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5th Bangalore Business Literature Festival

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BANGALORE BUSINESS LITERATURE FESTIVAL 2024

MEDIA COVERAGE REPORT
14 SEP 2024

SL NO	DATE	PUBLICATION	EDITION	PAGE NO	PIC
1	06 Sep 24	Deccan Herald	Bangalore	3	No
2	11 Sep 24	Bangalore Mirror	Bangalore	2	yes
3	18 Sep 24	The New Indian Express - Bengaluru Express	Bangalore	3	No
4	16 Sep 24	Our Bangalore Weekly	Bangalore	4	Yes

Print Coverage



PUBLICATION: DECCAN HERALD
DATE: 05-SEP-24



Biz lit fest next week

The 10th edition of the Bangalore Business Literature Festival will kick off next weekend.

The day-long festival will be held at Catholic Club on Museum Road. It will explore various themes and topics, including 'Investigative writing on India's business and economy', 'The story of Indian unicorns', and 'What AI has in store for professionals, businesses and students', among others.

It will feature a variety of panel discussions, author interactions, and book launches. Some prominent speakers will include historian and environmentalist Ramachandra Guha, founding editor of The Reporters' Collective Nitin Sethi, and author Dhruv Nath.

Among the books set to be launched at the event are 'The Lion, The Admiral and a Cat Called B. Uma Vijayalakshmi: Learnings from Life and Management' by V Raghunathan, and 'Unboxing Bengaluru: The City of New Beginnings' by Malini Goyal and Prashanth Prakash.

*On September 14, 10 am to 8 pm,
at Catholic Club, Museum Road. For
details, visit bizlitfest.com*



02 Literature fest

India's first and most-attended 'Bangalore Business Literature Festival' is back with its 10th edition with themes including crafting careers in the VUCA World; investigative writing on India's business and economy; the story of Indian unicorns; what AI has in store for professionals, businesses, and students; and the compelling stories of Indian brands, among others. The festival will feature India's prominent authors, business leaders, entrepreneurs, CXOs, and academicians and will launch several new books as well. **Where: Catholic Club, Museum Road**
When: September 14, 10 am to 8 pm

PUBLICATION: BANGALORE MIRROR

DATE: 11-SEP-24

NUGGETS

Book on edtech company wins award

The Learning Trap: How Byju's Took Indian Edtech for a Ride by journalist Pradip K Saha won the 2024 BBLF CK Prahalad Best Business Book Award at the 10th edition of Bangalore Business Literature Festival . The award includes a cash prize of ₹1 lakh. Chosen from five shortlisted books, *The Learning Trap* explores Byju's rapid valuation growth, governance challenges, and the company's fight for survival. The jury included journalist and climate activist Madhur Singh, innovation consultant Bhupendra Sharma and IIM-Ahmedabad professor Mukesh Sood.

Publication: The New Indian Express – Bengaluru Express

Date: 18-Sep-24

PUBLICATION: OUR BANGALORE – WEEKLY DATE: 16-SEP-24

CELEBRATING A DECADE OF INSPIRING MINDS

As the 10th edition Bangalore Business Literature Festival (BBLF) kicks off today, expect a dynamic blend of discussions, books, and networking opportunities for professionals

By Srikanth Reddy

If you're a businessperson or an avid reader who enjoys exploring books across varied genres, styles, and subjects, we don't need to tell you what an event today at the Catholic Club, Museum Road, Bangalore, is, you guessed it right – it's the much-awaited Bangalore Business Literature Festival (BBLF).

The tenth edition of the festival kicks off today, and as always, it will feature some of the country's most prominent authors, business leaders, entrepreneurs, CEOs, and academicians. This one-day, offline festival promises a rich array of themes for visitors, including "Crafting Careers in the VUCA World," "Investigative Writing on Indian Business and Economy," "The Story of Indian Unicorn," and "What AI Has in Store for Professionals, Businesses, and Students," to name a few.

The festival addresses two major issues facing professionals and businesses – the future of careers in an unpredictable world and how businesses and entrepreneurs should approach Artificial Intelligence in the season '24 and You – Fear, Anxiety, and Hope". The festive chat format enables a relaxed, conversational tone, making the audience feel more

at ease. It's non-threatening and encourages easy interaction," says Benedict Panamanand, Co-Founder of BBLF.

Panamanand further added that Ajay Choudhary, co-founder of IICL Ltd, will deliver the BBLF CK Prahalad Best Business Book Award keynote, and acclaimed historian and author Ramchandra Guha will launch a book by Dr. V. Raghunathan, which will be a highlight of this year's BBLF.

