

Disrupting the present...
for an exciting e-future.

THE STORY OF DISRUPTION



REPRO[®]

Annual Report 2016

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Sources for industry information:

- www.statista.com
- www.trak.in
- www.obandigital.com
- www.yourstory.com
- www.economictimes.indiatimes.com
- Nielsen Report-Total Indian Book Market

DISRUPTION

(n) a radical change in an industry, business strategy,
etc., especially involving the introduction of a new
product or service that creates a new market

(www.dictionary.com)

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FOREWORD

DISRUPTION.. DISRUPTION.. DISRUPTION.

It's a word that means many things to many people. But to industry everywhere, it means a new way of doing things that is changing the paradigm of business... of transaction... of life.

In the area of publishing, disruption means that there is no longer a barrier between a publisher and his reader. **It means that a book can be bought at a click of a button, allowing publishers to reach millions of readers, anywhere in the world.** And enabling a reader sitting in a far corner of a tiny village, to have access to the latest title, as soon as it is out.

It is this opportunity that we, at Repro, have focussed on. By moving out of the traditional business model, we are paving the way for an exciting future — by entering the new playing field of the digital marketplace. By producing books *after* they are bought, so that any reader, anywhere, can get the book of his choice; and any publisher, anywhere in the world, can reach a reader, anywhere in the world.

Books have long been recognised as man's most faithful companion. To us, at Repro, they mean that and more. Today, we are happy to share with you the Annual Report in a book format. So that you can experience the happiness of receiving a book, just as our customers do.

And so that we can together celebrate the power and joy of books.



THE STORY OF DISRUPTION

THE RETAIL LANDSCAPE – DISRUPTED



Instant Shopping, Instant Gratification

The retail revolution is truly here. The online retail force has arrived and the results are dramatic. At one time, retailers were quite clear of where to find their customers. They knew how, where or why they bought. And that was because there were comparatively few options for shoppers. Consumers would see an advertisement or study a catalogue and then simply go to a store and hope that what they wanted was available.

Shopping online — the paradigm shift

But the Internet has created an entirely new kind of shopper. Thanks to e-commerce, retail has changed exponentially and today's online consumer explores all sorts of never-before channels to find the product she or he is looking for.



In 2015, retail e-commerce sales worldwide amounted to \$1.67 trillion and e-retail revenues are projected to grow to \$3.02 trillion in 2018.

A recent survey of retail trends suggests that e-commerce has added on about 40 new possible shopping options for a typical shopper. This is on the rise. With networked connections of people, process and data exploding, it is expected that potential shopping formats may well increase to 800 and beyond. Just some of the kind of options we could see are mobile devices with live web engagements; checkout optimisation; mobile payments; augmented reality and drone delivery. Some of these have already started in a small way.

Shopping on the move

In the last several years, shopping on the mobile has been increasing. More and more customers are using their mobile phones for their shopping needs. A survey conducted in 2015 found that 46% of Internet users from the Asia Pacific region and 20% of residents of North America had shopped via a mobile device, either a smartphone or a tablet computer. The respondents also stated that mobile phones would become the primary mode of shopping in the near future.



Online shopping is predicted to grow to \$370 billion in 2017 from \$231 billion in 2012.

This sweeping digital transformation has dramatically changed the shopping behaviour of consumers. Because of this, retailers are re-defining business models, re-thinking strategies and re-learning traditional customer segmentation.



E-retail Channels — The burgeoning opportunity in India

The opportunity for e-retail in India is enormous. Brick and mortar retail is becoming difficult for both retailers and customers. With real estate being expensive and infrastructure in a state of flux, retailers are also moving to the e-model.

The Indian e-commerce industry is likely to touch the \$38 billion mark in 2016 making India ripe for growth. The figures indicate the trend. Just 12 to 18 months ago, total online transactions were in single digit. Since then, many companies have reported that today 40% to 50% of their transactions come from online buyers. According to a study, of the vast base of online users in India, almost half are mobile-only Internet users. This number can go up with more people in rural India gaining access to the Internet through increasingly affordable mobile devices.

India online — poised to grow exponentially

Even with this staggering figure, India's online users are only 12% of the global market. However, forecasts suggest that India's online shoppers will rise from 25 million to about 40 million by end of 2016. This is primarily driven by the fact that almost 90% of India's online population is aged between 25-44 years.