



First major Indian literary festival of 2012

~Brings Pakistan and China to Kolkata~

~ Celebrates 150 years of Tagore and 100 years of Faiz Ahmed Faiz~

Kolkata, 19th December, 2011: The Apeejay Surrendra Group and Oxford Bookstores announced the third edition of The Apeejay Kolkata Literary Festival, 2012 (AKLF 2012) to be hosted in Kolkata from 11-15th January 2012. . This annual international literary festival will bring to the city of joy representation from Pakistan and China, authors from France, Germany and USA, a celebration of 150 years of Nobel Laureate Rabindranath Tagore and 100 years of Faiz Ahmed Faiz, one of the most famous writers of Urdu poetry. In what promises to be a memorable feast for all culture lovers, the first international literary festival of the year 2012 to be hosted in India, Apeejay Kolkata Literary Festival 2012 aims to create a wonderful blend of literature, art, music and films over an extended period of five days.

Partly funded by the Ministry of Culture in 2012, the Apeejay Kolkata Literary Festival 2012 will celebrate 150 years of Bengal's pride - Rabindranath Tagore. The inaugural event will be a tribute to Tagore with the launch of the book *The Last Harvest - The Art of Tagore*. Naseerudin Shah, Ustad Shujaat Khan, Salima Hashmi, daughter of the renowned Urdu poet Faiz Ahmed Faiz and a prominent Pakistani painter, artist, writer will be commemorating Faiz through his poetry and ghazals. The festival will bring to India for the first time the film *Jago Hua Savera*, which has dialogue and songs by Faiz, and was launched as many as 53 years ago in 1958. The festival will host an Indo-Chinese literary collaboration – the launch of the book *Tagore and China* which comprises collected articles and essays on Tagore by both Chinese and Indian scholars, including Tan Chung. Celebrated award-winning Chinese author and screenwriter Bi Feiyu will be at AKLF 2012 and will discuss his book “*Three Sisters*” and also speak on modern Chinese Literature and Cinema. American writer Deborah Baker’s book *The Convert: A Tale of Exile and Extremism* will form the subject of a discussion with well known author Mukul Kesavan. Kolkata and Bengali literature will be celebrated through a discussion on Bengali cinema and literature – *Tridhara: Charitra o Bhumika - Lekhak, Nirdeshak, Nayak* (The Character and the Role: Writer, Director, Actor). The programme will involve established writers like Sunil Gangopadhyay, filmmakers like Aparna Sen and Goutam Ghosh, and stars like Prasenjit and Raima, amongst others and promises to be intriguing! The 2012 Apeejay Kolkata Literary festival will also celebrate women’s empowerment, music and entertainment, and feature personalities like Naresh Fernandes, Kiran Nagarkar and Urvashi Butalia. Famous as well as new authors, mainstream as well as niche publishers, and international cultural institutions along with local not-for-profit organisations will be seen at AKLF 2012 alongwith a kids’ litfest aimed at encouraging good reading habits in children.

Ms. Maina Bhagat - Director, Apeejay Kolkata Literary Festival - said on the occasion "This five - day literary festival, the first one in India in the year 2012, invites all to celebrate the spirit of books, music, art, film and much more with the finest creative minds in the nation and on the international circuit. We have scheduled events at various heritage sites and also at India's finest and most loved bookstore - Oxford Bookstore, Kolkata."

Ms Anjum Katyal, Associate Director, Apeejay Kolkata Literary Festival, said, "This is what a literary festival should be – not a jamboree but an intimate, indepth engagement with books and ideas. This is a gift to the culture loving people of Kolkata – everyone is invited."

Ms Renu Kakkar, Vice President, Apeejay Surrendra Group said, "Our big plan for Apeejay Surrendra Group's 100 years celebration in 2010 was to achieve 100 different community initiatives, deepening the works we have done before. Apeejay Kolkata Literary Festival, one of the 100 funded by Apeejay Trusts, has grown tremendously and we are delighted to see the shape it has taken in its third year in 2012. Penguin, Sage, Mapin and HarperCollins, and cultural organizations like INTACH, Anamika Kala Sangam, Kindle, Ranan and others as well as many respected corporate partners have supported the festival and we are thankful to them for sharing in our vision of Apeejay Kolkata Literary festival."

About Oxford Bookstore:

Oxford Bookstore is India's leading bookstore chain and has created the Apeejay Kolkata Literary Festival in Apeejay Surrendra Group's Centenary year, 2010. The 90 year old store on Park Street, Kolkata is a near iconic institution offering a contemporary, multidimensional interactive experience with a unique product mix of books, music, gifts; stationery items and CHA BAR. It is the only completely integrated online offline bookstore in the country with access to 6 million titles worldwide. It is only one of its kinds, hosted out of India and provides special online shopping benefits. At present, there are 26 stores in the country including metros of Kolkata, Mumbai, New Delhi, Chennai and Bangalore. Oxford Junior, the first dedicated bookstore for children in India is located on Park Street, Kolkata. Oxford Bookstore is a part of the Apeejay Surrendra Group.

For media related information, please contact: Perfect Relations

Vinita Singh 9874802522 | Sneha Misra 9038735705 | Debarati Chakraborty 9836288008