For the uninitiated, BBLF is India's first and largest business literature festival, conceived by journalist and author Panamanand in 2015. Former IBM Akshaykumar, former IAS officer V. Raghunathan, former economist

Shankar B. and authors Sharad Anand and Sangeet Varma are co-founders of the festival.

The organizing team also includes Madhucharan Rao, co-founder of IQAI and Research Director at YouStory; Kalyan Kompatla, analyst, author, and educator; Ganesh V. author and branding expert; and Debajit Ghosh, communications consultant at TCS, among others.

Sessions galore

In its past nine editions, the BBLF has hosted more than 250 authors and business leaders. Prominent participants have included industry leaders Narayana Murthy and K. V. Gopalkrishnan, Microsoft co-founder and author Satya Nadella, TCS Chairman Sirish Kishore, former Britannia MD

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Business Writing will be a major highlight, given the numerous scams and cover-ups by institutions and people in high office these days. Selfi, co-founder of The Reporters' Collective—a group of independent journalists bringing stories that mainstream media often overlooks—will shed light on a host of issues. Environmental, social, and governance (ESG) topics have become significant, yet there remains much ambiguity. This session is crucial for addressing current issues including jobs in green sectors. Unravelling the Indian Unicorn story will also be fascinating, especially in light of the recent collapse of Byju's. Pradip Saha, author of The Learning Trap: How Byju's Took Indian Edtech for a Ride, is expected to be a big draw," says Panamanand.

Activity mix

The one-day event offers plenty of activities, including browsing recent management books at the bookstalls, eco-friendly pocket talks, and more. Prominent partners of this year's BBLF include IIM Bangalore, library partner AIB, podcast partner The Madras Show, and networking partner M3B. The festival will feature a dedicated bookzone by Atin Gokula, entertainment, and skills.

"Some key takeaways for participants will include staying updated on the latest trends in careers, business, and technology. Attendees can also learn how to improve their writing, discover new info, and build networks with publishing houses and authors if they aspire to become writers. This year marks the 10th anniversary of the festival—a significant milestone, as not many believed there was space for this genre," says Dr. V. Raghunathan.

The festival will also feature the launch of several new books. The concluding session will be

New Book Launches by Ramchandra Guha, Historian and Environmentalist

• *Sovereign Dialects, Author, Arvind*
– The Great Chain: The Global Story of India's First Single Malt

• *Designing Your Career: Lead Self, Lead Others, Lead Change*, by Pavan Sori, Author.

• *The Learning Trap: How Byju's Took Indian Edtech for a Ride*, by Pradip K. Saha, Author.

• *The Lines, The Admin, and a Cat Called B: Uma Vijayalakshmi's Learnings from Life and Management*, by V. Raghunathan

SPEAKER LIST

Harish Bhat, author, and former brand custodian Tata Sons

Ramchandra Guha, historian, author and environmentalist

Dr. V. Raghunathan, profile author and Chair, BBLF

Nitin Sethi, Founding Editor and Member - The Reporters' Collective

Shankar Kapoor, Author, All for You: The New Games India's Chief Technology - AIT @ 60's

Sudhakar Rao, Director, IQAI Group

Pradip K. Saha, Author, The Learning Trap: How Byju's Took Indian Edtech for a Ride

Shirish Nath, Author, The FAIRINCORNS – Stories of Rise, Profitable Unicorn

Pavan Sori, Author, Designing Your Career: Lead Self, Lead Others, Lead Change

Vijay Arora, Author, The Essence of ESG: A Practitioner's Perspective

Karthik Venkatesh, Executive Editor, Penguin Random House, India

GOOD TO KNOW

• **Venue:** Catholic Club, 22, Museum Road, (between St. Patrick's Church, Bangalore)

• **Date:** Saturday, 14th September 2024

• **Time:** 10:00 am to 8:00 pm

• **For further info visit:** www.bblfest.com

• **Link to the live-up of session topics, authors, and moderators:** <https://www.bblfest.com/session-2024>

the 2024 BBLF CK Prahalad Best Business Book Awards, including conversations with the winner and shortlisted authors. If you're looking to participate, registration on their website, www.bblfest.com, is mandatory (a registration link is available on the site).

