

Apeejay Kolkata Literary Festival to host fourth edition from 9th-13th January 2013

AKLF 2013 specials:

- Follow and discover the quaint and hidden charms of Kolkata with AKLF 2013- from Victoria Memorial, to St. John's Church and the historic Lascar Monument to the banks of the Hooghly
- Around the world: AKLF 2013 will have representation from UK, Turkey, Germany, France, Malaysia, along with neighbours Pakistan and Bangladesh
- Celebrate a Century of Indian Cinema with a discussion with Shyam Benegal or browse through the previously unseen poster collection from a private collection
 - A special tribute to Saddat Hasan Manto and Sunil Gangopadhyay

Kolkata, 6th December, 2012: Apeejay Surrendra Group and Oxford Bookstores today announced the fourth edition of the **Apeejay Kolkata Literary Festival, 2013** (AKLF 2013) to be hosted in Kolkata from **9th -13th January 2013**. In its fourth edition AKLF 2013, has built on several unique concepts which are slowly becoming integral traditions of this festival. Very uniquely for a literary festival, AKLF 2013 will take you on a journey to discover the quaint and hidden charms of Kolkata. From an evening at Victoria Memorial, to a twilight graveyard conversation at St. John's Church, a warm January afternoon at the historic Lascar Monument or a night on the banks of the Hooghly under the stars, AKLF 2013 will mark a new experience for literary festival audiences. This concept which has bloomed this year started with experiences of a tram journey in AKLF 2011 and an evening of poetry and gazals at the magnificent Town Hall in AKLF 2012.

The festival is seeing increased interest and participation from global talents. Last year while Sheila Malovany-Chevallier from France and Bi Feiyu from China caught the interest of Indian audiences, the horizons have expanded with participations from UK, Germany, France, Norway, Malaysia and neighbours Pakistan and Bangladesh this year.

Among other themes, AKLF 2013 will be celebrating '**A Century of Indian Cinema**' which aims to curate unique encounters and memorable discussions showcasing the changing phases of Indian Cinema. Also one of the firsts, Apeejay Kolkata Literary Festival has partnered with the prestigious Tibor Jones South Asia Prize 2013, honouring budding authors from South Asian region. AKLF 2013 promises to be an exciting journey with a plethora of prize winning authors, award winning filmmakers, literati, poets, and artists participating in an array of some of the finest literary events of 2013 over a period of **five days**.

Setting in the theme for the year and providing the first glimpse of the upcoming festival, a special panel discussion followed with distinguished personalities; **Barun Chanda**, veteran film actor, **Bickram Ghosh**, renowned percussionist and composer, **Nageen Tanvir**, vocalist and theatre personality, **Naveen Kishore**, Publisher, Seagull Books and **Oindrilla Dutt**, prominent cultural events presenter, who also shared their experience of the festival over the last four years.

The inaugural event of Apeejay Kolkata Literary Festival 2013 will be hosted amidst the grandeur of the Victoria Memorial, commencing with a tribute to '**A Century of Indian Cinema**' by eminent filmmaker **Shyam Benegal**, showcasing both classic and cutting edge experimental films that India

