

Mills & Boon Announces-‘ Passions - Aspiring Author Auditions’ for budding authors

- Personal guidance and mentoring by UK editorial team - Indian authors to have increased presence among galaxy of writers

Jan. 11, 2011 - [PRLog](#) -- Mumbai, 10th January 2010: Harlequin Enterprises Ltd., the global leader in series romance and publisher of the most widely read women's fiction books “Mills & Boon,” believes that Indian writers have the right passion and undiscovered talent to become Mills & Boon writers themselves. Towards having them to join their galaxy of writers, Mills & Boon has opened ‘Passions – Aspiring Author Auditions’ – which is a unique opportunity for aspiring Indian writers to become a Mills & Boon romance fiction author.

Any Indian citizen aspiring to be a Mills & Boon author must send in a story of 1500-2000 words by 20th January, 2011 to be reviewed by an international jury of Mills & Boon editors. A dedicated site <http://www.millsandboonindia.com/> provides guidelines on participation and writing tips. Five shortlisted stories will be put up for public vote on the website on 31st January, 2011, and a special award will be given to the winner. Thereon, these promising writers will continue to be engaged by Mills & Boon’s international team to explore the possibility of new books being written by these aspiring authors. The fame that will follow thereof is legendary.

Says Manish Singh, Country Manager, Harlequin Mills & Boon India Pvt. Ltd., “ “We want people to unlock their passion and discover their talent by participating in Passions – Aspiring Author Auditions, as it is an excellent opportunity to be a writer of a Mills & Boon book, the world’s most famous and widely read brand of romantic fiction books. Indian writers definitely have the talent and potential to become Mills & Boon authors. We have already been mentoring some authors who responded to the Passions-writing contest that we offered about a year ago. In fact, the first ever Mills & Boon book by an Indian author, Milan Vohra, titled ‘The Love Asana’, was recently released as a testimony to our promise to develop Indian writers into our fold.”

About HMBI

With over 14 titles now locally published and distributed every year through Harlequin Mills & Boon India (HMBI), the thrill of reading a romantic novel is on the rise among Indian women. Harlequin Enterprises Limited is the global leader in series romance and one of the world's leading publishers of women's fiction catering to readers across 100 countries in 30 different languages. Mills & Boon being over 100 years old has established its brand dominance in the romance fiction segment and has a strong network of over 1300 authors from diversified & pedigreed backgrounds. Harlequin Mills & Boon India (HMBI) started its India operations in February 2008, printing and marketing books locally. Mills & Boon’s most unique selling point is its series product. Distribution for series books is also unique as it follows a “magazine type” model. New titles are introduced every month while the previous month’s titles are recollected. The combination of these two factors presents consumers with a fresh, consistent product they can build a habit on. HMBI is currently publishing 14 new series romance titles every month, focusing on four series: Modern, Romance, Desire and Special Moments. These books are available for sale in newsstands, bookstores & organized retail stores everywhere.

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