The festival will also feature the launch of several new books. The concluding session will be the 2024 BBLF CK Prahalad Best Business Book Awards, including conversations with the winner and shortlisted authors



No	Date	Publication	Link
1	6 Sep 24	deccanherald	https://www.deccanherald.com/india/karnataka/bengaluru/biz-lit-fest-next-week-3179080
2	11 Sep 24	thebalconystories	https://thebalconystories.com/tenth-edition-of-bangalore-business-literature-festival-to-explore-careers-unicorns-ai-and-esg/
3	11 Sep 24	bangaloremirror	https://bangaloremirror.indiatimes.com/bangalore/others/three-things-to-do-today-in-bengaluru/articleshow/113237342.cms
4	12 Sep 24	thebalconystories	https://www.instagram.com/p/C_wrEklz48Q/?igsh=ZzM0ZnNiMWE3a2t5
5	13 Sep 24	allevents	https://allevents.in/bangalore/tenth-bangalore-business-literature-festival-14-sept-2024/80001092788235
6	13 Sep 24	devsite	https://devsite.meraevents.com/event/tenth-bangalore-business-literature-festival-14-september-2024
7	16 Sep 24	bindugopalrao	https://www.bindugopalrao.com/bangalore-business-literature-festival/
8	17 Sep 24	the hindu	https://www.thehindu.com/news/cities/bangalore/journalist-pradip-k-saha-wins-the-seventh-2024-bblf-ck-prahalad-best-business-book-award/article68649270.ece
9	17 Sep 24	theinfoedge	https://theinfoedge.com/bangalore-business-literature-festival-2024-book-on-byjus-wins-2024-best-business-book-award/
10	17 Sep 24	indiaeducationdiary	https://indiaeducationdiary.in/bangalore-business-literature-festival-2024-book-on-byjus-wins-2024-best-business-book-award/
11	19 Sep 24	theprint	https://theprint.in/feature/around-town/byjus-learning-trap-author-got-many-threats-tells-cautionary-tale-at-bengaluru-lit-fest/2273236/

Online Coverage



Publication: Deccanherald

Date: 06-Sep-24

Link:

<https://devsite.meraevents.com/event/10th-bangalore-business-literature-festival-14-september-2024>

Bangalore Business Literature Festival

14th Sept
Catholic Club,
Museum Rd,
Bengaluru

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BANGALORE

10th Bangalore Business Literature Festival 14 September 2024

📅 Saturday, 14th Sep 2024 | 09.30 AM to 08.00 PM IST
📍 Catholic Club, Museum Road, Ashok Nagar, Shanthala Nagar, Bengaluru, Karnataka, India

Tenth Edition of Bangalore Business Literature Festival to Explore Careers, Unicorns, AI, and ESG

MEGHANA HARIKUMAR · September 11, 2024

0 SHARES

Spread the love



Bangalore: The city Bangalore, often hailed as the startup capital of India, is all set to host the Tenth Edition of the Bangalore Business Literature Festival (BBLF), a unique confluence of business minds and literary giants. Scheduled to take place on Saturday, 14th September 2024, at the Catholic Club, Museum Road, the event will bring together India's leading authors, business leaders, and entrepreneurs. BBLF has consistently positioned itself as India's first and most-attended business literature festival, and the upcoming edition promises an enriching experience with its line-up of eminent speakers and thought-provoking discussions.



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A Hub of Business Insights and Thought Leadership

BBLF10 is designed to cover a wide array of themes that reflect the evolving nature of business and the world around it. The event will delve into crucial topics such as crafting careers in the VUCA world (Volatile, Uncertain, Complex, Ambiguous), investigative writing on India's economy, and the story of Indian unicorns—exploring both their rise to success and the challenges they face. Additionally, with the rapid advances in technology, the festival will feature discussions on AI's impact on professionals and businesses, and ESG (Environmental, Social, and Governance)—a topic gaining momentum in corporate sustainability discussions.

PUBLICATION: THEBALCONYSTORIES

DATE: 11-SEP-24

LINK: [HTTPS://THEBALCONYSTORIES.COM/TENTH-EDITION-OF-BANGALORE-BUSINESS-LITERATURE-FESTIVAL-TO-EXPLORE-CAREERS-UNICORNS-AI-AND-ESG/](https://thebalconystories.com/tenth-edition-of-bangalore-business-literature-festival-to-explore-careers-unicorns-ai-and-esg/)

Publication: Bangaloremirror

Date: 11-Sep-24

Link:

<https://bangaloremirror.indiatimes.com/bangalore/others/three-things-to-do-today-in-bengaluru/articleshow/113237342.cms>

Literature fest

India's first and most-attended 'Bangalore Business Literature Festival' is back with its 10th edition with themes including crafting careers in the VUCA World; investigative writing on India's business and economy; the story of Indian unicorns; what AI has in store for professionals, businesses, and students; and the compelling stories of Indian brands, among others. The festival will feature India's prominent authors, business leaders, entrepreneurs, CXOs, and academicians and will launch several new books as well.

