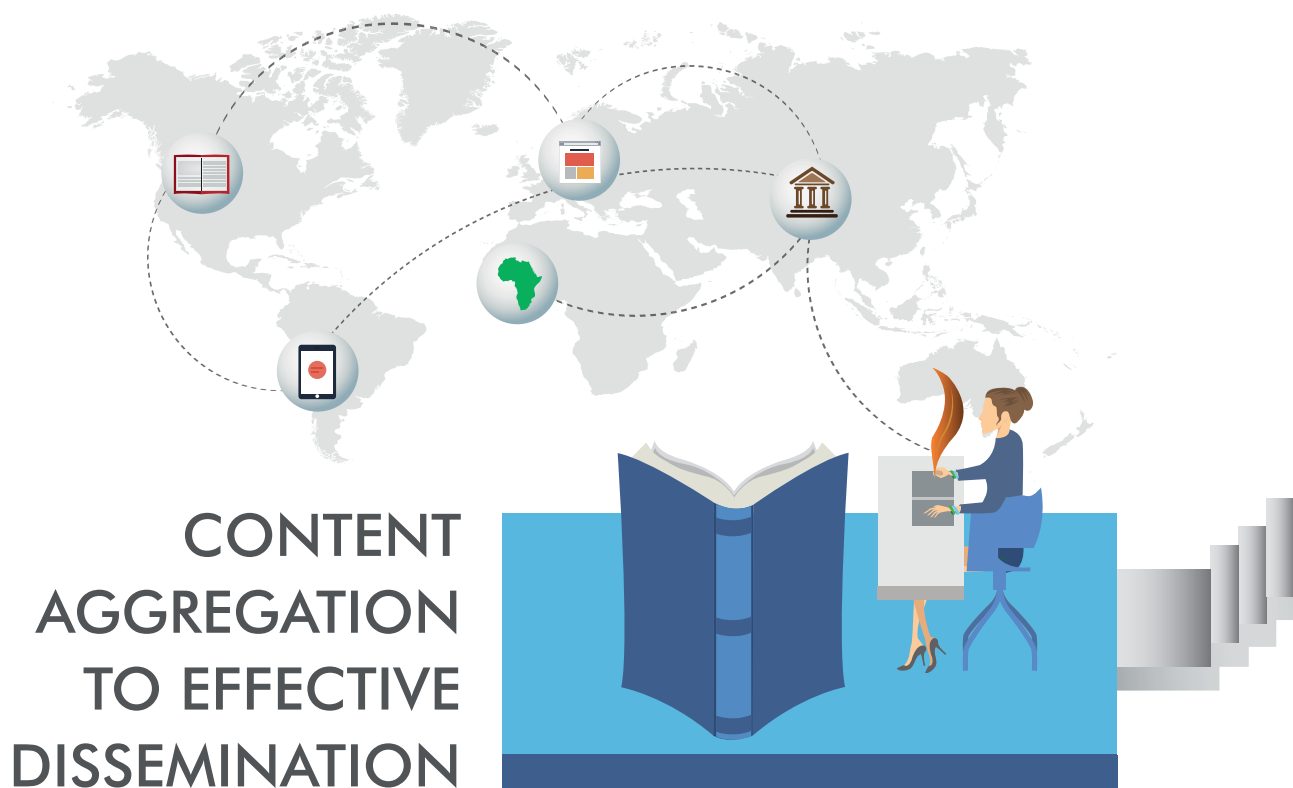




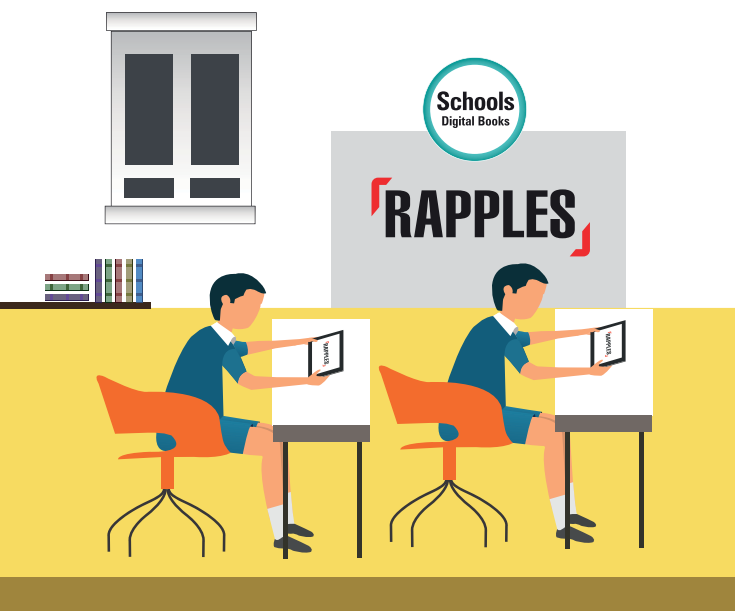
REPRO INDIA LIMITED

ANNUAL REPORT 2015



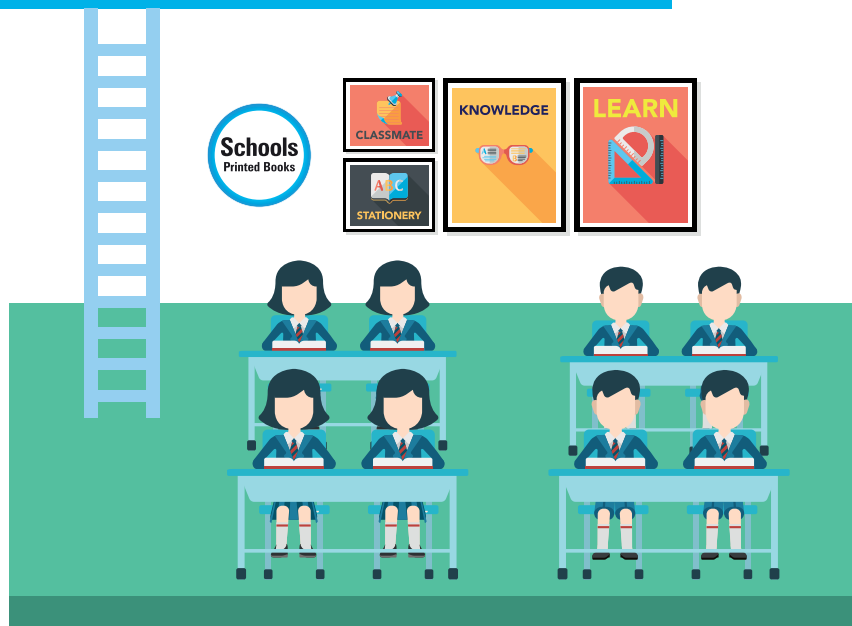
CONTENT  
AGGREGATION  
TO EFFECTIVE  
DISSEMINATION





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# 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.*

