

PEEP PEEP
DON'T SLEEP

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KUNZUM

TCP Media

Also by Ajay Jain

*Let's Connect:
Using LinkedIn to Get Ahead at Work*

Green Dioxide

AUTHOR SPEAK

It has taken over 10,000 kilometers of driving (all by self) over a period of 14 months on Indian highways to collect all the road signs and advertisements in this book. I would call this the best phase of my professional life, giving me an opportunity to explore the northern part of India in a never before manner.

My travels took me to the Indian Himalayan regions of Ladakh, Himachal Pradesh and Uttarakhand (formerly Uttaranchal) for the purpose; I also took a few shots in New Delhi. I hope this collection provides enough fodder for your funny bone.

If you have traveled by road in the Indian Himalayas, many of these signs may give you a sense of *déjà vu*. Some of you may have even seen all of these, and more. But I still hope you enjoy these, and do so every time you open the book. Likewise for those around you.

I actually wanted to call this book *Horn Please*; you will find this expression all over the country and printed on almost every commercial vehicle you can see. But ubiquity meant others beat me to the title: there is already one by the same name in the market, and I am aware of at least two more in the pipeline. Thus my 'horn' went 'Peep Peep' instead.

If you come across signs like these in India, or anywhere else in the world, I would love to have you share those with me.

Isn't travel beautiful? And amusing too at times?



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