



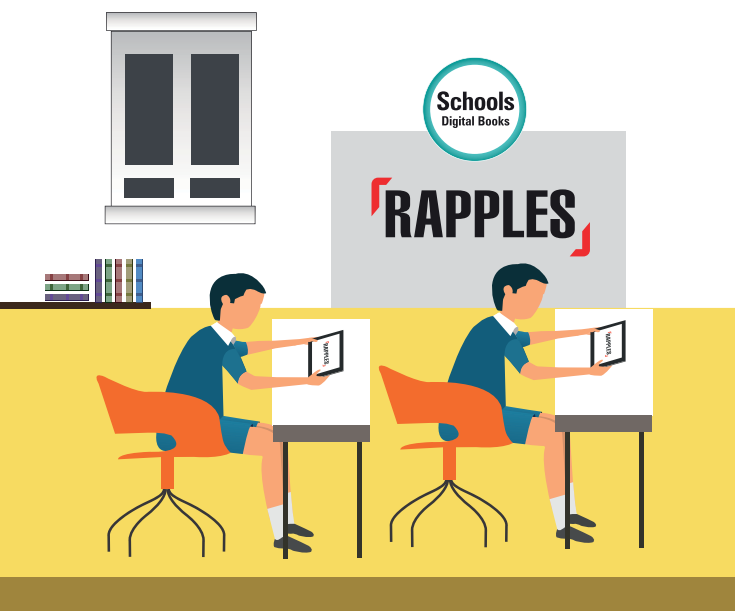
REPRO INDIA LIMITED

ANNUAL REPORT 2015



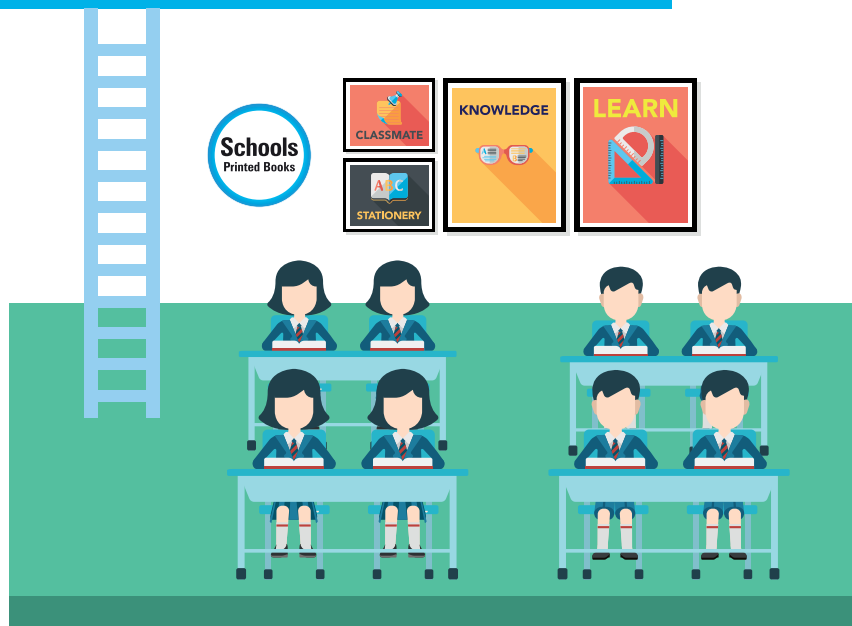
CONTENT
AGGREGATION
TO EFFECTIVE
DISSEMINATION





CONTENTS

- 02 Content Aggregation to Effective Dissemination
- 04 The Gateway to Increased Business
- 06 Schools - Digital Books - Rapples
- 10 India and Global e-tail
- 14 Schools - Printed Books
- 18 Africa - Print and Digital
- 22 Our Services - The Repro Value Chain
- 24 Our Infrastructure
- 26 Board of Directors
- 28 Chairman's Statement
- 30 Performance Highlights
- 31 Financial Highlights
- 33 Financials



CONTENT AGGREGATION TO EFFECTIVE DISSEMINATION

Globally, publishers strive to increase their revenues by maximising the reach of their content.

Having recognised this universal fact, at **Repro**, we have focused our energies on helping our customers reach their content to newer markets, through newer channels and through newer platforms. We do this by **aggregating** their **content**, **managing** it, **converting** it, and **finally disseminating** it to **students and readers** anywhere in the world. This is the Repro Gateway through which we hope to increase our clients' business.

This is a mission that enables us to participate in the process of spreading **education**, make content available to more readers; and above all, it enables our clients' growth. Because, in the final analysis, in their growth, lies our growth.



