



Boudoir for books

Kolkata-based, Apeejay group-owned, Oxford Bookstore recently went global, with the launch of its first overseas store in Marrakech. Called Katakali, the bookstore is located at the Taj Palace Hotel on the foothills of the Atlas Mountains in the palm-filled oasis of Palmeraie. The 90-year-old chain has of late grown its footprints in India as well, launching stores in Mumbai, Bangalore, Hyderabad and Bhubaneswar – totaling 26. The creative force behind the store, **Priti Paul** has completely integrated the bookstore with access to six million titles worldwide. “Marrakech is also my home now, as is India, and I’m truly delighted to bring a treasure-trove of beautiful publications to the city. Katakali, which has been called a boudoir for books by booklovers, will evolve to earn a place in the hearts of Marrakechis and to become the city’s most treasured bookstore,” says Paul.