

Being Beige

In her new novel, Tanuja Desai Hidier uproots her American-Born-Confused-Desi heroine from New Jersey to Bombay

by Anirudh Bhattacharyya

IN THE early years of this century, a new genre defined a new generation of Indian-Americans coming of age. In 2001, there was the cult classic film, *American Desi*, Kal Penn's ticket from New Jersey to Hollywood. A year later, there was the novel, *Born Confused*, that turned its author, Tanuja Desai Hidier, into a chronicler of the chronic identity chaos that affects the desi diaspora. Perhaps it's fitting that taken together, these two pop cultural milestones make for American Born Confused Desi, the much-caricatured ABCD.

A dozen years later, Hidier returns with a sequel, *Bombay Blues*, journeying into India, with a soundtrack of its own. *Bombay Spleen* has been produced by Dave Sharma, once a dhol-thumping fixture when the musical *Bombay Dreams* played on Broadway. Among the many reasons for the sequel's delay were two: Hidier's

daughters, now aged nine and five. "I see it more as a gestation period," she says, "an even more apt phrase as during this time I became a mother of two."

AMERICA TO BOMBAY

The original ABCDness was outlined in *Born Confused*, as its protagonist, Jersey girl Dimple Lala, on the cusp of turning 17, muses: "Sometimes I was too Indian in America, yes, but in India, I was definitely not Indian enough." The book jacket from *Born Confused* was kind of in-your-face in its symbolism: A young girl sporting a bindi styled as a question mark. But there was no question that book made a mark: *USA Today* said it "gives voice to a new generation of Americans". A couple of years later, Hidier, who's been in multiple bands, released what *Wired* magazine deemed the first-ever "booktrack". The



GETTING THE NRI VOICE

Tanuja Desai Hidier and her two novels. The dozen-year gap ("the gestation period," she calls it) between the two happened because of motherhood

PROMOTION

BEING BETTER THAN THE BEST, AGAIN & AGAIN!

It's a new year, but the result is the same! **Clinic Dermatech** has yet again made its mark. The brand has been felicitated with another prestigious award, "Quality and Excellence in Cosmetic Dermatology Services," from Global Quality Awards at a special ceremony held on the 10th of January, 2015. The award was presented by renowned Bollywood diva, Karisma Kapoor, in the presence of dignitaries from various industries, at a grand award function held at Radisson Blu Hotel on January 10th 2015.

With back to back awards in the past three years, "Best Skin Care Clinic in Delhi" a Healthcare Excellence Award in 2013, "Best Cosmetic Dermatology Clinic in Delhi/NCR," award by Brands Academy in 2014, and now this, Clinic Dermatech has demonstrated that quality and winning is indeed a habit. Each of these awards is an acknowledgement of the brand's ability to drive change through continuous evolution and excellence. Be it technologies, treatments, service or care, Clinic Dermatech has always been a pioneer, exploring new trends and enabling transformations every day. And it has shown, time and time again, that continuously raising the bar and service standards is the only way to match changing customer expectations.



WINNER
of Quality & Excellence
AWARD 2015
in Cosmetic Dermatology Services
FROM GLOBAL QUALITY AWARDS

Reacting to the string of awards and the latest win, Mr. Rajesh Singh, Sr. Vice President, Clinic Dermatech, said, "It's a proud feeling to be a part of this winning team. We have never rested on our laurels, always strived to give our customers

something new, and our commitment is paying off. Today, not only do we have a growing list of clients, but also, a very crowded trophy cabinet."

Clinic Dermatech is a leading skin-care treatment provider in India. Along with experienced staff and reputed skin specialists, it offers advanced technologies and treatment procedures that are safe, painless and convenient. The quality and credibility of these customized solutions are evident from the appreciation and acknowledgement received from over thousands of satisfied customers.



Global Quality Awards (10th Jan.'15)
Mr. Rajesh Singh (Sr. VP, Clinic Dermatech)
receiving award from Karisma Kapoor

For more details, visit <http://www.clinicdermatech.com> or sms CD to 53456