produced. The festival will also commemorate the centenary of **Saddat Hasan Manto**, legendary Pakistani writer in Urdu language with a special performance by the **National Academy of Performing Arts, Karachi** and eminent personalities Tom Alter, Pavan Verma and Barun Chanda. Titled ***When Ghalib Met Manto – Ek Guftagu*** the event will present a dramatised dialogue between two literary greats of India and Pakistan; Mirza Ghalib and Saddat Hasan Manto from their respective graves against the surreal background of St. John’s Church, Kolkata, where the founder of Kolkata, Job Charnock, lies buried. Renowned Indian historian **Ramchandra Guha** is all set to take the stage and expound on ***‘What kind of Asian was Gandhi?’*** Bengali literature will be celebrated with a **tribute to legendary writer Sunil Gangopadhyay** by Antara Devsen and other leading littérateurs of the city. Distinguished author and **Justice Leila Seth** will be interacting with young readers on ***‘We the Children of India’ – a Preamble to the Constitution of India***. Apart from book launches by William Darlymple, Yasmeen Premji, Pavan Verma and others, there will be select discussions by international authors Yasmin Ali Bhai Brown, Kenize Mourad, Inka Parei, Dorothy Elminger, Mira Hashmi, Farah Ghuznavi, Katy Derbyshire and others. An exclusive literary afternoon will also be hosted on the verdant grounds of the historic **Lascar Monument** in Kolkata. The highlight of the festival - the **Tibor-Jones South Asia Prize 2013** award ceremony will be held on January 10th, 2013 as part of the ongoing Apeejay Kolkata Literary festival. The five day long, multi-faceted event has several stimulating components designed to give visitors and the audience an enriching experience, with a great blend of literature, culture, art and heritage.

Ms. Maina Bhagat, Director, Apeejay Kolkata Literary Festival - said on the occasion “Our continuing endeavour has been to take the Festival to another level. Kolkata audiences are both well informed and discerning – they demand the very best! Keeping their sensibilities in mind, we are proud to present this bouquet of thought provoking events with depth, along with fun filled learning experiences for the young. We salute the spirit of Bengal with our tribute to Sunil da, and with our event on political cartoons. Lastly, we welcome the legion of book lovers who have enthusiastically acknowledged and supported Apeejay Kolkata Literary Festival since its inception.”

Ms. Anjum Katyal, Associate Director, Apeejay Kolkata Literary Festival, said, “We’ve tried to curate a festival which truly captures, celebrates and explores the literary spirit through words, ideas and creativity and is a meaningful experience for everyone involved with the world of books – readers, authors and publishers .”

Ms. Renu Kakkar, Vice President, Apeejay Surrendra Group said, “Apeejay Kolkata Literary Festival is a gift from Apeejay Surrendra Group to the ardent followers of literature and art in Kolkata. The Festival was just 1 of the 100 Centenary Community Initiatives with which Apeejay celebrated its Centenary year, 2010, especially in the memory of Mr Jit Paul who made the city of joy his and Apeejay Surrendra Group’s home decades ago in 1940s. Each year hence its grown bigger taking a life of its own as we try to do different events capturing aspects of creativity presented innovatively in intimate settings at historic venues.

“We at Apeejay Surrendra Group are delighted that our initiative thrills Kolkatans and we deeply appreciate the recognition it has as one of the significant literary platforms in India and globally. We thank our partners, participants, the press and media, Apeejay Trusts and of course, all the book lovers for their continuous support. The fourth edition in 2013 is 5 days long and we are giving a special tribute to eminent writer late Sunil Gangopadhyay for his immense contribution to the Bengali literature and also celebrating Century of Indian Cinema. Kolkatans will witness the plethora of events at various historic venues in the city which will keep the audience spell bound. “

About Oxford Bookstores:

Oxford Bookstores is India's leading bookstore chain. The 91 years 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 and is only one of its kind hosted out of India and provides special online shopping benefits. At present, there are 26 stores in the country including metros Mumbai, New Delhi, Chennai, and Bangalore. First dedicated bookstore for children in India, Oxford Junior is located on Park Street, Kolkata.

About Apeejay Surrendra Group:

Established in 1910 Apeejay Surrendra Group employs over 43000 people in rapidly expanding operations in Tea, Hospitality, Shipping, Retail & Real Estate and has diversified into new business initiatives like, Logistics and Knowledge Parks. Apeejay Kolkata Literary Festival was created by Group company Oxford Bookstores as a part of the 100 Centenary Community Initiatives Program in Group's Centenary year 2010. For more Information on Group Community Initiatives, please visit http://www.apeejaygroup.com/Corporate_Citizenship.html

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