Sahara: The Untold Story by author Tamal Bandyopadhyay on Magzter

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Everything you wanted to know about Subrata Roy and Sahara India Pariwar, but were afraid to ask. The world's largest and fastest growing global digital newsstand and book store Magzter recently added Tamal Bandyopadhyay’s second book, Sahara: The Untold Story from India’s well-known publishing house, Jaico. The book is based on painstaking research to demystify India’s most secretive and largely unlisted conglomerate, the Sahara India Pariwar.

New York, New York - The world's largest and fastest growing global digital newsstand and book store Magzter recently added Tamal Bandyopadhyay's second book, Sahara: The Untold Story from India's well-known publishing house, Jaico. Readers on Magzter will find this gripping revelation under the category: Business, Investment and Management.

Everything you wanted to know about Subrata Roy and Sahara India Pariwar, but were afraid to ask. The forerunner or one-liner aptly sums up what the book has in store. This puts readers in the perfect frame of mind to launch into Bandyopadhyay's tale. Sahara - The Untold Story is based on painstaking research to demystify India's most secretive and largely unlisted conglomerate, the Sahara India Pariwar. It also delves into the group's on-going legal battle with the market regulator.

Entrepreneur Subrata Roy, the guardian angel of the group, whose feet are touched by everybody in the Pariwar, wants to reach out to a million lives and feels impeded and shuttered in by regulations. So the clash with the regulators was inevitable. But when a regulator slams one door, maverick Roy opens another. This play has been on since 1978, when Sahara was set up.

Roy is well known for glamour and his association with film stars, cricketers and politicians. He exudes patriotism, with a statue of Bharat Mata (the presiding deity of the group) on a chariot driven by four fierce-looking lions adorning his headquarters in Lucknow. He is the Robin Hood of a country where only 35% of the adult population has access to formal banking services. This India and its millions of illiterate poor depositors stand in awe and admiration of him. But does he also exploit them? Do these poor people actually keep money with him or are they fronting for others?

Tamal Bandyopadhyay is an Indian business journalist, known for his weekly column on banking and finance Banker’s Trust published in Mint an Indian business daily brought out by HT Media Ltd in content sharing agreement with The Wall Street Journal of US. He has also authored two books namely A Bank for the Buck and Sahara: The Untold Story.

"Bandyopadhyay's narration is simply fabulous and you just do not want to put the book down. Indian authors are coming out with some excellent content that is continually attracting the attention of critics, juries and readers across the globe," said Girish Ramdas, CEO and Co-Founder, Magzter Inc.

"Readers of Magzter are thoroughly enjoying what we have to offer in our books section, and with good reason we can say. The Untold Story is one of those good reasons that is a compelling read as well. Magzter is happy to be the platform that delivers fine content in HD quality," Vijay Radhakrishnan, President and Co-Founder, Magzter Inc.

This book is published by Jaico. Jaico was founded in 1946 by Jaman Shah as a book distribution business for U.S. paperback publishers. The company's name commemorates India's independence ("Jai" means victory in Hindi language). Jaico was India's first publisher of paperback books in the English language. During the 1960s, Jaico was one of
the first houses in India to publish English translations of non-English writings by Indian authors. In 1999, SC Sethi head of Jaico in Delhi, became the president of the Federation of Publishers' & Booksellers Association in India. Jaico has offices in cities of Mumbai (head office), Ahmedabad, Bangalore, Bhopal, Bhubaneshwar, Chennai, Delhi, Hyderabad, Kolkata, and Lucknow. These offices have a combined sales force of 40 executives. Jaico also operates a direct mail order division.

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* iPhone, iPad, and iPod touch
* Requires iOS 6.0 or later
* 16.8 MB

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Vijayakumar Radhakrishnan
Co-founder & President
+1-646-756-2524

vijay@magzter.com

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