

# "Memoir of a life that helped change British culture: Now in audiobook"

Wednesday 9 July, 2025

After having sold out in a hardback edition as well as in a paperback edition, this historically significant and beautifully-written book is now being released in audio format.

***My Silk Road: The adventures and struggles of a British Asian Refugee*** by Ram Gidoomal CBE is the story of a rich boy turned refugee struggling and then triumphing in ways beyond his imagination.

Born into a family that had recently fled British India during the partition of India and Pakistan, Ram's early life in Mombasa seemed charmed with wealth and success. However, losing all of this overnight through a second deportation, this time from Kenya to the UK, he saw the course of his life change beyond recognition.

Despite having had his dreams and plans ripped away from him, Ram worked tirelessly, fighting to overcome every obstacle, and finally succeeded in gaining back wealth and reputation. However, on reaching his late thirties, an unusual day trip in Mumbai changed his life forever, transforming him from someone enriching himself and his shareholders to someone enriching the world. And this time, the change was his choice.

Aiming to encourage those who are struggling to move forward in life, Ram shares stories that demonstrate the difference made by a can-do attitude, by a spirit of generosity and by prioritizing relationships. Through all these, he shares the secrets of living a life that marries deep compassion with success, a generous life that reaps unexpected rewards.

"fascinating and inspirational" – **Ramola Bachchan, Entrepreneur and media personality**

"Lifts the heart and spirit" – **The Baroness Cumberlege CBE DL**

inspiring and courageous" – **Charles Handy**

"Compelling... magical" – **Lilian Hochhauser CBE FRM**

"Extraordinary" – **Vice-Admiral Sir Adrian Johns KCB CBE DL, former Second Sea Lord and Governor of Gibraltar**

"Wit, verve, and searing honesty" – **Lord McColl of Dulwich**

"I read *My Silk Road* at one go! Excellent autobiography. So much to learn from his life, courage, determination, perseverance, how to build back. I will be sharing with my colleagues too" – **Padma Shri Reema Nanavaty, Director, SEWA, India**

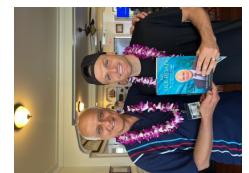
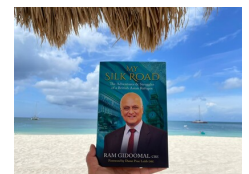
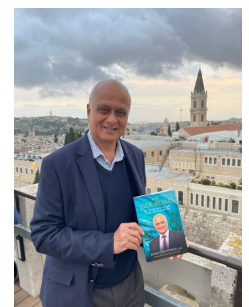
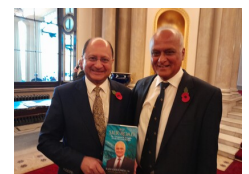
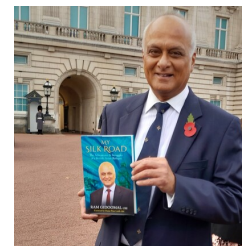
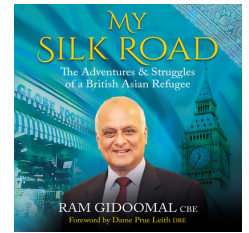
"Immensely captivating.... Flawlessly written ... leaves you wanting more" – **Dr Yvonne Thompson CBE, DL, Queen Elizabeth II Deputy Lieutenant of Greater London**

"Once you start reading, you cannot put it down" – **The Lord Vallance of Tummel**

## About the Author:

**Ram Gidoomal, CBE** is a businessman, social entrepreneur, and philanthropist with over 30 years of experience at board and senior management level in the private, public, and voluntary sector. Currently, he is the Chair of **SHEIN's** External ESG Advisory Board (EEAB), an independent body tasked with providing expert advice to SHEIN's leadership on environmental, social, and governance (ESG) strategy and sustainability initiatives to help the company achieve its ESG goals. Earlier, he was Chairman of **CottonConnect Ltd, Traidcraft plc, the London Sustainability Exchange, and Allia Ltd.**; and a Board Member, Member of the Audit and Risk Committee, and Chair of the Remuneration and Nominations Committee of the **Parliamentary and Health Service Ombudsman**. The most recent of the numerous recognitions for his many books and other contributions, including **Honorary Doctorates from three UK universities**, was his inclusion in **High flyers 50** – the fifty most eminent people of Indian origin living and working outside India.

## Media:



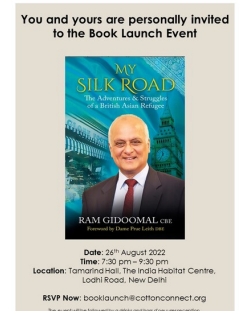
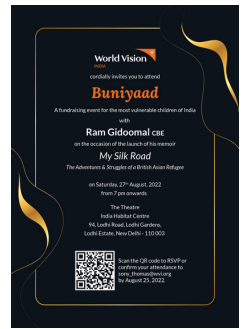
**About the Publisher:** [Pippa Rann Books & Media](#), established in 2019, focuses on India and on people of Indian heritage anywhere in the world. By contrast, the sister imprint, [Global Resilience Publishing](#), explores solutions to global challenges such as the impact of the new technologies, the rise of tyranny, climate change, reforming the UN, and making the global financial system fit for a world driven by AI and quantum computing. The mother company is [Salt Desert Media Group Ltd.](#)

The audiobook of *My Silk Road* is **available** in audio for £35 (8 hours, 29 minutes and 34 seconds), ISBN: 978-1-913738-57-0. Hear it on numerous platforms worldwide including <https://www.audible.co.uk/pd/My-Silk-Road-Audiobook/B0DVCVJ7GX>

**Press Contact:** Requests for high-resolution photos, for interviews, for further information, etc:

**Mr. Prabhu Gupta**, [prabhugupta@gmail.com](mailto:prabhugupta@gmail.com), Mobile: +44 (0)753 581 5179 – also reachable via Signal, Whatsapp, and so on.

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David Lammy, Steve Chalke, Ram Gidoomal, The Lady Verma, and Lord Hunt

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