Where: Catholic Club, Museum Road

When: September 14, 10 am to 8 pm

Publication: Thebalconystories

Date: 12-Sep-24

Link:

https://www.instagram.com/p/C_wrEklz48Q/?igsh=ZzMOZnNiMWE3a2t5



Date: 13-Sep-24

Bangalore Business Literature Festival

14th Sept
Catholic Club, Museum Rd, Bangalore

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

































































24+ Interested ☆ I'm Interested ↗ Share


Catholic Club, Second Floor, Museum Rd, Shanthala Nagar,
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Bangalore Business Literature Festival








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General - Half Day

General Ticket - Half Day. Includes Free Coffee/Tea, Snacks

INR 499

SOLD OUT

Student - Full Day





Student Ticket - Full Day. Includes Free Coffee/Tea, Snacks & Working Lunch

INR 299



SOLD OUT

Event ID : 260736



Invite friends

Contact Us

10th Bangalore Business Literature Festival 14 September 2024

 Saturday, 14th Sep 2024 | 09:30 AM to 08:00 PM IST
 Catholic Club, Museum Road, Ashok Nagar, Shanthala Nagar, Bengaluru, Karnataka, India

[View Date Order](#)

About The Event

Inspiring Stories, Hot Ideas, Meaningful Conversations, Useful Networking

Welcome to the 10th Edition of the **Bangalore Business Literature Festival**, India's most-attended and longest-running business literature festival.

The BizLitFest celebrates and fosters the culture of reading, writing, and publishing business literature in all forms, among entrepreneurs, executives and graduate students. It curates meaningful and deeper conversations between authors, business leaders and readers so that they make better-informed and more nuanced decisions about business, environment and life.

Attendees can expect conversations involving prominent authors, CIOs, startup founders, academics, and thought leaders. The fest has also emerged as an excellent platform for networking between authors, readers, leaders, executives, entrepreneurs, and students.

BizLitFest offers organizations and brands an excellent opportunity to be associated with a unique and meaningful conversation platform that promises to enhance the intellectual capital of the business community in India.

The Festival is set in a semi-formal ambience which helps absorb, immerse and network better.

Date - September 14, 2024
Schedule - 9:30 am onwards
On the Spot Registration Opens at 9:15 am

Venue
 Catholic Club, Second Floor, Museum Rd, Shanthala Nagar,
 Ashok Nagar, Bengaluru - 560025, 080-49023333

PUBLICATION: DEVSITE

DATE: 13-SEP-24

LINK:

HTTPS://DEVSITE.MERAEVENTS.COM/EVENT/TENTH-BANGALORE-BUSINESS-LITERATURE-FESTIVAL-14-SEPTEMBER-2024

Publication: Bindugopalrao

Date: 16-Sep-24

Link: <https://www.bindugopalrao.com/bangalore-business-literature-festival/>

Bangalore Business Literature Festival

September 14, 2024 Bindu Our Bangalore 0



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The 10th edition of the Bangalore Business Literature Festival (BBLF) will be held today and promises to be an ode to all things literary.

BBLF is India's first and largest business literature festival that was conceived by journalist and author Benedict Paramanand in 2015. Former IIM Ahmedabad Professor, Prof. V Raghunathan, former Economic Times resident editor, Shankar P, and authors Shinie Antony and Sangeet Varghese are the co-founders of the festival. The organising team also includes Madanmohan Rao, co-founder MXR and Research Director, YourStory, Kashyap Kompella, Analyst, Author, Educator; Ganesh V, author, and branding expert, Debarati Ghosh, communications consultant at TCS, among others.

The whole day event has a lot of action including browsing of recent management books at the bookstore, stalls on eco-friendly products and more. Prominent partners of Bizlitfest this year include IIM Bangalore, library partner Klib; Podcast partner The Mohua Show and networking partner MXR. The festival will have a dedicated bookstore by Atta Galatta, entertainment, and stalls.

