

## **Oxford Bookstore opens in the heart of Coimbatore**

*~ Booksellers since 1920s finds a strategic location in the commercial hub of the textile city ~*

**Coimbatore, 25 May 2007: Oxford Bookstore**, a chain of premium bookstores, opened its doors for booklovers in the city today. **Mrs. Vanitha Mohan**, Managing Director, Siruthuli and **Mrs. Nandini Rangaswamy**, Managing Director, Chandra Group of Concerns, inaugurated the new bookstore in Coimbatore before a select audience of writers and booklovers in the evening. The other stores of the chain are in Kolkata (Established 1920), Mumbai, Bangalore, New Delhi, Chennai, Goa and Shillong. Located at Red Rose Chambers in the heart of city's commercial and entertainment district, Trichy Road, the bookstore is committed to bringing the best in Indian and international publishing and book retailing to the city. CHA BAR, a space that narrates the complete tea story and offers a range of teas from the world over, is a part of the store experience.

Speaking on the occasion, **Ms. Priti Paul, Director, Apeejay Surrendra Group**, said, "I am delighted to bring Oxford Bookstore to Coimbatore. From a vast range of books for all ages and interests to exciting interactive literary sessions to the rejuvenating Cha Bar – we will provide the city with another chapter of the Oxford story, a story that started many years ago in 1920 in Kolkata continues to enthrall booklovers all over India".

In addition to the popular sections of Fiction, Literature, Travel, Cookery, there are well-researched sections dealing with Health, Yoga, Tantra and Reiki. The New Age section is an important addition and section on Religion, Children, Art & Architecture are also well stocked. Other important sections include Business, Indian writing in English, Reference, Vernaculars and Nature. A large collection of Indian and International magazines is systematically organized for easy accessibility.

**Mr. Rajiv Chowdhry, CEO, Apeejay Oxford Bookstores Pvt. Ltd.**, explains, "We are the best equipped 'base camp' for journeys of the mind. We offer our customers the widest range of titles and a consistently courteous and informed service. We believe that reading is a great stress buster and should be a habit that we should encourage among children."

Oxford Bookstore is the only completely integrated online offline bookstore in the country with access to 6 million titles worldwide. **www.oxfordbookstore.com** provides special online shopping benefits and is the only one of its kind, hosted out of India.

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.

Heading the business of Oxford Bookstore in Coimbatore, **Mr. Rajeev Kamineni** said, "Over the years, Oxford Bookstore has redefined book retailing in the country. An alternate learning zone, the dynamic space will continue to encourage readers of all ages to explore the wonderful world of books."

The evening ended with the first sale of Management, Self-help and Vernacular books and a tea tasting session hosted exclusively for the guests at Oxford Bookstore.

## **About Oxford Bookstore**

Oxford Bookstore Coimbatore, the city's newest bookstore, occupying 3120 sq feet offers over 25,000 titles and CHA BAR.

Oxford Bookstore is a near iconic institution on Park Street, Kolkata. This 80-year-old, 6000 sq. ft, store in its new avatar offers a contemporary, multidimensional interactive experience in keeping with global trends. In January 2002 Oxford Bookstore opened its door in Mumbai, on the ground floor of Apeejay House in Churchgate with a unique product mix of books, music, gifts; internet, CHA BAR and Gallery. May 2003 saw the launch of Oxford Bookstore in Bangalore, at the Leela Galleria. The fourth store was opened in December 11, 2003 at Goa at the heart of popular Calangute area, opposite the St. Anthony's chapel. In September 2004, Oxford Bookstore, New Delhi's largest bookstore, opened its doors in the capital. Oxford Junior, the first dedicated bookstore for children in India, opened in Kolkata in August 2006. Oxford Bookstore Chennai occupying 7000 sq feet of Apeejay House on Haddows Road was launched in October 2006.

Oxford Bookstore is a part of the Apeejay Surrendra Group.

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### **Oxford Bookstore Coimbatore**

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