

Press Note: Apeejay Kolkata Literary Festival 2016 – Day 2

Event: Launch of *'Our Impossible Love'* by Durjoy Dutta

Kolkata, 15th January, 2016: Apeejay Kolkata Literary Festival 2016 hosted the launch of *'Our Impossible Love'* the new novel penned by **Durjoy Dutta**, a name that youngsters connect with the most. The book launch was followed by an interactive session with the author who spoke about his new work, which is also his first book of the year 2016.

His new novel *Our Impossible Love* is a romance fiction which narrates the story of a girl who is a late bloomer and a guy who is confused about his goal in life. The book talks about how life teaches one what 'love truly is' and how it gives definition to 'life'.

About Apeejay Kolkata Literary Festival (AKLF) 2016

Apeejay Kolkata Literary Festival (AKLF) is Kolkata's pioneering literary festival. Instituted in 2010 by the Apeejay Surrendra Group and its heritage Oxford Bookstore on Park Street, AKLF grew out of the bookstore's year round involvement with books, writers & publishers. In the seven years since Kolkata saw her first literary festival in AKLF, literary festivals have mushroomed across the country, but AKLF stands apart with its unique identity as the only one with a nearly 100 year old bookstore as its nucleus. AKLF offers an atmosphere of warm, welcoming intimacy, favours depth over size, and includes a variety of subjects, from history to the environment. AKLF also celebrates Kolkata's magnificent public monuments and heritage sites as settings for Festival events, and eminent literati and cultural stalwarts from across India and overseas join the festival scheduled every year in the second week of January. In 2016 AKLF celebrates diverse themes encompassing books, theatre, the arts and cinema. AKLF's focus is on younger writers, newer voices and fresh audiences in its ongoing attempt to build an audience for books and reading. The 7th edition of AKLF is poised to scale new heights, with an outstanding and meticulously curated programme, bringing the world and the nation to Kolkata. Continuing to celebrate the city's magnificent public monuments and heritage sites the festival rediscovers the quaint and hidden charms of the city through heritage walks. AKLF highlights several unique concepts with a fresh approach that reflects current concerns such as diversity, gender equality, continuities across borders and youth engagements, which are also broad themes running through the festival. AKLF signature heritage sites include Nandan, Town Hall steps, The Indian Museum, Presidency University, Tollygunge Club and Victoria Memorial. AKLF 2016 has participation from Australia, Israel, Scotland, Italy, Nigeria, Portugal as well as England, France, Germany, Pakistan, Bhutan and others. Some of the prominent personalities who will be part of the literary extravaganza are Ben Okri, Meera Syal, Christine Manfield, Ashis Nandy, Vir Sanghvi, Bharathi S Pradhan, Shatrughan Sinha, Shobhaa De and more. The four 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. And all of this is absolutely free for Kolkata and her culture-loving audience.

Notes to Editors

Durjoy Dutta

Durjoy Datta, was born in New Delhi, India, and completed a degree in engineering and business management before embarking on a writing career. His first book— *Of Course I Love You!* —was published when he was twenty-one years old and was an instant bestseller. His successive novels— *Now That You're Rich!*; *She Broke Up, I Didn't!*; *Ohh Yes, I Am Single!*; *If It's Not Forever*; *Till the Last Breath*; *Someone Like You*; *Hold My Hand*—have also found prominence on various bestseller lists, making him one of the highest-selling authors in India. Durjoy also has to his credit two television shows, *Sadda Haq* (Channel V) and *Veera* (Star Plus), both of which have done exceedingly well on Indian television. In 2012, he won the Teacher's Achievement Award (Youth Achiever). His latest book *World's Best Boyfriend* released earlier this year.

AKLF 2016 Partners and Associations:

The AKLF 2016 edition has forged several new, prestigious associations, following its impressive collaborations in first year in 2010. We are proud to welcome on board both our new and regular partners including the Victoria Memorial Hall, Indian Museum, Australian High Commission, Embassy of Italy in India, Bloody Scotland, British Council, Calcutta Debating Circle, Crime Writers Festival, Embassy of Israel in India, Alliance Française, Portugal Embassy, Presidency University, Jaipur Literary Festival, Yes Foundation, FACES, Open Doors, FREED, The Creative Arts, Poetry Paradigm, MAKAIAS, Tollygunge Club, Max Muller Bhavan - Goethe Institute, The Park, Modern High School for Girls, Rakshak Foundation, Aishee, Streets of Calcutta, Calcutta Instagrammers, Wikipedia, Caravan, BEE books, Gubl.in, Bulk Email SMS India, Presto, She and Griffith Review. We also have 91.9 friends FM as radio partner, The Times of India as Print Media Partner, Anderson as Printing Partner, Selvel as Outdoor Partner, Typhoo as Refreshment Partner, Mera Tiffin as Food Partner, Indismart and Anon Production as special partners. A wide cross section of publishers, which include Niyogi Publishers, Future Publishers, OM Books and others will showcase their authors at AKLF 2016. AKLF is proud of these associations and hope they keep growing year on year.

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