

Parent & Child Now Into Its 5th Issue!

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Mumbai, Maharashtra, May 27, 2008 /[India PRwire](#)/ -- Parent & Child, the groundbreaking parenting magazine by EuroKids, is now into its fifth issue. Judging by the massive number of subscription requests, the magazine (initially launched as Parenting & You) has attained and surpassed all initial targets.

"Of course, we had never doubted the fact that there was a dearth of good reading for Indian parents," says Uday Mathur, CEO of EuroKids' India operations. "In fact, it was this dearth that prompted us to conceive of Parent & Child in the first place."

Aren't there other parenting magazines on the market now?

"There are a number of parenting magazines from the West available. However, the Indian parenting context is and will always remain unique – and so will Parent & Child," he states. "We interviewed many parents of children in our chain of EuroSchools – they agreed that there was little to take home from magazines reflecting purely Western values. The Indian parent walks a tightrope of traditional parenting concepts that must meet Western concepts somewhere along the way. Globalization is a fact – but so is the Indian ethos. And the Indian ethos can have little in common with westernized Yummy Mummy publications."

Commenting on Parent & Child's content-rich format, marketing head Vikas Phadnis explains – "This magazine is definitely not centered on advertising revenues, preferring to cater to its firm and growing readership instead. The point is – there is so much for Indian parents to explore, and so many different points of view to be examined, that we chose to give the highest preference to hard-core information. There is no We have "

So where does Parent & Child go in the fifth issue?

"Where do India's parents go from here?" ask Uday Mathur with a smile. "Forward - always forward. Parenting is a full-time job - so is informing parents on new ways of doing that job. We explore some untouched areas in every issue, and the fifth issue will be no different. Read it and stay tuned in - the next issue of Parent & Child will hit the stands in less than two weeks."

Notes to Editor

Parent & Child magazine is a venture by EuroKids International Private Limited. The publication is therefore backed by this institution's pre-eminence in the children's book publishing segment, and its standing as the largest education services provider in the pre-primary space.

ABOUT EUROKIDS

EuroKids International operates 'EuroKids Pre Schools' - the largest preparatory school network in India. This network comprises of 410 pre-schools across 140+ Indian towns. In excess of 55,000 students have been educated at these establishments since 2001. In that year alone, enrollments in EuroKids Pre Schools' various programs exceeded 26,000. www.eurokidsindia.com

The programs conducted at EuroKids Pre-Schools encompass ever stage of early development - Playgroup, Nursery, Lower & Upper Kindergarten - for children in the ages of 1.8 to 5 years.

ABOUT PARENT & CHILD MAGAZINE

In Parent & Child, EuroKids leverages its decades of experience with parents of young children. As a result, the magazine reflects EuroKids' deep insight into the requirements of parents - especially young first-time parents. Parent & Child is a direct response to these needs. Published on a monthly basis, it focuses on various issues

related to health, nutrition, education, leisure - and Parent & Child!

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