

## DePOT Launches 'A Bridge To Nowhere'

- Authoress Mona Verma's 'A Bridge To Nowhere' is an impressive work on fiction
- This is DePOT Self-Publishing arm's twenty fifth book

**Dehradun, June 25, 2009:** DePOT, the 'books, music and gifts', store a part of Future Group, today launched the twenty fifth self published book '**A Bridge To Nowhere**', authored by debutant fiction writer **Mona Verma**. The book was released today, at the **Country Inn And Suites, Carlson Group**, in **Dehradun** by **popular Indo-British author Ruskin Bond**. '**A Bridge To Nowhere**' will be available at all **DePOT and Big Bazaar** stores across the country and retail at a very reasonable price of Rs. 225/-.

Said **Hans Udeshi, CEO General Merchandise** "Self publishing is a platform, which truly enables and empowers every writer whether adult or child to publish and sell their own book. We are very encouraged and happy with the overwhelming response we have received across the country. We have had a wide spectrum of people including NRI's, children, and housewives approaching us to publish their work. Mona's work is already the twenty fifth self published book."

Said **Ruskin Bond**, "**A Bridge To Nowhere** is a very impressive work of fiction. One cannot see the antithesis coming in the end, and this I am sure would leave most of the readers by surprise."

Launching her first book **Mona Verma** said, "DePOT through self publishing, has given me the complete freedom to choose and control what I wanted to write. Today, I feel very happy and would like to thank DePOT for giving me such a great opportunity and platform to launch my first book. DePOT's end to end publishing solutions helped me concentrate on writing the book and realise my dream".

'**A Bridge To Nowhere**' is a collection of four stories about the lives of people, who in all their gullibility, have embarked on a journey that may never complete. The obvious darkness that awaits them does not deter them, from hoping and loving again.

### **About Mona Verma**

Mona Verma was born in 1970 in Haridwar. She graduated from Lady Shri Ram College, New Delhi and holds a post graduate degree in Computer Application and Software Design. Mona is known to be Haridwar's first English fiction writer. 'A Bridge to Nowhere' is her first book. Between her home in England and India, she has sensitively imbibed nuances of life in both places which reflect in her work. Soundly attuned to various social causes, she also writes thematic poetry.

Currently she is working on her second book 'God is a River', which deals with a child's innocent monolithic belief that later leads to her redemption. Presently, Mona lives in Haridwar with her husband and two children.



### **About DePOT**

DePOT is a chain of retail stores from Pantaloon Retail (India) Limited (a part of Future Group), which sells books, music and gifts. Books available at DePOT span a diverse range of subjects including fiction, general reference, management, kids, cookery, self help etc. DePOT ensures that it stocks popular music CDs and cassettes, spanning genres including rock, pop, Hindi, Indipop, devotional and many more. A range of popular and chart buster home videos (VCD and DVD) and multimedia CD-ROMs are also available at DePOT. It also has an attractive range of gifts (candles, mugs, photo-frames, theme packs) toys and stationery (office, children's and fancy stationery). DePOT stores display the products in an informal setting, focusing of affordable pricing. It aims at providing a localized, youthful, lively and interactive retail experience to its customers.

DePOT opened its first shop-in-shop store at Big Bazaar, Fatimanagar, Pune in December 2005 and the first standalone store at Mangalore in April 2006. It is one of the fastest growing stores not only in Pantaloon Retail (I) Limited but also amongst other competitors in this segment. DePOT currently has 133 outlets across the country, including 124 shop-in-shop outlets in the other Future Group stores such as Big Bazaar, Pantaloon, Central, HomeTown, etc and 9 stand alone stores in strategic locations.

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 115 stores across the country. With its motto of 'Is se sasta aur accha kahin nahin', Big Bazaar ensures that all the products are of good quality and offered at the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

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