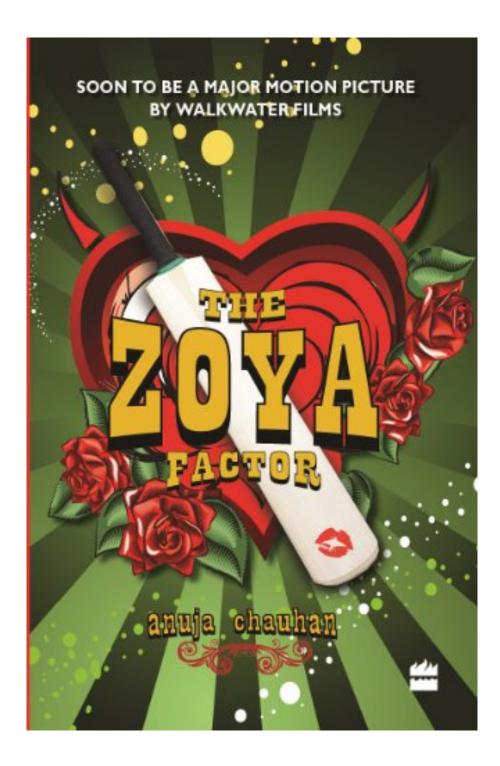


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About the Author

Anuja Chauhan was born in Meerut and went to school in Meerut, Delhi and Melbourne. She has worked in advertising for over seventeen years and has created many popular ad campaigns for PepsiCo, including Nothing Official About it, Yeh Dil Maange More, Oye Bubbly, Darr ke aage jeet hai, and Live it Abhi. Her previous books, all bestsellers, have been optioned by major Bollywood studios She lives outside Bangalore with her husband Niret Alva, their three teenagers, two dogs, two cats and numerous girgits.

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When the younger players in India's cricket team find out that advertising executive Zoya Singh Solanki was born at the very moment India won the World Cup back in 1983, they are intrigued. When having breakfast with her is followed by victories on the field, they are impressed. And when not eating with her results in defeat, they decide she's a lucky charm. The nation goes a step further. Amazed at the ragtag team's sudden spurt of victories, it declares her a Goddess. So when the eccentric IBCC president and his mesmeric, alwaysexquisitely-attired Swamiji invite Zoya to accompany the team to the tenth ICC World Cup, she has no choice but to agree. Pursued by international cricket boards on the one hand, wooed by Cola majors on the other, Zoya struggles to stay grounded in the thick of the world cup action. And it doesn't help that she keeps clashing with the erratically brilliant new skipper who tells her flatly that he doesn't believe in luck...

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Most helpful customer reviews

5 of 5 people found the following review helpful. Yeh to bada toinnggg hai! By Nikhil Iyer

The Zoya Factor is a hilarious feel-good book that centers around Zoya, Her Luckiness, who happens to bring good luck to the side she cheers for at a cricket match. Zoya tours with a young unproven Indian team to Australia where the Cricket World Cup is at stake. In an age where gym routines, training exercises and computerized analysis dominate sports, here is Zoya - the Indian cricketing good luck charm blessing the players before each match. Born in a country where cricket is practically a religion, you can see an innocuous little "power" like this can spiral out of control very quickly. This goofy setup is complemented with an assortment of equally goofy characters including the studly Nikhil Khoda, skipper of the Indian team, who doesn't believe in luck.

The story grabbed me right away. I could tell that it was authored by a creative ad exec type just from the flavor of the writing. There are lots of clever one-liners and pop culture references that add color to the story. I'm not the type who laughs out loud when they type "lol" in Google Chat (who is?) but I must admit that I was actually laughing out loud while flipping through this book more than a couple of times. In fact my only real negative comment is that there are way too many references that will be totally lost on someone who doesn't speak Hindi or hail from India (or the Indian subcontinent, at the very least). I can't really recommend

this book to non-natives.

The book claims that it is "now to be a major motion picture". I honestly think this material is suited more for a sitcom since the book is somewhat episodic in nature. At any rate, if Ms. Chauhan is reading this, I implore her to retain the "Hinglish" nature of the book in the movie along with all the colorful language, since it gives the book a lot of character.

In summary, even though at times it felt a bit school-girly, I enjoyed this little adventure. If you made it so far and are wondering what the title of this review means, it is a reference from the book which translates to "This one is a bit toinnggg!". Just don't ask me what toinnggg means!

1 of 1 people found the following review helpful.Meh.By V. ShridharThis book is like raisin bread- nice when the raisin's around, boring the rest of the time.There are some funny moments, but the rest of it is so-so.

Tell me, what does this heroine look like again? All I recall are her thundering... no, not thighs,.. cheeks! Okay, so she has fat, hanging cheeks. What else? What, other than her cheeks, does anybody find appealing in her? She's immature, insecure, obstinate, jumps to conclusions, has big hang-ups about where she lives, how she talks, her origins, her looks, her clothes... it's like reading about a teenager.

So yeah.. if she'd been 17, it would have been like The Princess Diaries or any of those teenage novels. However, since she's a decade older, she vacillates between being annoying or childish.

About the rest of the book: premise is good; many of the descriptions of cricket-mania are spot on; many of the secondary characters are well-developed. Pity about the heroine.

1 of 1 people found the following review helpful. As expected By Pi3142

It is an easy read. Quite entertaining. Just what you would expect from a chick lit. Should make for a good story for a Bollywood movie.

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