



Press Release

Tessloff Verlag, Germany and Sterling Publishers, India form a JV

TESSLOFF STERLING PUBLISHERS PVT. LTD.

New Delhi / Nuremberg , 27th April 17, 2009. Tessloff Sterling Publishers Pvt.Ltd. is the first of its kind Indo-German Joint Venture in the area of Book Publishing.

This co-operation will bring together the philosophy and skills of two of the leading children's book publishers to present a wide range of quality books for infants, kids and teenagers. The Joint Venture is a 50:50 partnership between Tessloff Verlag, Germany and Sterling Publishers, India.

Tessloff Verlag are Germany's leading publishers of specialized books for children and adolescents for over 50 years. The publishing house develops high grade children's books in co-operation with scientists, pedagogues and specialist writers. The WAS IST WAS / HOW & WHY brand from the house of Tessloff is a household name not just in Germany but in most parts of the world.

Sterling Publishers have a 45 year heritage in the Indian Publishing industry and is a leading publisher and exporter of childrens books. Sterling Publishers have a strong presence not only in India but the South East, the Middle East and Africa. Sterling has been awarded as the Best Exporter of books by the Government of India for the last 3 years. With its added advantage of the state-of-the-art printing press, Sterling is an ideal partner for the distribution of these high quality English books.

The Tessloff Sterling JV will provide an ideal platform to the wide range of innovative and exciting content in the English language world.

Whetting the appetite to learn and providing the initial spark for reading on and thinking beyond are the principals on which our books are based. Our products are designed to give children an extra edge – the Tessloff Sterling advantage!

Contact us:

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