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A penguin that plans to fly

As it celebrates its **25th anniversary** in India, the Pearson group-owned publishing house gets ready to sell much more than books. Will this get more readers hooked to the brand?

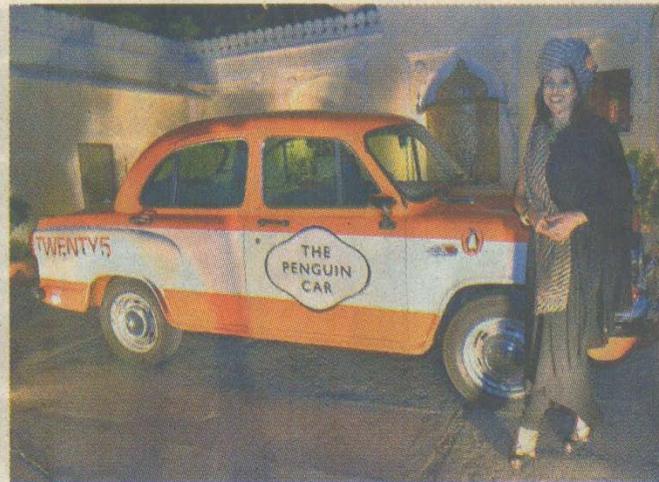
CHITRA NARAYANAN

You may soon see a quaint orange-and-cream Ambassador trundling into your city, filled with books, quirky mugs and other paraphernalia. And you will find this car parked wherever there is a literary event.

Flagged off in Jaipur last Saturday during the literary festival, the car is one of Penguin India's mascots for its year-long 25th anniversary celebrations. 'Follow the Penguin' will be the car's theme song as it tours various cities in the country.

As it enters its silver jubilee year in India, the publishing company founded in 1935 by Sir Allen Lane and V.K. Krishna Menon in the UK and bought out by Pearson Inc in 1970 is attempting to write a new chapter on the way books are marketed in this country. Aggressive marketing is the new mantra.

More showrooms will be added to the two



Chetan Bhagat series, stodgy MNC publishers such as Penguin, which chased critical acclaim, have all had to rewrite their strategies. Obviously, global publishers must ramp up their India operations.