

MAXIM's

Bold & Sultry cover launch event

On this overcast evening there is a gathering of stars to light up the sky for one-of-a-kind cover launch by actress RichaChaddha. The bold and sultryRichaChadda who is on the magazine cover is an apt choice for this special issue which is an infinitive testament of men's lives and loves. As a special bonus, MAXIM also launches the 'Maxim Sex Survey'.

This world renowned survey talk about things a man can do to please his woman. It has in-depth sexual health advice, including an exclusive column by renowned author Madhuri Banerjee.

Maxim will also announce their internationally acclaimed & sought-after property of '**Miss Maxim**'. The invitees include some of the 'Most Desired' and 'HOT' women in their respective fieldslike thepopular and lovable TV celebrity**SumonaChakravarti**, actresses**KainatArora&PriyankaBose**, actress and host**KarishmaKotak** and internationally acclaimed designer **PriaKataariaPuri**. They will together unveil the sex survey montage.

VivekPareek, Editor of MAXIM says "The third edition of the best-selling MAXIM Sex &Relationships and perhaps the sexiest of the lot. It addresses the issue of sexual wellness that plague urban Indian men, with a aim to helping them make their women happier. That the crux is MAXIM's founding principle of appreciating the beauty of relationships."

"The MAXIM Sex Survey, the only one of its kind in the world, is not just about trends and forecasts. It is about the deeper need for Indian men to know that they are not alone, and that they can be better in every aspect of their lives, including sexual health and desire."

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