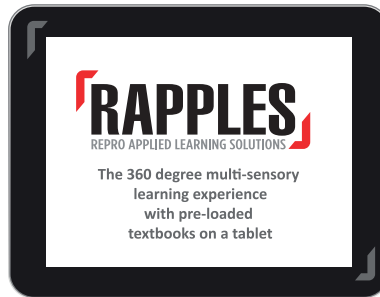


# REACHING MORE STUDENTS THROUGH DIGITAL EDUCATION



***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.*



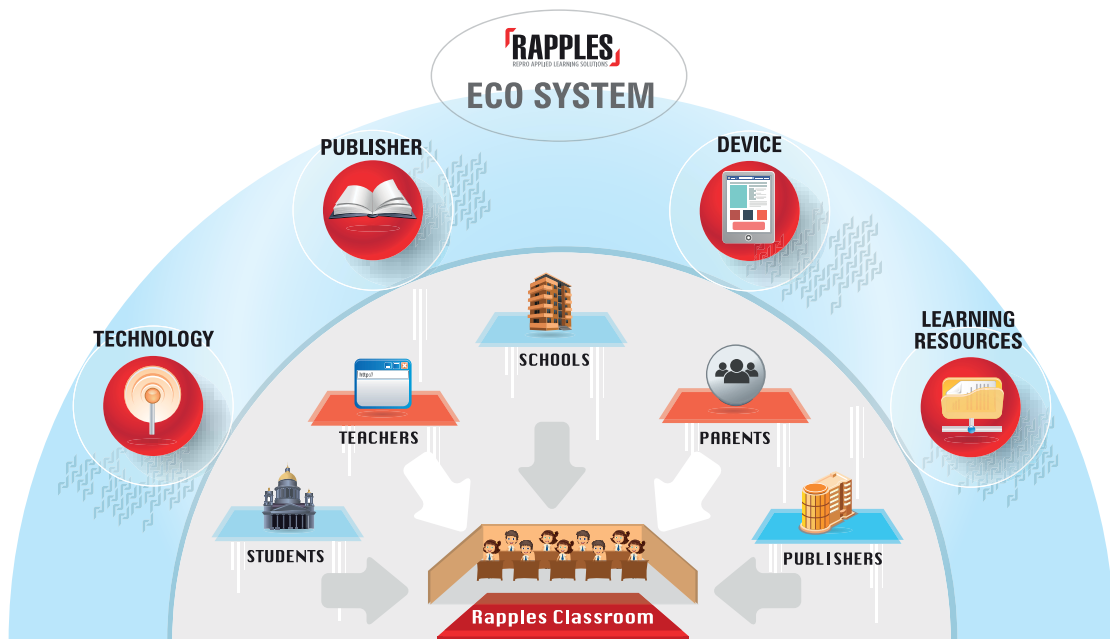
*We enable publishers to create, store digitally and produce books while helping them reach millions of children.*



*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.