



18 BOOK COVERS MAKE IT TO THE LONGLIST OF THE SIXTH OXFORD BOOKSTORE BOOK COVER PRIZE

Kolkata, January 22, 2021: The Oxford Bookstore Book Cover Prize announced its longlist for the sixth edition at the Apeejay Kolkata Literary Festival 2021. Instituted in March 2015 by Oxford Bookstore, the longlist has been chosen by the distinguished jury comprising **Shobhaa De** Prominent Author, Indian columnist and novelist, **Shashi Tharoor**, well known Indian politician, writer and Member of Parliament, **Kunal Basu**, Author besides **Priti Paul** Director, Apeejay Surrendra Group and the creative force behind Oxford Bookstores and **Namita Gokhale** author, publisher & literary historian. A list of eighteen book covers made it to the longlist which was announced at the AKLF.

The eighteen longlisted titles were announced by Jurors – Priti Paul, Namita Gokhale and Kunal Basu. The varied interests of these eminent jurors helped put together diverse perspectives for selecting the longlist. The evening witnessed a talk session with the jury in the unique hybrid format where the jurors connected to share the platform over their love for books and the visual appeal of the book covers, from different parts of the worlds.

The Oxford Bookstore Book Cover Prize is a first-of-its-kind honor for splendor in book design, and an endeavor by an iconic bookstore to perceive and empower the phenomenal work of artists, designers and distributors crosswise over India. The new prize acknowledges the significance of the adjust of illustrations and story, especially in our undeniably visual age, and trusts that a book cover translates and interprets the resulting content in critical ways that add to its definitive achievement. Under the guidance of Ms. Priti Paul, Director, Apeejay Surrendra Group, Oxford Bookstores has been pushing all boundaries to encourage the publishing industry and celebrate the business of books. Standout cover design is an integral part of the success of a book, designers and illustrators play a vital role in helping a book become emblematic and create recall.

The shortlist of the Oxford Bookstore Book Cover Prize's sixth edition will be announced virtually by Oxford Bookstore followed by the winner announcements at JaipurBookMark of Jaipur Literature Festival in February.

In its first year, the prize was given to designer, **Bena Sareen** for the book, **Talking of Justice** by late author, Leila Seth, published by Aleph followed by Pinaki **De**, for the second year who was declared winner for book **Kalkatta** authored by Kunal Basu, published by Picador India. The third Oxford Bookstore Book Cover Prize was awarded to **Maithili Doshi Aphale** for the book **Himalaya**

authored by Ruskin Bond and Namita Gokhale, published by Speaking Tiger. In the fourth year the prize was awarded to **Bonita Vaz Shimray** for the book **Remnants of a Separation** by Aanchal Malhotra published by Harper Collins. In the fifth edition, the prize was handed over to **Sneha Pamneja** for **Tiffin**, published by Roli Books.

LINK TO THE ANNOUNCEMENT AT AKLF –



Longlist of the 6th

OXFORD
BOOKSTORE
Book Cover Prize

Longlist – OXFORD BOOKSTORE BOOK COVER PRIZE 2021

- 1) **NOMINATED BOOK: Sarojini's Mother**
NAME OF THE AUTHOR: Kunal Basu
NAME OF THE DESIGNER: Pinaki De

- 2) **NOMINATED BOOK: *Magical Woman***
NAME OF THE AUTHOR: Sukanya Venkatraghavan
NAME OF THE DESIGNER: Illustration by Asma Kazi, Cover design by Bhavi Mehta
PUBLISHER: Hachette

- 3) **NOMINATED BOOK: Girl in White Cotton**
NAME OF THE AUTHOR: Avni Doshi
NAME OF THE DESIGNER: Samanta Batra Mehta
PUBLISHER: Fourth Estate



- 4) **NOMINATED BOOK: *Women of Prey***
NAME OF THE AUTHOR: Sadat Hassan Manto translated by Saba Mahamood Bashir
NAME OF THE DESIGNER: Jezreel Sarah Nathan
PUBLISHER: Speaking Tiger

- 5) **NOMINATED BOOK: *Calcutta Nights***
NAME OF THE AUTHOR: Hemendra Kumar Roy
NAME OF THE DESIGNER: Pinaki De
PUBLISHER: Paper Missile

- 6) **NOMINATED BOOK: *The Courtesan, The Mahatma and the Italian Brahmin***
NAME OF THE AUTHOR: Manu S Pillai
NAME OF THE DESIGNER: Priya Kurian
PUBLISHER: Context

- 7) **NOMINATED BOOK: *On hell of a lover***
NAME OF THE AUTHOR: Unni R
NAME OF THE DESIGNER: Elwin Charly
Publisher: Eka

- 8) **NOMINATED BOOK: *The CEO Factory***
NAME OF THE AUTHOR: Sudhir Sitapat
NAME OF THE DESIGNER: Bonita Vaz-Shimray
PUBLISHER: Juggernaut

- 9) **NOMINATED BOOK: *Gun Island***
NAME OF THE AUTHOR: Amitava Ghosh
NAME OF THE DESIGNER: Gunjan Ahlawat
PUBLISHER: Hamish Hamilton

- 10) **NOMINATED BOOK: *Bein Gandhi***
NAME OF THE AUTHOR: Paro Anand
NAME OF THE DESIGNER: Priya Kurian
PUBLISHER: Harper Collins Children's Books

- 11) **NOMINATED BOOK: *Two Plays***
NAME OF AUTHOR: Chandrasekhar Kambar
NAME OF THE DESIGNER: Akangsha Sarmah
PUBLISHER: Penguin Random House India



- 12) **NOMINATED BOOK: *Suralakshmi Villa***
NAME OF THE AUTHOR: Aruna Chakravarti
NAME OF THE DESIGNER: Paramita Brahmachari
PUBLISHER: Picador

- 13) **NOMINATED BOOK: *The Camel Merchant of Philadelphia***
NAME OF THE AUTHOR: Sarbpreet Singh
NAME OF THE DESIGNER: Haitenlo Semy
PUBLISHER: Tranquebar

- 14) **NOMINATED BOOK: *Afsaane***
NAME OF THE AUTHOR: Ameya Bondre
NAME OF THE DESIGNER: Chinmayi Chavan

- 15) **NOMINATED BOOK: *Dastaan-e-Mughal-e-Azam***
NAME OF THE AUTHOR: Rajumar Keswani
NAME OF THE DESIGNER: Aquarious
PUBLISHER: Manjul Publishing House

- 16) **NOMINATED BOOK: *MOOM***
NAME OF THE AUTHOR: Bani Basu
NAME OF THE DESIGNER: Pinaki De
PUBLISHER: Bee Books

- 17) **NOMINATED BOOK: *White as Milk and Rice***
NAME OF THE AUTHOR: Nidhi Dugar Kundalia
NAME OF THE DESIGNER: Akangsha Sarmah
PUBLISHER: Ebury Press

- 18) **NOMINATED BOOK: *The Amils of Sindh; a narrative history of a remarkable community***
NAME OF THE AUTHOR: Saaz Aggarwal
NAME OF THE DESIGNER: Veda Aggarwal
PUBLISHER: Black-and-white Fountain

For more information, please contact Neeta Sreedharan @9990996123 or email at neetasreedharan@apeejaygroup.com
