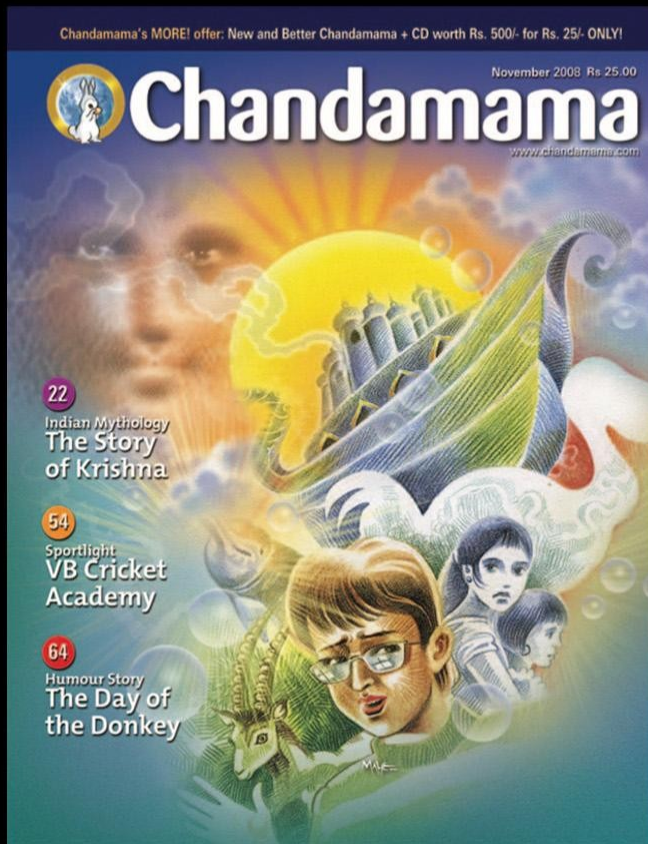


Chandamama Magazine redesign



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A Promise Remembered, Repeated

One month before India achieved independence, 61 years ago, we made a promise to you – that we shall create a vehicle that will embody Indian culture, tradition, values and ethos, that we shall take you into the glorious past where gods laid down dharma, fought adharma, took avatars and created messages and lessons that have become the bedrock of all that is India and Indian.

In this 61-year-old journey, there have been moments of happiness and moments of sadness. Times when we felt satisfied with what we had done and times when we felt restless that so much had yet to be done. What started as a Telugu and Tamil magazine has today grown into 13 languages – including Sanskrit and Santali. Generations of Indians have grown up with *Chandamama* and continue to do so, across the world. Even today we get letters from places as far away as the US and Europe and Australia where readers wait for *Chandamama* month after month.

Much has changed in the last 61 years. Independent India has grown by leaps and bounds. We are today a power to reckon with in the world. Indians are making a mark in all fields. The lessons of our past, combined with our industrious work culture, has made Indians truly global citizens.

Likewise, we have also kept pace with our readers. From introducing the English edition in 1955 with a different type of content to starting Junior *Chandamama* to going overseas to Sri Lanka and then Singapore, we have constantly tweaked ourselves to ensure that we keep pace with your interests and your needs.

And the journey continues. What you have in your hand is the New Look *Chandamama*, designed to reflect contemporary styles, but retaining the traditional content and combining it with some new and exciting elements. We hope that you will continue to tell us what you think and what more you want from us.

After all, even after 61 years, A Promise is a Promise. ♦

Publisher



G.V. Sreekumar
2008