ENABLING PUBLISHERS REACH THEIR CONTENT TO MORE READERS



***The first mile is Content Creation -
the core competence of content owners i.e. Publishers***

***The last mile is Content Delivery...
to the customers i.e. students or readers (e-Books and p-Books),
on any media – book, computer, tablet or mobile***

***Publishers strive to increase revenues
by maximising the reach of their content***

In the required time

At the required price

to students and readers all over the world, physically or digitally!



from the publisher



**Bridges the
'in-between' miles –**



to his reader



From Content Designing to Digital Warehousing



From Content Adaptation to Multimedia Enhancements



From producing millions of books for students



To just a single Book-on-Demand for the e-Commerce/e-Tailers' customer

HELPING INCREASE OUR CUSTOMERS' REVENUES



***We help publishers reach more readers across
the world, through retail, school and e-tail channels.
We do this by aggregating their content and
converting it to p-Books and e-Books.***

HOW THE GATEWAY WORKS



Rapples, one of our path breaking digital initiatives with pre-loaded textbooks on a tablet, has enabled us to build strong relationships with schools. This solution helps our clients reach their digital content to schools, thereby increasing their sales.



The e-tailing industry is the way for the future. We are building strong tie-ups with e-tailers across the world, which our clients can leverage to increase the reach of their books. Our strong e-fulfillment solution provides the back end support, ensuring last mile delivery.



We have been working closely with education publishers to make available enhanced educational material to schools everywhere. And this understanding can be leveraged to cross-utilise our relationships to increase penetration in schools.



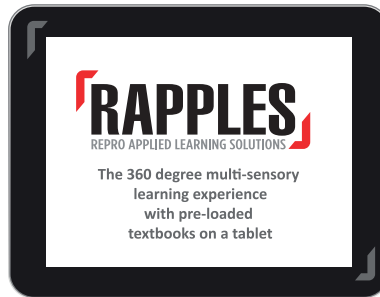
The African education market, worth almost half a billion dollars, needs large scale content solutions. We have a presence in 22 countries and a deep understanding of the Government processes. We enable Indian publishers to make their content available in African countries through our relationships.



REACHING MORE STUDENTS THROUGH DIGITAL EDUCATION



Rapples, the 360 degree multi-sensory experience, with textbooks on a tablet, is changing the course of the educational experience. A digital revolution is under way and this is changing the way education is imparted.



THE FUTURE CLASSROOM IS HERE

The \$7 trillion global education industry is being impacted due to advancement in technology.



With increased penetration of mobile devices in schools, digital content and personalised learning is increasing.



The Future Classroom will use blended technology to augment teacher capability.



Repro has created a customised solution RAPPLES - the 360 degree multi-sensory learning experience with pre-loaded textbooks delivered on tablet.



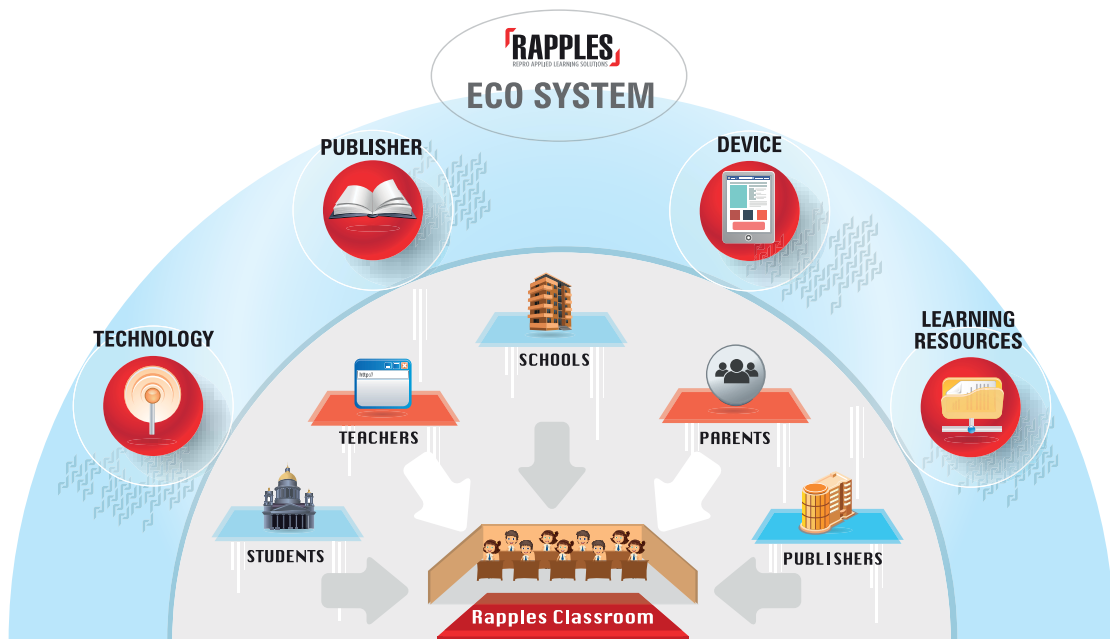
We enable publishers to create, store digitally and produce books while helping them reach millions of children.



For students, the solution promotes "bagless" learning with the benefits of multimedia and interactive learning.

Rapples Eco System

Rapples has been designed to bring into its fold the three key stakeholders in education – the teacher, the student and the school management – with distinct benefits for all stakeholders. The Rapples eco system provides benefits to all stakeholders so that each can maximise the power of technology – through enhanced content, ease of use and information access.



Textbooks on the **Rapples** tablet are enhanced with animation, video, voice and music – and are loaded with features to enrich teaching and make learning fun. Customised to different schools with **content from different publishers**, content on Rapples can be continuously upgraded.