

## **Oxford Bookstore and Cha Bar Opens at Bhubaneswar, Symphony Mall**

**Bhubaneswar, 15 August 2019:** Oxford Bookstore and Cha Bar announced the new destination in Symphony Mall with the inauguration of its newest store by popular new age author Durjoy Datta. Offering extraordinarily informed service, the store will be open from 10 am to 10 pm every day of the week.

The inauguration was preceded by a specially curated session 'Date with Durjoy' where five lucky winners of the online contest created in early August won the opportunity to meet and chat with Datta. This interacting fan meet was followed by an interactive session with Durjoy and RJ Harshit on his upcoming novel, his writings, characters, literature in contemporary society and how bookstores like Oxford Bookstore have helped in making reading popular and accessible to all. For the first time Durjoy unveiled the cover of his new book 'Pocketful of Stories'. Bhubaneswar witnessed the biggest queue during the book signing session of Durjoy Dutta and the icing on the cake was his overwhelming liveliness of taking selfies with his fans.

Commenting on the experience of his first ever bookstore inauguration, Durjoy said *"I remember having spent a large part of my growing up years in bookstores and in libraries. Even now, I don't miss any chance to visit a bookstore. Oxford bookstores is one my favourite destinations to buy my books and add to my already burgeoning to be read list. To their credit, their events and little tid bits they do for the readers go a long way to promote reading amongst all"*

During the inauguration Swagat Sengupta, Chief Executive Officer, Apeejay Oxford Bookstores and Cha Bar said *"The story of Oxford Bookstore began nearly a 100 years ago in Kolkata. Since then the brand has always been successful in providing a platform to cultivate the habit of book reading among individuals and institutions as well as keep alive the allure of printed books. Cha Bar enhances this experience by adding one's favourite cup of tea to the leisurely browsing of books. The store is strategically located such that it is accessible to people of Bhubaneswar and Cuttack, aiming to cater to both the cities. We have curated special events for the Independence Day weekend like Street Theatre with Musical performance, Storytelling with Chitralekha Bhaskar, Book Launch of 'Kathar Nam Bansi', discussion on choosing social media as a career for the youth and Stand-up Comedy engaging all age groups and different walks of life. Oxford Bookstores is looking forward to welcome the book lovers and add to the rich cultural landscape of the twin cities."*

The sprawling new store is spread across 1500 sq ft. of retail space offers a carefully curated list of titles for book lovers to browse and perhaps the world's largest assortment of teas in the hip Cha Bar, all of it linking back to the book stories and sections, to complete a holistic experience for book lovers. Inside in the tranquil space, hands-on staff, knowledgeable and highly trained book specialists offer suggestions from 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, Non-Fiction with dedicated Events Space.

Children have an exclusive space for browsing, activities and reading.

It is the City of Books, Kolkata, where the Brand Story started in 1921. Since then over a hundred and eleven million people have visited Oxford Bookstores and Cha Bar in India. 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.

While giving a tour of the store **Nitin Warikoo, Head Cha Bar & Business Development**, *“Cha Bar adds to the experience of the customers in the bookstore. To complement the collection of teas, Cha Bar offers a wide selection of Ala Carte savouries. It can be a great hang-out place for youngsters as it offers good food at great prices. For a perfect tea-time we have the classic English tea sandwiches, rolls, house special soft centered muffins, freshly baked cookies and cupcakes. The Cha Bar is a unique coming together of delicious food with great books and will soon be a prominent landmark in the cultural map of the city”*.

The stylish and relaxing ambience of Cha Bar can make hours go by browsing through our huge collection of books while one is spoilt for choice with an assortment of Teas blended and prepared with precision, and after exhaustive research, with personalized and informed service.

### **About Oxford Bookstore**

Established in 1921, Oxford Bookstore is the best equipped 'base-camp' for journeys of the mind offering its customers the widest range of outstanding titles and consistently courteous and informed service for close to a century. Today, with stores in major metros, India's first of its kind tea boutique, Cha Bar, India's only bookstore curating two unique literary festivals, Apeejay Kolkata Literary Festival & Apeejay Bangla Sahitya Utsob, Oxford Bookstore offers booklovers access to the very best in publishing enhanced by a variety of events which salute books, visual & performing arts and celebrate the word. Oxford Bookstore measures its success by the smiles on millions of happy customers that the brand has served over the last nearly 100 years. There are a few treats as sumptuous as a visit to Oxford Bookstore in India. Each time you walk into our iconic store in Kolkata where the brand started in 1921, its charm leaves you wanting for more. Our fleet of happy to help expert booksellers and informed hosts work day and night to bring to customers world class reading experience be it through our books or our fine teas and live by the brand's motto - Much more than a bookstore – at every Bookstore.

### **About Cha Bar:**

Cha Bar is the first of its kind urban contemporary space that created a rage in Kolkata in year 2000, turning tea from a dry page in history to a lifestyle drink! Ms. Priti Paul's brain child backed by generations of Apeejay Surrendra Group's experience in tea plantation business, Cha Bar was created as an integral part of nearly 100 years old iconic Oxford Bookstore, situated in the heart of Kolkata city, Park Street. The concept was expanded pan India integrated into Oxford Bookstores and customers loved the experience of being able to browse at leisure, leafing through the books of their choice, over a cup of tea from the wide selection available at the Cha Bar or simply unwinding with friends sipping the rejuvenating beverage, iced or piping hot! Whether one prefers a rich, full-bodied, strong flavor, or a light fragrant taste, the Cha Bar offers a wide and enviable choice. Cha Bar believes that there is indeed nothing quite like a good cup of tea so every cup of blend we serve has journeyed, be it from the dhabas in India or from across the Globe from other cultures. Today, Cha Bar offers this experience at Oxford Bookstores across multiple stores in Bhubaneswar, Kolkata, Mumbai and New Delhi.

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