REPRO©

VALUE ADDED PRINT SOLUTIONS

a strategy of

consolidation

REPRO INDIA LIMITED

ANNUAL REPORT 2009-2010

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a strategy of consolidation

Its been a challenging year for the world. There's been a lot of speculation about whether the recession is truly over. "Cautiously optimistic" is the attitude that has been adopted by companies all over the world, as the economy begins a slow, languorous recovery.

At Repro, we've crafted our strategy for the year keeping in mind the wave effect of an economy under siege. And so, during the year gone by, even as we continued to grow our markets, innovate our products, and expand our services, the umbrella strategy we adopted was one of **Consolidation**.

We focussed on clients, going **depth rather than width**. We built pipelines of delivery, focusing on processes and businesses that were **replicable, rather than one off**. And we worked our finances so that we **invested rather than spent.**

It was a strategy that has paid off. And as we move forward, keeping our ear close to the ground and remaining alert and flexible to market needs is what we believe will take us into a newer phase of growth.

Consolidating for future growth

Achieved our highest ever PAT of Rs. 17.56 crore. This was a direct outcome of the consolidation strategy put into place.

PERFORMANCE HIGHLIGHTS

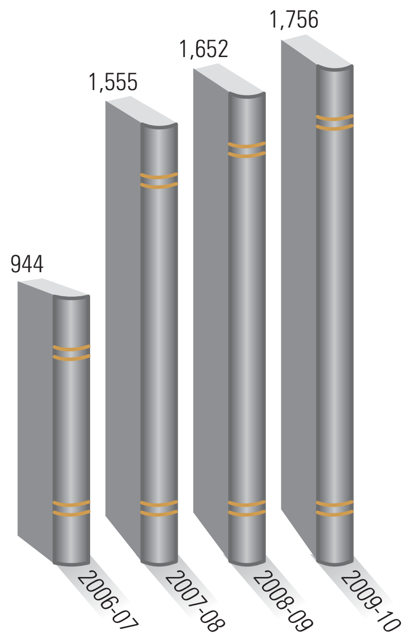
In a challenging year, the performance proved our resilience to a challenging economic environment, with our strategy showing results.

Optimising efficiencies and setting benchmarks

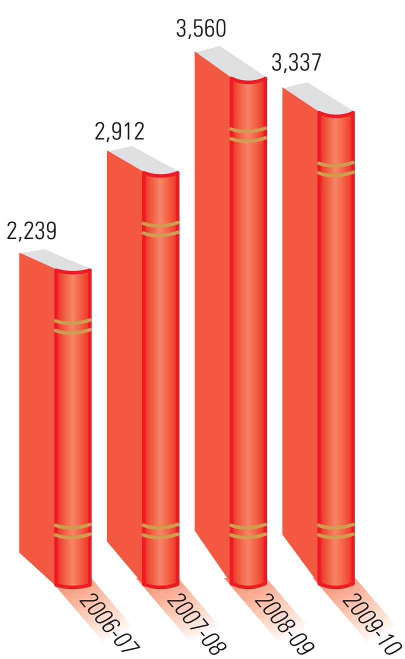
Attained an Operating Margin that was 17% of sales. This was a direct impact of the efficiencies achieved due to various strategic initiatives.

FINANCIAL HIGHLIGHTS

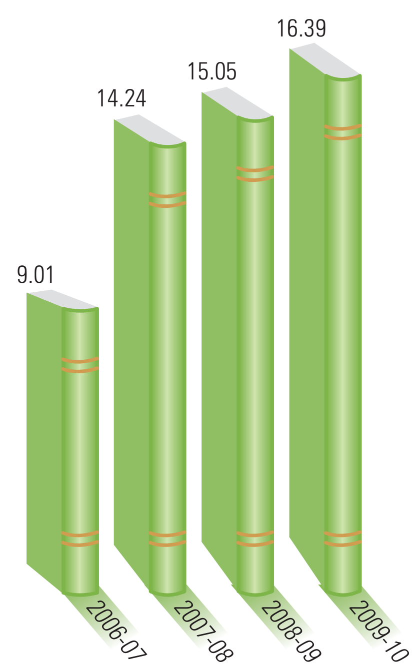
(Rs. in lakhs except EPS)



Profit After Tax



Operating Margin
(EBITDA)



Earning Per Share (EPS)
(Rs.)

nurturing new markets

Nearly 80% of our turnover came from contractual educational business. This gives us the security of an order book along with a long-term lock-in with key clients.

MARKETS

• Canada • USA • Mexico • UK • France • Belgium • Germany • Italy • Spain • East Coast of Africa
• West Coast of Africa • South Coast of Africa • Abu Dhabi • Dubai • Pakistan • India • Sri Lanka • Australia • Russia

With an existing presence in the key markets of UK, USA, Africa and India, we have laid the ground and opened new countries in Africa and Europe. **Today, we export books to over 100 locations across four continents.**

USA MARKET

- A strong presence in the children's and mass market segment
- A client base of some of the largest publishers in these segments
- Value added services being provided to USA clients, from content to despatch

UK/EU MARKET

- Meeting the needs of UK publishers in the trade and children's book segments
- A range of formats that work in the UK. From spiral, to various sizes for Poundlands and other stores

AFRICA MARKET

- A strong presence in key African countries across the West, East and South Africa
- Onsite facilities for specific customer requirements

INDIA MARKET

- An existing position of leadership in all key segments like Annual Reports, Education publishing and value added print solution for corporates, etc.
- A client base of India's top corporates and educational publishers

Strengthening relationships

Built long-term solution based relationships with large global clients. This approach has given us a large secure customer base.