

INDIAN BUSINESS REVIEW

**Penguin India makes Ambassador its 25th anniversary mascot,
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Penguin-Ambassador in front of a Jaipur mansion

Globally 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 India's brand ambassador and apt visual representation of the joy of reading.

A visual treat, book lovers would instantly recognize the classic inspired design on India's very own classic, the Ambassador from Hindustan Motors. The car's interiors have been tastefully customized too in beige leather. The car carries a collection of the 25th anniversary special Popular Penguins, a series of books specially published to celebrate this momentous occasion.

Aptly attired for Penguin India's celebrations, the Ambassador will visit bookstores and literary festivals around the country through the year. Having started its literary sojourn from the

prestigious Jaipur Literature Festival recently, the car has made its way to the national capital and is expected to be present at the World Book Fair being launched in Delhi on February 25. The car will travel to other major metros as part of Penguin India's festivities which will involve eminent authors and literary personalities.

What more can a book lover ask for! Don't you just want to drive this iconic, sophisticated and cool classic?

You can follow the Penguin Ambassador in its journey this year and celebrate the joy of reading at www.penguinindia25.com

<http://www.ibrnews.biz/2012/02/penguin-india-makes-ambassador-its-25th.html>