

Dear MRC Members and Friends of ICBC,

With great pleasure, I write to invite you, to our September event of 2011, at the Vivanta by Taj- President, Wink Lounge at 4 pm, on Thursday, September, 22<sup>nd</sup>, 2011.

As with some of our earlier events during the year, we intend to continue with a series of speaker led business sessions, featuring case studies of successful Canadian and Indian companies and contemporary topics of interest for our members. It was a pleasure meeting many of you at the last few events and I look forward to seeing you once again in the featured event, this month.

We have an exciting speaker line-up, this month, featuring **Harlequin Enterprises Ltd**, a Canadian company, which is one of the world's leading publishers of romance fiction. Harlequin, which relaunched, its Indian business, in Feb 2008, owns the popular Mills & Boon series and publishes over 110 titles a month in 28 languages, in 114 countries, across six continents.

Our speaker, for this event, will be **Clare Somerville, General Manager India, UK & Export Sales**, who will speak on the Harlequin story, globally and in India and trace how it has grown to be a CDN \$ 550 Mio, global business, that enables them to sell 4.4 books per second! Their globally successful model, where books are bought for the brand value, rather than the author's name, is a unique trait in publishing. Time magazine had a story on Harlequin, where it highlighted, how Harlequin has been a great story for parent company, Torstar, which owns Toronto Star, by bolstering the parent, in an era of declining newspaper revenues. The latest issue of the Economist quotes Donna Hayes, CEO Harlequin, in an article on the books business, where she mentions how Harlequin has digitized more than 13,000 of its books, which have enabled it to give life to old books.

To add a dash of fun to the business session, in addition the event will feature, **Dadhichi**, an **internationally acclaimed astrologer & face reader**, who has been writing for Harlequin Mills & Boon for the last 5 years and his yearly astrology books, now top the best seller lists in Australia, for the New Age category. For a select few, Dadhichi, will conduct face reading sessions.

The MRC executive board and I look forward to meeting with you at this event and receiving your feedback. We apologize for the short notice, but do hope that you will be able to join us, to hear about the exciting business proposition of Harlequin globally and also partake of the fun element in the business session.

Thank you for your kind cooperation and look forward to your continued support.

Yours Sincerely

*Subhabrata Basu*

Mr. Subhabrata (Rontu) Basu,  
Chairperson, Mumbai Regional Council