



## Oxford Junior opens in Kolkata

~ India's only dedicated bookstore for young minds from 0-18 years ~

**Kolkata, August 10, 2006:** Oxford Bookstore has redefined book retailing with the launch of India's only dedicated bookstore for children **Oxford Junior**. This specially dedicated space is situated on Park Street adjacent to the iconic mother store. In keeping with the product offering of the mother store, it brings with it Lil' Cha Bar serving wholesome snacks and healthy drinks to its little patrons. The attractive shelves are packed with a selection of books ideal for 0 to 18 years. It will be open between 10 am and 10 pm everyday.

Speaking on the opening of the bookstore, Ms Priti Paul, Director, Apeejay Surrendra Group said, " Oxford Junior is a natural extension, a sub brand of the mother store – Oxford Bookstore. This dynamic space will encourage young readers to explore the wonderful world of books. An alternate learning zone, it will attract kids from all ages, background and interest groups. We will continue our successful children's programme including interactive workshops, book reading, show and tell etc in this space. The kids will continue to share, interact, create, express themselves, have fun and learn while they read."

On the laden shelves are 4000 titles covering a range of topics. In addition to this there are special stationery for children, multimedia games, a selection of educational toys – all spread over ten categories and 30 sections. The experience is complete with the cozy Lil' Cha Bar. Key overseas publishers including Random House- (UK & US), Puffin, Brown Watson, McMillan, Priddy, Bright Sparks, Bookmart, Lady Bird Series, Alligator, Dreamland are well represented along with the Indian counterparts like Tara, Tulika, Karadi Tales, Jaico, Katha, Navneet and Young Zubaan.

Oxford Junior is an independent store yet the graphics and color palette continue to be an extension of main brand's identity. The bookworm logo forms the inspiration for the graphics and remains as the central motif. The overall approach is more playful and fun than the main logo, yet not childish. The interactive and witty graphics appeal to the teenagers.

Colourful display of the top ten books welcome you into the store. Here Asterix and Harry Potter share shelf space with Tintin and Narnia – all presided over by the smiley bookworm. The Tree of Knowledge occupies a significant spot, spreading its branches laden with the magic fruits of alphabets. The Screening Room forms the hub of entertainment where one can enjoy cartoons, interactive games, movies and much more.

The entire space operates on twin scales – one for adult and one for children. The heights of the shelves are in direct proportion to the age group it is expected to cater to. The shelving is made with some elements of Tetra Pak Board and appears to be chewed up in parts by the bookworm who also keeps popping out of from various corners as signage.

The store is actually an adventure, a journey of self-discovery of having fun and learning as you go along.

To celebrate the much-awaited arrival of Oxford Junior, a three day extravaganza for children of all ages has been specially curated by the Oxford Team. On Friday 11 August, children will interact with their "SUPERHEROES" from fact, fiction and film, and Saturday 12 August will see the launch of an Art Exhibition "SPIRIT OF A CHILD" by children from an underprivileged milieu, who will also perform in mime and dance. The initiative is supported by several celebrities and booklovers of Kolkata.

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## On Oxford Bookstore

Oxford Bookstore began over 80 years ago in Park Street, Calcutta. In 1995 to commemorate its platinum anniversary the store was recreated as Oxford Bookstore – Gallery by Apeejay Surrendra Group. Today it has operations in Mumbai (launched January 2002), Bangalore (Launched May 2003), Goa (Launched December 11, 2003). [www.oxfordbookstore.com](http://www.oxfordbookstore.com) provides special online shopping benefits giving access to 6 million titles worldwide.

Computerworld Smithsonian Honors Archives & Academic Council recognized the path breaking work done by Oxford Bookstore by nominating it in the Business and Services category of the 2003 Computerworld Honors Collection.

## Oxford Junior launches 'Little Cha Bar'

*~ Introducing the world of tea in little cups to little patrons ~*

**Kolkata, 10 August, 2006: Oxford Junior**, India's first and only kids store, welcomes all to its Little Cha Bar. A spin off from the successful Cha Bar integrated into the mother brand Oxford Bookstore, this is located at the kids store on Park Street, Kolkata. The menu includes healthy shakes, iced teas and smoothies along with fresh wholesome kid size bites.

Tucked into a cosy corner of the bookstore, the Cha Bar, which seats 6, is located at the lower level of the store and offers a unique experience for the kids. The menu includes beverages like light peach and apple flavored iced tea, a classic chocolate and milk super drink for super boys and girls; Cherry Strawberry milkshake; super organic lassi to name a few. The wholesome snacks include organic fruit and nut cake, delicious honeybee cookies, molten chocolate pastry, muffins and sandwiches. Little Cha Bar will be open for service from 10 am to 10 pm.

Speaking on the launch of the Little Cha Bar, Ms Priti Paul, Director, Apeejay Surrendra Group said "We are delighted to open the first ever kids only Cha Bar only for our young readers. Reading along with eating healthy food are habits that need to be encouraged at an early age. Tea is a refreshing healthy drink that can be enjoyed at any age. Our oven fresh cakes and cookies, made with organic ingredients are wholesome and nourishing. I hope the children enjoy the Little Cha bar experience".

**Little Cha Bar** is a sub brand of CHA BAR.

**CHA BAR** moves tea drinking from a dry page in history to a contemporary urban living experience and bring alive the romance of tea and position it as the chosen beverage. It proposes to educate and expose the consumer to the lost world of tea with all its possibilities – not merely as a beverage but a concept. It is about re-introducing tea as a trendy social beverage and to take it out to an urban contemporary space from the *dhabas* and out of the home. Located within the Oxford Bookstore in Bangalore, Mumbai, New Delhi and Kolkata it offers select brews from all significant tea growing regions from the world over in an extremely modern and contemporary space.

**CHA BAR** re-introduces the Indian audience to a vast range of teas blended and prepared with a precision that has resulted after exhausting research of the history of tea, it's passage through the times and the form it's taken on now internationally. A refreshing and a relaxing space, it inspires all to remove tea from the dry pages of history and make it a contemporary urban experience. Revisiting and important Indian tradition, it promotes tea as a healthy drink for every age and all seasons.

The first CHA BAR was opened in July 12 2002 at: Oxford Bookstore, Mumbai.

Oxford Bookstore, Oxford Junior, Cha Bar and Little Cha Bar are a part of the Apeejay Surrendra Group.  
Visit us at [www.oxfordbookstore.com](http://www.oxfordbookstore.com) or [www.apeejaygroup.com](http://www.apeejaygroup.com)

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