

011 Magazine Launches in Delhi

After successful launches in Bangalore (080 Magazine in 2006), Hyderabad, Chennai and Mumbai (040, 044 & 022 Magazines in 2008 and early 2009), Explocity is proud to announce the launch of Delhi's to be hottest, hippest lifestyle magazine, "011".

Noida, Uttar Pradesh, November 26, 2009 /[India PRwire](#)/ -- Innovatively named for the city's area code, 011 will be the city's latest literary offering for the well-travelled, highly global, accomplished, educated and international Delhi resident. Such a resident has a cosmopolitan aesthetic with a global sense of style.

011 is a guide to Delhi's shopping, restaurants and nightlife scene, interspersed with articles that capture the mood of the metro. It will deal with today's Delhi: fast-paced, upwardly mobile and constantly on the move. The subjects that will be covered centre on upscale living and include store reviews, restaurant reviews, clubs/pubs, book launches, spas, and interviews with Delhi personalities.

Cutting-edge design, extremely high production values, contemporary writing, current topics and the contributions of India's leading writers come together to showcase the city for an exclusive, upscale audience, for whom 011 will become the point of the city's happenings reference every month.

Annual subscribers will automatically receive free access to the digital edition of the magazine; [www.011mag.com](#) built using the revolutionary Pagician™ technology. A unique feature of the online edition allows readers to 'buy' a single copy to read online.

011 is priced at Rs 75 and is available only at leading bookstores in Delhi.

Notes to Editor

About Explocity

Explocity.com is an aggregation of city-centric portals in New York, Dubai and 6 cities in India (Bangalore, Mumbai, Delhi, Chennai, Hyderabad and Kolkata.)

Explocity.com delivers the ultimate city experience through city features, events, movies, useful city information and thousands of accurate updated retail listings in each city under various categories like shopping, eating out and travel.

The company's products include the popular city guide magazine, "**Explocity**", "**MyTime**"™ the daily events and entertainment newsletter, restaurant guide books, **Explocity-Kingfisher Great Food Guide** (editions in Mumbai, Bangalore, Hyderabad & Pune), and city based glossy titles, 080, 040, 044, 022 and now, 011. Also recently launched was the Kingfisher Explocity Nights, 2010 for the nightlife lovers.

Explocity has also provided custom publishing services and content for companies like AOL, Google, Café Coffee Day, Damac Properties (Dubai), United Spirits Limited and many others in India and abroad. The company produces digital products for a host of clients from Singapore to the United States.

Promoted by Mr. Ramjee Chandran, the CEO and Publisher, Explocity.com received the first round of funding from ICF Ventures and the second round from Rupert Murdoch's News Corp.

About Ramjee Chandran

Ramjee Chandran's experience in publishing began with the launch of Bangalore This Fortnight (BTF), a hugely popular city-based magazine on March 31, 1989.

In 1996, he launched the Bangalore Monthly and the [bangaloremag.com](#). Both were immediately successful. Prior to his publishing career, Chandran worked as a lobbyist in New Delhi for a leading industrial group. He also has over 20 years' experience as a writer and his articles have appeared in Indian and international publications. In

2001, Chandran met Rupert Murdoch and this led to Mr. Murdoch investing in the company. Explocity.com employs about 100 trained professionals across 3 countries and is set to launch the third phase of its growth.

For more information, please contact:

Pia Ganguli

Manager Communications

(L) 080 41122222

© copyright 2012 **India PRwire** (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.