

## **I GET IT! - A unique new children's book series launched!**

*Popular Prakashan to publish De Agostini's weekly series I GET IT!*

Hyderabad, Andhra Pradesh, November 13, 2009 /[India PRwire](#)/ -- Popular Prakashan, India's leading publishing house, currently in its 85th year, has tied up with DeAgostini, the world's leading publisher of partworks. Under a license agreement with DeAgostini, Popular Prakashan is releasing a unique new children's book series - **I GET IT!** - in Andhra Pradesh.

This is the first launch of a partwork encyclopedia in India - a very popular form of continuity publishing in markets across the world. The series, available at the very attractive price of Rs.70 per weekly part, is being released through an intensive advertising campaign beginning on the 12th November. As a special launch offer, Part 2 comes free with Part 1.

DeAgostini is a global leader in continuity publishing and this is their first product release in the Indian market. Created by DeAgostini, **I GET IT!** has been published successfully in several international markets including Japan. This unique series builds into a complete encyclopedia of how things work. It uses cartoon characters and a comic-book style to explain those everyday questions that children often ask their parents, such as: why the sky is blue, how old the Earth is, how do nails grow, why does a compass always point north, why do children look like their parents and many more. It's great for parents, too, for it helps them answer those tricky questions!

Speaking on the occasion, **Harsha Bhatkal, Director, Popular Prakashan** said, "We are very excited to bring this unique series to India. **I GET IT!** will not only inform children but also entertain them. **I GET IT!** will also provide an opportunity to Indian children to build their very own encyclopedia in affordable parts."

**Adrian O'Connell, DeAgostini Managing Director- Japan and Asia** added, "We are very proud to release the product in India starting with Andhra Pradesh. This is first of our many products that we will be introducing in India. We recognize the need to adapt the product to local requirements and after an intensive research, we have adapted **I GET IT!** for Indian children."

**I GET IT!** is divided into six separate sections: *Exploring the Universe, The Explorers, A Tiny Adventure, Our Unique World, How Do Things Work* and *Amazing Numbers*. What's more, a specially designed easy-to-use binder is free with the third part. Each page of **I GET IT!** can be pulled out easily. The different coloured dividers help separate the chapters. The dividers help categorize the six chapters according to the titles and page numbers. Each part has the same format, so that the reader can file all the parts accordingly.

**I GET IT!** can be bought at all book stores and magazine outlets, or subscribed to: online at [www.igetitbooks.in](http://www.igetitbooks.in); by SMS - igetit to 58888 or calling 040-2344-0666.

### **Notes to Editor**

#### **About Popular Prakashan:**

An 85-year-old publishing house, Popular Prakashan is a name synonymous with high-quality publishing in both English and Marathi. Having pioneered the fields of social sciences and medical publishing in India, Popular has also carved a reputation for itself in the area of general books and children's books. While authors like the sociologist G S Ghurye, the historians D D Kosambi and Romila Thapar, and the political thinker Jayaprakash Narayan have laid the foundations of Popular's social science programme, celebrity authors like Sanjeev Kapoor and Amitabh Bachchan, among others, have added a new dimension to its list. Popular's association with Encyclopaedia Britannica, Star Television, Discovery Channel, Chandamama Publications and others has ensured that its books are widely distributed in India and abroad. Its avant-garde list in Marathi, which includes authors like V V Shirwadkar, Vinda Karandikar, Vijay Tendulkar and Gangadhar Gadgil, has given Popular a unique status in Indian literature.

#### **About DeAgostini:**

DeAgostini is an international group set up as a financial conglomerate, which operates in diversified business sectors (publishing, gaming, media & communications) and in finance. DeAgostini Editore, sub-holding and parent company of the Group's publishing segment, operates in 30 countries, mainly in the partworks and catalogue sales segments. Lottomatica Group is a leading international player, partly through its US subsidiary GTech, in the gaming and lottery sector and in related services and technologies. DeSAgostini Communications is active in the production of media content - through its subsidiary Zodiak Entertainment, which operates in over 20 countries, mainly in Europe - and in broadcasting, through Antena 3 de Televisión (Spain) - a company held jointly with its Spanish partner Planeta Corporation. DeA Capital is active in alternative investment, through direct and indirect private equity investment as well as through controlling interests in, and joint control of, alternative asset management platforms.

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