

Harlequin India partners with Bollywood romantic medical thriller Heartless

•Written by amit bachchan•

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Harlequin India is pleased to announce a partnership with the Hindi film Heartless. Mills & Boon, an imprint of Harlequin, is launching two popular global series in India in 2014 – Medical romances and Intrigue/ Romantic suspense. The association with Heartless, a romantic medical thriller, is the perfect way to launch these series for the Indian readers.

Mills & Boon, a 106 year old brand, has become synonymous with romance. These novels have evolved steadily over the years, becoming contemporary, depicting spirited heroines and reflecting the modern-day relationship dynamics of equality. The epithets of suave, successful, handsome have been used to describe the traditional Mills & Boon hero. The modern Mills & Boon man adds to these the qualities of sensitivity and respect. Boorish behaviour is no longer acceptable. Even if a story starts with the hero and the heroine bickering and not liking each other, the hero evolves as the romance begins. The hero, too, deals with emotions and insecurities in the story.

‘While Adhyayan is younger than a typical Mills & Boon hero, he brings to bear the key values embodied by the quintessential new-age Mills & Boon hero. It is no longer enough for the man in the pages to be a successful, striking-looking alpha-hero. He must also bring in values of sensitivity and respect for the woman he loves. We are excited about this association with Heartless and wish Adhyayan the very best’, says Amrita Chowdhury, Country Head of Harlequin India.

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Medical romances are set in the world of medicine, with very ER and Grey's Anatomy type dramas, featuring men and women who both can be doctors or senior medical professionals. Intrigue/ Romantic suspense books usually feature a thrilling adventure or a mystery, where the man and the woman team up to investigate against chilling odds.

Harlequin is one of the world's leading publishers of books for women. The Toronto-based company publishes over 110 titles a month in 31 languages in 111 international markets on six continents. Harlequin is unique in the publishing industry, combining over highly recognizable imprints including - Harlequin, Mills & Boon, MIRA Books, HQN Books, Harlequin TEEN, Spice, Harlequin Nonfiction; a global reach, a highly successful reader service and forward-looking technology (eBooks, downloadable audio, mobile phone applications) that not only allows the company to move further and further into the forefront of women's fiction but continues to position Harlequin for growth.

Harlequin India, which started in 2008, has brought its global romantic fiction and general fiction books to India. It has published Indian authors for its romantic fiction genre and is now expanding its Indian publishing portfolio to publish Indian authors in other genres of fiction.

Harlequin India is the subsidiary of the Toronto-based publisher - Harlequin Enterprises Limited. Harlequin had 390 bestseller placements in 2010 in North America that enjoyed a total of 1,048 weeks on bestseller lists. Since its inception, has sold approximately 6.05 billion books. Harlequin creates entertaining and enriching experiences for readers to enjoy, to share and to return to, that drives the company's success and enables Harlequin to push the boundaries, launching new stories, reaching new readers, offering new formats.

Heartless the film-is actor Shekar Suman's directorial debut. It is a romantic medical thriller with a strong emotional core and an engaging love story between the lead pair-Adhyayan Suman and debutant Ariana Ayam.

In the age old tradition of the M and B series, the romance in Heartless too is between a charming young scion -Aditya Singh (Adhyayan) to a reputed business family and a fresh faced , young innocent-Ria (Ariana).

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Heartless has already been creating a buzz, specially among the young crowd. The trailer that was launched by Mr. Amitabh Bachchan has already generated over 5 million views. There is a lot of excitement about this new pairing and the sizzling chemistry between the two.

Shekhar Suman, actor and director of the film 'Heartless' says, "Its a matter of great joy and pride for us to associate with Mills and Boon, one of the most prestigious brands, something we have all grown up reading or hearing about. We need to thank Mills and Boon for filling our lives with love and romance. We are also delighted to know that Adhyayan symbolizes the quinessential but new age Mills and Boon hero. Our best wishes to them for the launch of the new medical thriller series and hope to have a long standing association with them."

'Heartless' is set to release on 7th february, 2014.