

# Oxford Bookstore goes overseas, sets foot in Africa

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THE 92-year-old Oxford Bookstores (formerly Oxford Bookstore and Stationery Company), a part of the Rs 6,000 crore-plus diversified Apeejay Surrendra group, is now setting its foot overseas. The maiden overseas outlet of the bookstore chain, with a different name, is coming up in Morocco. At present, Oxford Bookstore has as many as 26 outlets across the country including in metros like Mumbai, New Delhi, Chennai, Kolkata and Bangalore.

Oxford Bookstores' first overseas outlet in Morocco — christened as Katakali — may well be the beginning of a long journey abroad for the book and stationary chain owned by the Kolkata-headquartered group, officials indicated. The first Katakali bookstore is located within Taj Palace Hotel at the foothills of the Atlas Mountains in the exclusive palm-filled oasis of the Palmeraie.

"Oxford Bookstore's mission in India is to be the best equipped base-camp for journeys of the mind, offering our valued customers the widest range of outstanding titles and consistently courteous and informed service. 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

## Global foray

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- The chain has become a completely integrated online-offline bookstore with six million titles
- At present, Oxford Bookstore has as many as 26 outlets in India including metros

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," said Priti Paul, director, Oxford Bookstores, who now stays in Morocco.

The bookstore has now become a completely integrated online-offline bookstore with access to six million titles worldwide, she said.

Oxford Bookstore, under Paul's stewardship, has over the years, turned out to be a platform offering a contemporary, multidimensional interactive experience with a unique product mix of books, music, gifts, stationery items and CHA BAR. It has also introduced the first dedicated bookstore for children in India called 'Oxford Junior'. At present the only Oxford Junior outlet is located on Park Street in Kolkata.

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