



MONDADORI

PRESS RELEASE

CASAVIVA REACHES INDIA, BRINGING THE INTERNATIONAL EDITIONS OF THE MONDADORI MONTHLY TO FIVE

Segrate, 12 January 2009 – From this month *Casaviva*, the Mondadori monthly dedicated to interior design, is also present in India. The first Italian interior design magazine published in the country, *Casaviva India* is the result of a licensing agreement with Media Transasia Ltd, one of India's leading magazine publishers with branches throughout Asia and an extremely diversified product portfolio including both magazines and coffee table books.

In line with Mondadori's strategy to promote made in Italy excellence throughout the world through the style and quality of its magazines, after the successful launches in Thailand, Greece, Bulgaria and Serbia, the new international edition of *Casaviva* is now spokesman for the most innovative trends in the "culture of living" and the latest news of Italian interior design products in India as well.

"*Casaviva* is a luxury magazine focussing on the home" says the magazine's editor-in-chief, Anubah Charan. "Thanks to the contribution of a team of interior design and fashion professionals, we have created a top of the range product which, helped by the high technical quality and large format, is positioned in a market segment with great appeal throughout the world and in India in particular", concluded Charan.

With a circulation of 100,000 copies distributed in the main metropolitan areas of the country including Delhi, Mumbai, Bangalore, Kolkata and Madras, the monthly is aimed at mainly female readers aged between 20 and 45, enthusiasts and professionals interested in the evolution of trends and choosing the best products to decorate and furnish the home.

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