

## CROSSWORD

### Background

Established in October 1992 Crossword Bookstores is a wholly owned subsidiary of Shoppers' Stop Limited - India's leading department store chain and is India's leading Lifestyle Bookstore chain. Its vision is to 'enlighten, entertain and enrich' and promote books, authors and the habit of reading. The name Crossword is synonymous to the puzzle and was therefore selected to reflect the dual fun and learning experience of a visit to a Crossword Bookstore. Crossword as a center for the community aims to be a point of cultural and social interaction where authors and poets hold court, where children are regaled, where people gravitate to be informed, to be entertained, even enlightened. There are regular readings, discussions and debates on a variety of topics.

### Key Challenges

- To be recognised not only as a bookstore where one comes to read and browse through but also a place to experience one's own self
- To sustain the position as the number one name in Lifestyle Bookstores
- Brand to be positioned as **Books = Crossword**

### Communication Objectives

- To drive Crossword's vision - '*enlighten, entertain and enrich*' and promote books, authors and the habit of reading.
- Position Crossword as an authority in book retailing industry

### Strategy & Key Initiatives

Initiate a PR campaign to create awareness across the relevant public - children, parents, media buyers, advertisers, etc. about Crossword Bookstores as the largest chain of lifestyle bookstore for all ages.

#### **Corporate and Retail**

- **Personality profiling**  
Interviews with R Sriram, CEO of Crossword and other official spokespersons in all leading mainline, financial publications, trade and websites.
- **Brand CROSSWORD**  
Brand stories on CROSSWORD in leading publications, magazines such as Business India and the trade media.

- **Industry stories**  
Regular mentions in industry stories complete with quotes from official spokespeople

***Key event related media interactions:***

- **Harry Potter**
  - Coordinated worldwide release of the Harry Potter book
  - The store was open for media and customers at 6am
  - Generated tremendous media interest
- **Launch of Gurgaon Store**
  - Launch of one of the largest bookstores in North India (also CWD's first store in North India)
  - Late President of India Mr. K R Narayanan launched the store
  - Association with a revered figure generated positive feedback from media and customers
- **Magic Seeds – V.S Naipaul**
  - Launch of Nobel Laureate V.S Naipaul's book Magic Seeds
  - Provided customers and media an opportunity to interact with the author
  - Reinforced CROSSWORD'S positioning as a social center

***Relaunch of Annual Property***

Hutch Crossword Book Award (HCBA). A first of its kind literary award in India honouring Indian literary talent including English and regional writers.


- HCBA as an initiative encouraging Indian writing in English and regional language
- Crossword & Hutch as promoting books, writers and the reading habit through HCBA
- HCBA - an Indian equivalent to a 'Booker Prize, The Commonwealth Prize or The Pulitzer Prize'
- India's largest and most credible literature platform
- Only initiative that ensures works of merit reach a wider audience

# Select Media Coverage

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18 STEPHANA BHAETA & EDUARDO  
MONTANARI, and staff, 2006

## Indian version of the Pulitzer?



**Hutch Crossword Book Award**  
Nominations to be held in March in city

**HUTCH CROSSWORD BOOK AWARD 2005 ENGLISH FICTION SHORTLIST**

1. The City by Arun Joshi	2. The City by Arun Joshi	3. The City by Arun Joshi	4. The City by Arun Joshi
5. The City by Arun Joshi	6. The City by Arun Joshi	7. The City by Arun Joshi	8. The City by Arun Joshi
9. The City by Arun Joshi	10. The City by Arun Joshi	11. The City by Arun Joshi	12. The City by Arun Joshi

**HUTCH CROSSWORD BOOK AWARD 2005 INDIAN LANGUAGE FICTION TRANSLATION SHORTLIST**

1. The City by Arun Joshi	2. The City by Arun Joshi	3. The City by Arun Joshi	4. The City by Arun Joshi
5. The City by Arun Joshi	6. The City by Arun Joshi	7. The City by Arun Joshi	8. The City by Arun Joshi
9. The City by Arun Joshi	10. The City by Arun Joshi	11. The City by Arun Joshi	12. The City by Arun Joshi

**HUTCH CROSSWORD BOOK AWARD 2005 ENGLISH NON-FICTION SHORTLIST**

1. The City by Arun Joshi	2. The City by Arun Joshi	3. The City by Arun Joshi	4. The City by Arun Joshi
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### 'There is no award like the Crossword award'

Says Arun Joshi, who released the shortlist for the Hutch-Crossword Book Award 2005 yesterday



**Special Report**  
Armed and dangerous

**Armed Report**  
Armed and dangerous

There is no award like the Crossword award, says Arun Joshi, who released the shortlist for the Hutch-Crossword Book Award 2005 yesterday. Joshi, who has been writing for over 50 years, said the award is a recognition of the best in Indian literature. He also mentioned that the award is a recognition of the best in Indian literature.

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### Oh my Ghosh did he say that?



**Oh my Ghosh did he say that?**

Oh my Ghosh did he say that?

Oh my Ghosh did he say that?

Oh my Ghosh did he say that?

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### Rushdie, Naipaul shortlisted for Crossword award

Two more names

Rushdie, Naipaul shortlisted for Crossword award

Rushdie, Naipaul shortlisted for Crossword award

Rushdie, Naipaul shortlisted for Crossword award

16 Mid Day Special  
Friday, July 14, 2007

# arts & culture

ART, DANCE, THEATRE, MUSIC, CINEMA

## Agatha, the crime buster



**E**ven as the British crime writer Agatha Christie is remembered for her iconic sleuths Hercule Poirot and Miss Marple, her plays are also being staged in the city this weekend.



### Welcome to the night

Aboriginal fantasy play *The Ambient Night*, directed by Jaummi Pathak, will be staged in the city this weekend.

**i**nterpretations of the world's most famous crime writer, Agatha Christie, are being staged in the city this weekend. The play *The Murder on the Links*, directed by Jaummi Pathak, is being staged at the... [The text continues with details about the play and the writer's works.]



# Waiting for the witching hour

### Hysteria and spoilers marked the countdown to the seventh and final Harry Potter book, arguably the most anticipated book of all time

**LONDON** The seventh and final Harry Potter book, *Harry Potter and the Deathly Hallows*, has been ordered by a court to be kept secret for 10 weeks until it is published. The book is expected to be published in July 2007.

### How Joanne Rowling became J K Rowling

Author Joanne Rowling, known as J.K. Rowling, is the author of the Harry Potter series. She was born in 1967 in Glasgow, Scotland.

## Why I pre-booked my Harry Potter

**I** took an early Harry Potter book to school because I had pre-ordered it. I was excited to read it and I was proud to have it.

1. Harry Potter and the Philosopher's Stone, September 2001

2. Harry Potter and the Chamber of Secrets, July 2002

3. Harry Potter and the Prisoner of Azkaban, September 2003

4. Harry Potter and the Goblet of Fire, July 2005

5. Harry Potter and the Order of the Phoenix, June 2003

6. Harry Potter and the Half-Blood Prince, July 2005