

Subject: SULTAN CHAND & SONS (P) LTD. – COLLEGE-LEVEL BOOKS: RECENTLY LAUNCHED

Dear Sir/Madam,

We take pleasure in introducing ourselves and our recent publications.

**Company Profile.**

The House of Sultan Chand & Sons (P) Ltd. engaged primarily in publishing school and college level educational books, draws its rich lineage from a Publishing House established in 1950. Since inception, we have been dedicated to producing high-quality text material at affordable price so that we could play a constructive role in the enrichment of society. Our publications conform to both CBSE and ICSE patterns of education. They cover extensively and exhaustively the entire range of school syllabi— from the pre-primary to the senior secondary levels and also encompass university and professional courses. We offer several prestigious and useful titles to students preparing for various professional courses, entrance examinations and graduation level studies e.g. IIT, CA, CS, MBA, BIS/BBS etc. Our authors are distinguished academicians and educationists with wide expertise.

**Recent Publications.**

The following five college-level publications have recently been launched:-

- (a) N.D. Kapoor's Elements of Mercantile Law
- (b) English Grammar and Composition by Rajendra Pal, Prem Lata Suri and Snigdha Budhiraja
- (c) Fundamentals of Financial Management (With Practical Work Using Spreadsheet) by Dr. S.K. Sharma and Dr. Rachan Sareen
- (d) Fundamentals of Environmental Studies – Textbook for Undergraduate Courses by Dr. Sarita Kumar
- (e) Business Mathematics by Dr. S.K. Sharma and Dr. Gurmeet Kaur

Salient features of these books are given below.

(a) **Elements of Mercantile Law.**

- Explanation of the subject matter in a lucid manner alongwith case laws in a structured format.
- Comprehensive coverage of the latest provisions of Goods and Service Tax (GST), Limited Liability Partnership Law, and Insolvency and Bankruptcy Code.
- Deals with the latest provisions of the Companies Act, 2013, including relevant notifications, rules, etc.
- Contains ample Test Questions and Practical Problems.
- An Indispensable textbook for students pursuing B.Com, LL.B, CA, CS, CMA, M.Com, MBA and other commerce Courses.
- A useful reference book for teachers, professional company secretaries and accountants.

The price of the book is Rs.720/- per copy.

(b) **English Grammar and Composition.**

- Emphasis on functional grammar and usage.
- Important grammatical concepts and alerts to avoid common errors highlighted in colour.
- A concise but adequate section on vocabulary enrichment.
- About **sixty** essays on a wide variety of current and general topics; all essays with a synopsis and meaning of difficult words.
- An elaborate discussion of the features of effective emails and how to write them.
- A detailed chapter containing multiple-choice questions (on grammar as well as vocabulary) for students appearing at competitive examinations.
- **Key** to all exercises on grammar and vocabulary.

The price of the book is Rs.555/- per copy.

(c) **Fundamentals of Financial Management (With Practical Work Using Spreadsheet).**

- Each Chapter has been enriched with a good number of solved examples;
- To test information, understanding and application aspects on the subject, different types of numerical-oriented questions have been given at the end of each chapter;
- Questions from the latest question papers of Delhi University too have been incorporated;
- Theoretical questions have also been appended to each chapter;
- Besides, an attempt has been made to demonstrate **practical work in Financial Management** by using Excel **Spreadsheet**.

The Price of the book is Rs.465/- per copy.

(d) **Fundamentals of Environmental Studies – Textbook for Undergraduate Courses.**

- Holistic view of all vital environmental themes in an interactive manner
- Simple, direct, precise and student-friendly approach
- Necessary details and adequate information supplemented with sufficient data for effective delivery of concepts
- Instructive and descriptive information integrated with Case Studies for comprehension of the concepts
- Real-life examples to realize the imperative issues related to environment
- Factual data in the form of charts, graphs and figures to illustrate environmental issues
- Outstanding illustrations with well-labelled artwork to augment conceptual understanding
- Activities as transactional strategies for easy grasp of problems and recommendations for possible solutions
- Detailed Chapter-end exercises to assess understanding
- Comprehensive Glossary at the end of the book for an enhanced understanding and learning

The Price of the book is Rs.195/- per copy.

(e) **Business Mathematics.**

- Written in a lucid, simple, easy-to-understand language.
- It details the mathematical framework for business decision-making.
- A lot of numerical illustrations have been given while explaining various concepts of Mathematics.
- Each chapter is enriched with several solved examples.
- At the beginning of each chapter its contents have been listed in brief, helping the student know what to learn in the chapter.
- To test information, understanding and application of the subject, different types of graded numerical-oriented questions given at the end of each chapter.

The Price of the book is Rs.440/- per copy.

If you need a sample of any of the above-mentioned titles, kindly write to us. We shall feel honoured to dispatch a copy of the same with our compliments for your reference and review.

Warm regards

Your truly,

Major R.M. Kapur (Retd.)  
Vice President  
(Marketing Operations)