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## Penguin India Makes Its 25th Anniversary Mascot

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[Penguin India makes Ambassador its 25th anniversary mascot](#) Zigwheels 10 Feb 2012, 05:21

...on its sides and padded in fine beige leather on the insides, the celebratory mascot carries a collection of the 25th anniversary special Popular Penguins, a series of books specially published to celebrate this momentous occasion. The Ambassador, which will...

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[Amby mascot on anniversary](#) Calcutta Telegraph 16 Feb 2012, 03:44

...car ubiquitous on roads has joined hands with an imprint ubiquitous on bookshelves. Penguin India will celebrate its 25th anniversary with the Ambassador as its mascot. "The Ambassador is a classic icon that epitomises India and there is no better way to celebrate..."

[Penguin India makes Ambassador its 25th anniversary mascot](#) WheelsUnplugged 08 Feb 2012, 08:40

...renowned publishing house Penguin has chosen India's iconic car Ambassador as its celebratory mascot to mark the 25th anniversary of Penguin India. This customized Ambassador, in the iconic Penguin stripey design with the TWENTY5 logo on its sides, is Penguin...

## Photos »



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Our anniversary special 25 Popular Penguins are the best-loved titles from Penguin India. They have been re-jacketed in the popular Penguin design

SOURCE: Calcutta Telegraph 2012-02-15 22:14:00

It is Penguin India's brand ambassador and an apt visual representation of the joy of reading. A visual treat, book lovers would instantly recognise the classics-inspired design on India's very own classic, the Ambassador from Hindustan Motors

SOURCE: Calcutta Telegraph 2012-02-15 22:14:00

<http://economictimes.indiatimes.com/topic/Penguin-India-Makes-Its-25th-Anniversary-Mascot>