Journalist Pradip K. Saha wins the seventh 2024 BBLF C.K. Prahalad Best Business Book Award

Published – September 16, 2024 09:56 pm IST – Bengaluru

THE HINDU BUREAU



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The Learning Trap: How Byju's Took Indian Edtech for a Ride, a book by journalist Pradip K. Saha, has won the seventh 2024 BBLF CK Prahalad Best Business Book Award. The announcement was made at the 10th edition of the Bangalore Business Literature Festival held on September 14. The award was presented by Ajai Chowdhry, co-founder of HCL Ltd.

According to a press release, *The Learning Trap* is an investigative work on how a multi-billion-dollar valuation company fumbled and is now fighting for survival. It is a lesson for companies that focus excessively on the valuation route instead of a profitable route for growth. It is also a big lesson for startup founders on the importance of governance and stakeholder transparency.

PUBLICATION: THE HINDU

DATE: 17-SEP-24

LINK:

[HTTPS://WWW.THEHINDU.COM/NEWS/CITIES/BANGALORE/JOURNALIST-PRADIP-K-SAHA-WINS-THE-SEVENTH-2024-BBLF-CK-PRAHALAD-BEST-BUSINESS-BOOK-AWARD/ARTICLE68649270.ECE](https://www.thehindu.com/news/cities/bangalore/journalist-pradip-k-saha-wins-the-seventh-2024-bblf-ck-prahalad-best-business-book-award/article68649270.ece)

PUBLICATION: THEINFOEDGE

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LINK: [HTTPS://THEINFOEDGE.COM/BANGALORE-BUSINESS-LITERATURE-FESTIVAL-2024-BOOK-ON-BYJUS-WINS-2024-BEST-BUSINESS-BOOK-AWARD/](https://theinfoedge.com/bangalore-business-literature-festival-2024-book-on-byjus-wins-2024-best-business-book-award/)

Bangalore Business Literature Festival 2024 : Book on Byju's Wins 2024 Best Business Book Award

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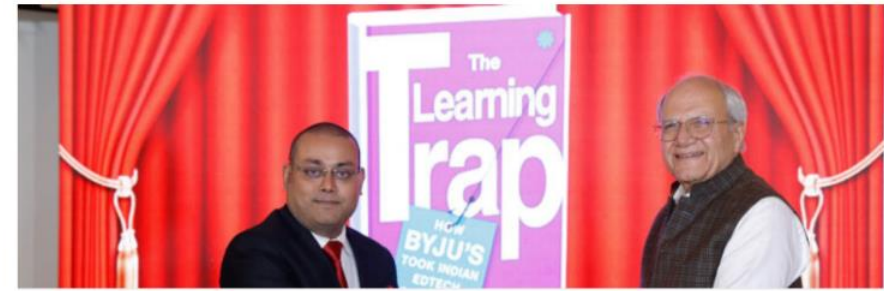
the seventh 2024 BBLF CK Prahalad Best Business Book Award. This was announced at the 10th edition of the Bangalore Business Literature Festival on 14 September 2024. The award was presented by Ajai Chowdhry, co-founder of HCL Ltd. The awardee gets a cash prize of Rs. One lakh and a certificate.

This book was chosen by a jury among the five shortlisted books – Office Secrets: 50 Human Truths You Should Absolutely Know by Harish Bhat; Startup to Proficorn: A Private, Bootstrapped, Profitable and Highly Valuable Venture by Rajesh Jain; Just Aspire: Notes on Technology, Entrepreneurship and the Future by Ajai Chowdhry and Breaking the Mould: Reimagining India's Economic Future by Raghuram G Rajan and Rohit Lamba.

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Newsvoir - October 4, 2024

Publication: Indiaeducationdictionary
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Link: <https://indiaeducationdiary.in/bangalore-business-literature-festival-2024-book-on-byjus-wins-2024-best-business-book-award/>



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NATIONAL NEWS

Bangalore Business Literature Festival 2024 ; Book On Byju's Wins 2024 Best Business Book Award

By India Education Diary ... — Last updated Sep 17, 2024



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Byju's 'Learning Trap' author got many threats cautionary tale at Bengaluru lit fest



Bangalore Business Literature Festival was attended by authors such as Tanuj Bhojwani, Shalin Ravi Wazir, who talked about India's start-up growth story.

ANISHA REDDY 19 September, 2024 11:18 am IST



Pradip K Saha, Dhruv Nath at a panel discussion during Bangalore Business Literature Festival. Credit: BBLF

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Bengaluru: The tenth edition of the Bangalore Business Literature Festival saw business heads, investors, industry experts, entrepreneurs, readers and authors take stock of India's start-up growth story.

THANK YOU

REPORT BY

SRIDEVI RAO