

## **Gul Panag launches Nirupama Subramanian's 'Keep the Change' at Reliance TimeOut, Bandra**

**Mumbai, January 30<sup>th</sup>, 2010:** *Reliance TimeOut*, the books, magazine and music specialty format of Reliance Retail in association with Harper Collins was delighted to have Gul Panag at the Bandra store, where she launched the wickedly witty book 'Keep the Change'. The Book narrates the story of every girl's journey to fulfill her dreams and find her own place in the world. Nirupama has brilliantly and vividly described the transition of the protagonist, B. Damayanthi and the uncoolness of her name that plagues her, the bunch of unsuitable prospective husbands her Amma throws at her, a dead-end job as an accountant in a decrepit firm, the oppressiveness of Chennai and her inhibitions to join a bank in Mumbai.

In conversation with the author was Kankana Basu, a freelance journalist, illustrator and Gul Panag the very versatile actress. They discussed the book at length and regaled the audience with anecdotes from their own lives when they were faced with some similar situations at varied points of time. The audience enthusiastically responded with questions and a few also shared their own life experiences.

**On the occasion of the launch, Deepinder Kapany, Business Head, Reliance TimeOut, said,** "We are thrilled to have Gul Panag in our store launching Nirupama Subramanian's book 'Keep the Change' to our customers. Gul who has already carved a niche in this world, we thought was the best personality to launch the book. It is the aim of the Reliance TimeOut to constantly have exciting and engaging book readings, launches and events at the store and this is another event in that direction. I am sure readers will love her book and especially girls will relate to the varied circumstances they are constantly faced with in their journey to fulfill their dreams and find their own place in the world. "

### **About the Book**

The uncoolness of her name plagues B. Damayanthi, along with the bunch of unsuitable prospective husbands her Amma throws at her, a dead-end job as an accountant in a decrepit firm, the oppressiveness of Chennai. When she finally jettisons her job and some of her inhibitions to join a bank in Mumbai, Amma's parting words are: 'Be good. Don't do anything silly.' Translation: 'Stay away from sex and alcohol!'

Soon Damayanthi is negotiating competitive corporate corridors and big-city life. Aided by dubious words of wisdom from the cherub-faced Jimmy, she must impress the intellectual C.G., who has a low opinion of her; battle Sonya Sood, flatmate and size-zero sophisticate, for the TV remote; choose between resisting or giving in to temptation in the form of the seductive Rahul; deal with the moral dilemma of 'stealing' a million-



dollar idea for her project. Can a good girl have a really good time? Can the conservative, curd-rice-eating Damayanthi become a cool, corporate babe? Keep the Change is a rollicking, wickedly witty story of every girl's journey to fulfill her dreams and find her own place in the world.

### **About the author**

Freelance corporate trainer and consultant by day and struggling-to-stay-awake writer by night, Nirupama Subramanian has a postgraduate degree in management from XLRI, Jamshedpur, and used to be a banker. Her writing has appeared in various magazines and she has received several awards for her short stories, articles and essays. She currently lives in Gurgaon, Haryana, with a precocious eight-year-old daughter and a peripatetic husband.

### **About Reliance TimeOut**

Reliance TimeOut extends to its customers a host of books, music and stationery. It offers a huge range of choice with 25,000 Books of every genre including Indian Languages and Academic books, over 15,000 movie and music titles, 4,000 Stationery Items, and a wide variety Gifts and Toys. The stores periodically offer book enthusiasts with the opportunity of interacting with their favourite authors through book reading sessions designed specially for them. Reliance TimeOut also organizes a lot of performances from upcoming bands and hosts tons of activities for children. These products combined together with services such as the Kid's Play Area, Sound Domes, Reading Bar offered in a truly world class environment and with friendly, knowledgeable and energetic staff surely makes Reliance TimeOut a place to be.

Reliance TimeOut's initiative called 'Book Club' launched on 2nd August 2008 is fast transforming Reliance TimeOut into a literary hub, with varied activities conducted at least twice a month at the store. The Reliance TimeOut Book Club provides its customers a platform to engage in discussions with their favorite authors and also get entertained through various book reading and enactment sessions. For people interested in books, plays, theatre, poetry and writing, membership of the Reliance TimeOut Book Club is an absolute must. A member gets invitations for all the events at Reliance TimeOut and will also enjoy a whopping 10% off on all books purchased at the store. Unisun Publications which has been organising the Unisun Creative Writing Competitions over the years, now organises the 'Annual Writing Contest' for budding writers in association with Reliance TimeOut every year, which gives budding authors the opportunity to win exciting cash prizes as well as a chance to get published

### **About Reliance Retail Limited**

Reliance Retail Limited (RRL), a subsidiary of Reliance Industries Limited opened its first retail store in November 2006 and today operates more than 1,000 stores in over 86 cities, spanning 14 states with over 4.2 million sq ft of trading space. RRL is a multi-format retailer that operates Reliance Fresh – a neighborhood store concept, Reliance Digital – a consumer durables and information technology concept, Reliance Mart - a hyper market concept, Reliance Trends - an apparel specialty concept, Reliance



Wellness – a health, wellness & beauty concept , iStore by Reliance Digital- an Apple specialty store concept, Reliance Footprint -a footwear concept, Reliance Jewels – a jewellery concept, Reliance Time-Out- a books, music & entertainment concept, Reliance Super- a Minimart concept, Reliance Living Homeware – a household utilities specialty store concept, Reliance Living Furnishings-a specialty store concept for home furnishings, Reliance Living Furniture-a home office furniture specialty concept, Reliance Home Kitchen- a kitchen’s solution specialty store concept, Reliance AutoZone – an automotive specialty concept and Vision Express-an optical specialty store concept.

### **Reliance Industries Limited**

Reliance Industries Limited (RIL) is India’s largest private sector company on all major financial parameters with a turnover of Rs. 1,46,328 crore (US\$ 28.85 billion), cash profit of Rs 22,365 crore (US\$ 4.41 billion), net profit (excluding exceptional income) of Rs. 15,637 crore (US\$ 3.02 billion) and net worth of Rs 126,373 crore (US\$ 24.92 billion) as of March 31, 2009.

RIL is the first private sector company from India to feature in the Fortune Global 500 list of 'World's Largest Corporations' and ranks 117th amongst the world's Top 200 companies in terms of profits. RIL ranks 75th in the Financial Times FT Global 500 list of the world's largest companies. RIL is rated as the 15th 'Most Innovative Company' in the World in a survey conducted by the US financial publication-Business Week in collaboration with the Boston Consulting Group.

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