

Sulekha.com launches Sulekha Book Series

Sulekha.com, the most popular online community for Indians worldwide, has launched the "Sulekha Book Series", a part of the year round Blogprint initiative, which sees the creative works of Sulekha blogger's appear in print. The Sulekha Book Series is Sulekha.com's own publication series to encourage quality blogging by publishing works of their bloggers in two parts. It will feature both publications of an individual blogger and collective works of multiple blogger's. This is a tribute to the thousands of blogger's who come together on Sulekha.com everyday and share their diverse creative talents.

Chennai, Tamil Nadu, May 21, 2008 /[India PRwire](#)/ -- Sulekha.com, the most popular online community for Indians worldwide, has launched the "**Sulekha Book Series**", a part of the year round Blogprint initiative, which sees the creative works of Sulekha blogger's appear in print. The Sulekha Book Series is Sulekha.com's own publication series to encourage quality blogging by publishing works of their bloggers in two parts. It will feature both publications of an individual blogger and collective works of multiple blogger's. This is a tribute to the thousands of blogger's who come together on Sulekha.com everyday and share their diverse creative talents.

Speaking about the launch of this unique initiative, **Mr. Satya Prabhakar, CEO, Sulekha.com, said**, "*After the phenomenal success that we had with our BLOGPRINT initiative, we at Sulekha.com thought of publishing our own series of books, featuring some of our most prolific writers, who have been our support system. The idea is to encourage more creative writers and provide them a platform to showcase their works. Books of this genre are a good pick for casual reading and would encourage more and more people to take up reading as a hobby, which is on the wane, at present*".

The first book in the series is **Subbu Chronicles - A Series of Adventures** by Mumbai-based B.S. Keshav. The book chronicles the adventures of Rajeev Subramanyam, a journalist in the 'City of Dreams', Mumbai. The story has various characters, who add flavor and life to the adventures of Rajeev Subramanyam. The book is light-hearted and captures the true spirit of Mumbai from the mafia to the wardrobe malfunction, each of which Subbu has a take on. The story seamlessly integrates the aspirations and dreams of the common man with the desire to aspire and achieve more.

According to **Mr. B.S. Keshav, author, Subbu Chronicles**, "*Sulekha.com's effort to encourage and acknowledge our work is highly commendable. It has always been an ideal platform for bloggers to explore and expand their ideas. This new initiative by Sulekha.com provides yet another exciting dimension to reach out to larger audience.*"

Chosen from a wide variety of popular blogs, these books would be available for sale on Sulekha.com and India Plaza. In the next few months, Sulekha.com will publish Coffee Books, Books dedicated to Travel, Humor, Food, Poetry and a whole lot more. With this unique initiative, Sulekha.com aims to create a trend, where blogs would be looked upon as best sellers in due course of time.

About Sulekha.com

Sulekha.com is the largest online and mobile Classifieds and Yellow Pages service, connecting over 6 million members in 25 cities in India, US, Canada and more. Sulekha.com integrates local commerce with the largest social media offering in the Indian space with a vibrant local communities of blogs, forums, videos and photos organized into vertical communities of interest such as Travel, Food, Movies, News and Cricket. Sulekha.com, with operations in Delhi, Mumbai, Bangalore, Hyderabad, Chennai and Austin, is funded by Indigo Monsoon Group and Norwest Venture Partners (NVP).

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