



Press Release

Anupam Kher's New Book 'Your Best Day Is Today!' Launched In Kolkata

- 'Kitaab', An Initiative Of Prabha Khaitan Foundation In Association With FICCI FLO & ITC Sonar, Hosts An Insightful Discussion Of The Author With Ina Puri To Mark The Launch Of The Book -

Kolkata, 12th February, 2021: 'Your Best Day Is Today!' – an inspiring book by **Mr Anupam Kher** was launched at ITC Sonar Kolkata today in the presence of **Ms Ina Puri**, writer, biographer, art curator and collector. Post the launch of the book, **'Kitaab'** a literary initiative of **Prabha Khaitan Foundation** in association with **FICCI FLO & ITC Sonar** hosted an insightful discussion of **Mr Anupam Kher** with **Ms Ina Puri**. **Ms Shefali Singh Rawat**, Chairperson, FICCI FLO gave the welcome address and Mr Kher was welcomed with Uttoriyo by **Tejinder Singh**, General Manager, ITC Sonar & Royal.

Covid-19 pandemic is considered as the most crucial global health calamity of the twenty-first century. It caught humankind like a deer in the headlights. All across the globe, people were unprepared to face this disease head-on. Apart from enduring the impact of the socio-economic and political crisis, we had to deal with the consequences of staying inside our homes without knowing what the future held for us. The severity of this disease forced us all to become homebodies. This phase has reminded us that we must strive to find pleasure in life's simplicity. It has also taught us the significance of the smallest of things we always took for granted. As humans, we have a tendency of leaving things for tomorrow, and this crisis has made us realise that the best day to do anything is today.

'Your Best Day Is Today!' is a compendium of experiences, lessons, and positive takeaways that will help one deal with the dark times in your life. It is a guide to getting in touch with our inner self and finding solutions to the problems that arise with adapting to changes in life. It is also a reminder of how you are not alone and there is always a way to make the best of any situation life throws at you. This book will inspire you and fill your heart with immense love, faith and joy.

"Prabha Khaitan Foundation promotes and recognises talents from different walks of life. Under 'Kitaab' the foundation has curated literary sessions across the country and even in different parts of the globe. We are proud to launch renowned actor-producer-writer & National Award Winner, Mr Anupam Kher's latest book 'Your Best Day Is Today!' in the city of joy. In this book he recounts his experiences during the lockdown including several ups and downs. It surely promises to be an interesting read", said **Ms Manisha Jain, Communications & Branding Chief, Prabha Khaitan Foundation.**

Kitaab provides a platform to authors to display and showcase their newest literary works before a discerning audience and the media through tastefully curated book launches. They have hosted some of the greatest stalwarts from the world of words, even as they are focused on creating a platform for aspiring talent. Kitaab provides a platform for authors to display and showcase their literary works. Through Kitaab, Prabha Khaitan Foundation has launched books by renowned writers like Dr Shashi Tharoor, Vir Sanghvi, Pavan Verma, Salman Khurshid, Sunita Kohli to name a few.

About the author:

A gold-medalist from the National School of Drama, New Delhi, actor-producer-writer-motivational speaker, Anupam Kher, is one of the most prolific actors who has over 500 films (in several languages, both in India and the West), 100 plays and numerous TV shows to his credit in his 39 years long journey. He is a winner of two National Film Awards, eight Filmfare Awards and a BAFTA nomination besides been conferred with the Padma Shri and Padma Bhushan by the Government of India for his contribution to cinema. Having started his glorious career with films such as Saarang and Daddy in India, he has featured in mainstream Hollywood films such as Silver Linings Playbook, Hotel Mumbai, The Big Sick and A Family Man. He has worked with directors such as Ang



Lee, David O. Russell, Woody Allen, Gurinder Chadha and Lana and Lilly Wachowski. He is also the author of the bestselling book *The Best Thing about You Is YOU!* which has been translated in six languages and is in its 22nd reprint. Presently, Kher shuttles between Mumbai and New York where he is one of the lead actors on the recently premiered hit TV show *New Amsterdam* on NBC Entertainment.

About Prabha Khaitan Foundation:

Prabha Khaitan Foundation is dedicated to the socio-cultural welfare and humanitarian cause. It is a non-profit trust founded by Late Dr. Prabha Khaitan. Based in Kolkata, the Foundation promotes performing arts, culture and literature, and collaborates with caregivers, committed individuals and like-minded institutions to implement cultural, educational, literary and social welfare projects in India. The Foundation supports the UNESCO view that cultural development has the potential to be an alternative way of promoting sustainable development in poor rural communities, especially in the third-world countries. Based in Kolkata, for them culture stands for language, music, literature, visual arts, dance, drama, oral traditions, and traditional practices. The objective of the foundation is to create an enabling structure and promote networking so that communities engage with each other to work towards building positive self-esteem, inspire creativity and promote culture and knowledge.

For further information, please contact:

Sreeraj Mitra / Korak Basu / Priyadarshini Bhan

Sagittarius.Inc

Ph: 9007307884 / 9830314638 / 8697719337