdant grounds of Lascar War Memorial. The five day long, multi-faceted event has several

stimulating components designed to give visitors and the audience an enriching experience, with a great blend of literature, culture, art and heritage.

AKLF 2015 Partners and Associations:

The AKLF 2015 edition has forged several new, prestigious associations, following its impressive collaborations in first year in 2010. We are proud to welcome on board, major national and international institutions such as the New York headquartered Asia Society (which made its entry in India in 2008), British Council, Jadavpur University, The Marg Foundation, The Indian Council for Cultural Relations (ICCR), Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS), INTACH, Anjika , Open Doors, FACES, Alliance Française, Creative Arts and several others. A wide cross section of publishers, which include Oxford University Press, Aleph Book Company, Pan Macmillan India, Harper Collins, Roli Books, Rupa, Penguin, Taschen and National Geographic Magazine will showcase their authors at AKLF 2015. Venue partners include The National Museum, Victoria Memorial, National Library, Tollygunge Club, The Park and Modern High School. We welcome Infinity as our Support Partner, 24 Ghanta as our TV Channel Partner, Anderson as our Print Partner, The Astor as our Hospitality partner, Selvel as our Outdoor Partner and Impulse as our Gift Partner and Group's 2014 community initiative, Apeejay Karmayuga for organising the leadership and mentoring session for the city's teens. AKLF is very proud of these associations and will keep growing year on year.

About Oxford Bookstores:

Established in 1919 Oxford Bookstore is the best equipped 'base-camp' for journeys of the mind offering its customers the widest range of outstanding titles and consistently courteous and informed service for close to a century. Today, with more than 30 stores in India, India's first dedicated Children's bookstore, Oxford Junior, India's first of its kind tea boutique, Cha Bar, India's only literary festival created by a bookstore, Apeejay Kolkata Literary Festival, Oxford Bookstore offers booklovers access to the very best in publishing enhanced by a variety of events which salute books, visual & performing arts and celebrate the word. Oxford Bookstore measures its success by the smiles on millions of happy customers that the brand has served over the last 9 decades. There are a few treats as sumptuous as a visit to Oxford Bookstore in India. Each time you walk into our iconic store in Calcutta where the brand started in 1919, its charm leaves you wanting for more. Our fleet of 200 happy to help expert booksellers and informed hosts work day and night to bring to customers world class reading experience be it through our books or our fine teas and live by the brand's motto - Much more than a bookstore – at every Bookstore, be it Kolkata, Mumbai, Bangalore, Bhubaneswar, Raipur, Goa. In December 2012 Oxford Bookstore took a chapter from its growth story in India by launching, Katakali, its first overseas bookstore in the luxurious Taj Palace Hotel at the foothills of the Atlas Mountains in the exclusive palm-filled oasis of the Palmeraie, Marakkech. In April 2013, with the opening of its most architecturally crafted retail store in a stunning new destination in Delhi's historic centre, Connaught Place, Oxford Bookstore carved out yet another incredible space for quiet browsing, reading and contemplation. Its growth story continues...For more information, please also log on to: www.oxfordbookstore.com

About Apeejay Surrendra Group:

Established in 1910, Apeejay Surrendra Group employs over 43000 people in rapidly expanding operations in Tea, Hospitality, Shipping, Real Estate & Retail and has diversified into new business initiatives, Marine Cluster, Logistics & Knowledge Parks. 2010 was the Group's centenary year. For more Information, please visit www.apeejaygroup.com
