

# Oxford's first overseas bookstore

*Mumbai, Dec 7*

Leading bookstore chain Oxford has entered the global market with its first outlet in Morocco. The store will be called Katakali and will be opened at the Taj Palace Hotel at the foothills of the Atlas Mountains in the oasis of the Palmeraie. "Our 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. Katakali, which has been called a boudoir for books by booklovers, will evolve to earn a place in the hearts of Moroccans and to become the city's most treasured bookstore," said Priti Paul, Director, Oxford Bookstores. The Kolkata-based chain has been growing its footprint across new and existing domestic markets with a special focus on Mumbai, Bangalore, Hyderabad and Bhubaneswar. At present, it has 26 stores and has completely integrated online-offline bookstore with access to 6 million titles worldwide. —

**Our Bureau**