



## Oxford Bookstore Connaught Place Opens

**NEW DELHI, April 1, 2013:** Oxford Bookstores today announced a stunning new destination in Connaught Place, the capital's historic centre, with the opening of its newest and most architecturally crafted retail store. Offering extraordinarily informed service, Oxford Bookstore Connaught Place will be open from 10 am to 10 pm every day of the week.

*"We are thrilled to open the iconic Oxford Bookstore (Estd. 1919) in historic Connaught Place. Through a painstaking restoration of the majestic architecture and a careful curation of the heritage spaces, we have carved out an incredible space for quiet browsing, reading and contemplation. With our outstanding range, selection of books, seamless service and an amazing location open 365 days, I believe Oxford Bookstore Connaught Place will soon be a cultural and literary hub and a favourite destination for discerning book lovers of Delhi and the world over,"* said Priti Paul, Director, Apeejay Surrendra Group.

The new store offers a carefully curated list of titles for book lovers to browse and buy and perhaps the world's largest assortment of teas and cultural tea preparations in the hip Cha Bar, all of it linking back to the book stories and sections, to complete a holistic experience for book lovers. The entrance leading to the bookstore, houses a big Neon Wall, a cloud of words in English-Hindi-Latin that envelopes book lovers in a universe of emotions linking them to reading. Inside in the tranquil space, hands-on staff, knowledgeable and highly trained book specialists offer suggestions from featured titles from major, independent and indie publishers, a great selection of books, some exclusively available to Oxford Bookstore. The selection gives voice to both emerging and established authors from India and the world over. Shelves stocked with the best in Indian Writing, International Fiction and Translations take one into a voluminous, elongated Reading Room which doubles up as a dedicated Events Space. Well-researched sections on Languages and New Age address issues of addiction, relationships, unexplained phenomena and have the best of affirmations, thinkers and Indian gurus. A Travel Section with wide range of titles in Travel Fiction, a room with books that best showcase the very essence of New Delhi becoming a window to the city and as does a specially curated section of books on Tea. Children have an exclusive space for browsing, activities and reading and parents can look forward to Top 10 Gift Books in each age group for a quick and easy pick. Amongst the best in books for different age groups, are ones that help the young ones deal with experiences relevant to their age category. Oxford Editor Recommends, Books Being Blogged About, Signed Books, Oxford Catch of the Week are some of the special displays to look out for.

While Oxford Bookstore Connaught Place weaves together many interactive as well as tranquil moments into one space creating a story of a uniquely crafted experience, it is the City of Books, Calcutta, where the Brand Story started in 1919. Since then over a hundred and

eleven million people have visited Oxford Bookstores in India and more recently in our new store in Africa. Vision, enterprise, valuing tradition and a love for learning has defined the success of the Brand. Oxford Bookstores growth story continues with the new store that invites customers to take time out to read, or to just sit and listen to a story or maybe - pen the next bestseller amidst the beautiful arches of the heritage architecture that is now home to Oxford Bookstore Connaught Place.

For Store Opening videos and pictures log on to [www.facebook.com/pages/ Oxford Bookstore Connaught Place](http://www.facebook.com/pages/Oxford-Bookstore-Connaught-Place)

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