

STORY's Book Donation Drive 'Share A STORY' Spreads the Magic of Reading

Kolkata, 14th November, 2015: On the occasion of Children's Day, **STORY** had undertaken a unique initiative, '**Share A Story**', which aimed at donation of books for the underprivileged children. The books collected were handed over to the children of **Future Hope & Mukti Rehabilitation Centres, Child In Need Institute (CINI), NGOs of Loreto House and Jewish Girls Schools.**

'**Share A Story** has encouraged kids and adults to donate books for the less privileged children. We adopted various measures and promoted the initiative across the social platforms encouraging people to donate books. The initiative has received overwhelming response, due to which we've decided to extend the initiative till 22nd November, 2015. The books are sorted into various categories before they are handed over to the Children. On behalf of **STORY**, we are also giving significant number of books for the children', said **Mr Sidharth Pansari, Chief STORYteller STORY & Managing Director, Primarc Group.**

This initiative has tried to inculcate reading habits and literature admiration among children. At **STORY**, the book contributors are given a certificate from **STORY** and each donator gets a coupon which entitles them to a 20% discount on Books and 5% discount on toys and stationery. They also get a chance to participate in lucky draw where the winners will receive **STORY** Gift Vouchers upto Rs 1500/- .

About STORY:

STORY, a new bookstore on Elgin Road is an initiative by the Primarc Group of Companies. It is Eastern India's Largest Standalone Bookstore covering an area of 15000sq feet. **STORY** aims to become the country's best bookstore. Eventually a pilgrimage for all book-lovers **STORY** has a massive collection of books of all genres and a dedicated floor for children. Through innovative technology and outstanding customer service **STORY** provides more than 50000 titles. The best basket of collectible pens and writing accessories is available in the PEN & INK section. The art street section offers art material and accessories, gift it! section has bountiful of special gift items, greetings section boasts of a wide range of all reasons greeting cards whereas the paper shop & amp; stationery section has a comprehensive range of house paper and stationery materials of different kinds.

About Primarc Group:

Primarc Group is a diversified dominant position in the retail & realty sector in Eastern India. Primarc owns and operates over 45 stores across various formats across East India.

Its flagship Raymond shop at Poddar Court, Kolkata has consistently been the highest selling store in India for 16 years. Its realty division has recently pioneered the concept of environment friendly Green buildings across MIG & HIG segments in Bengal, with its flagship projects Astitva. Southwinds and Gangetica being nominated as the first GOLD and Silver rated residential buildings in West Bengal by IGBC, irrespectively.

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