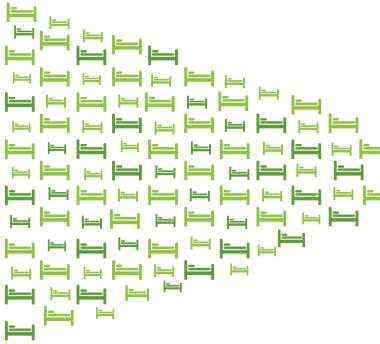
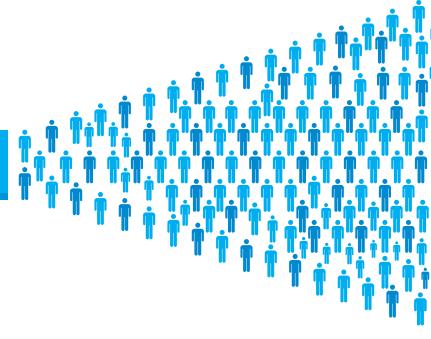
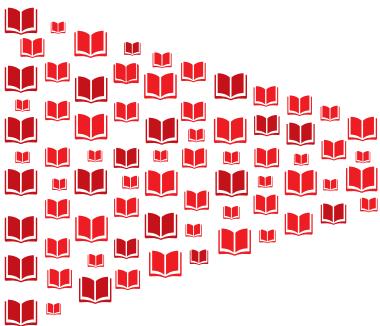
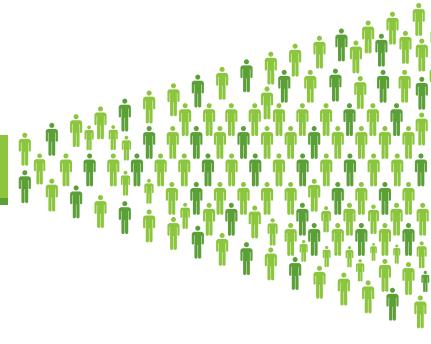


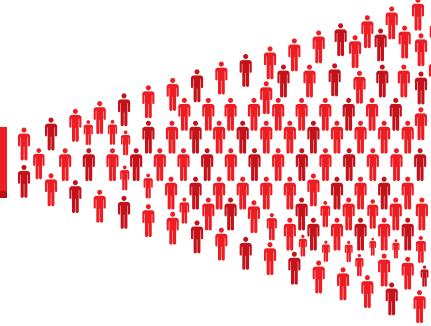
AGGREGATION



AGGREGATION



AGGREGATION



REPRO[®]

The Book Aggregation Platform

Annual Report 2017

This Annual Report is dedicated to every shareholder
and stakeholder who has been a part of our journey in
making books available to readers - while helping
publishers grow their business.

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Repro India, as a Content Aggregator, bridges the miles between content owners (Publishers) and their end customer. Repro's clients who are publishers all over the world own content which requires to be delivered to their customers – who are students or readers. These physical books or e-books need to be delivered on any media (book, computers, tablets or mobiles). Repro India bridges this requirement by delivering the books in the required time, at the required price, anywhere in the world to students or readers.

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Repro India Limited

11th Floor, Sun Paradise Business Plaza, B Wing, Senapati Bapat Marg,
Lower Parel, Mumbai - 400 013, India. Tel: +91-22-71914000 Fax: +91-22-71914001

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AGGREGATION



(n) a combination of products or services that are sourced and sold together on a common platform – bringing great benefits to the seller and the buyer.

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FOREWORD

If 10 years ago, anyone had predicted that the average person would shop on a phone, that prediction would have been met with utter disbelief.

But we are in 2017 and the reality has hit. The average person is buying groceries, clothes, electronics, furniture, pizza, movie tickets... just about everything from the comfort of home. The sights, smells, crowds and bustle of physical shopping are not for everyone. As lifestyles change, with less time on hand, 'going shopping' is not the family event it once was.

AGGREGATION AHoy

So when online shopping with e-retail came along, there was a collective and global sigh of relief. Aggregation became the name of the game and as aggregators built new platforms, customers had a wider choice than ever before. Whether it was taking a cab, or booking a hotel, business models were turned on their heads.

This ripple of change spread – and soon hit the book industry. Buying a book online opened up never before opportunities – both for the reader as well as the publisher. Readers can now access the latest titles as soon as they are out. They can browse systematically and look for just that title that they want. And publishers can now have e-book shops and reach readers anywhere in the world, thus expanding their market exponentially.

DISRUPTING THE TRADITIONAL

Becoming the bridge between the reader and publisher is where we at Repro, saw our opportunity. We've disrupted the traditional book supply chain and built on our existing strengths by adding on new dimensions to our process. By aggregating publishers' content and making it available on e-platforms, while still ensuring the joy of a physical read, we have crashed boundaries between the publisher and his reader.

Books have always meant the world to us. Today, we're delighted to ride the e-retail revolution and partner publishers to make their books available to a wider audience; and enable readers to get the exact book where they want, when they want.

Our Annual Report this year, is a testament to our excitement and beliefs in books. Do read. And join us on our exciting journey.

"We sold our car. Now we book a cab whenever we want from our phone. Its cheaper, easy and no maintenance."



Aggregation
allows customers
a wider, more
convenient choice
of product or
service.

CHAPTER-1

Aggregation

AGGREGATION – THE NAME OF THE GAME

Look at the changing landscape. Car companies run millions of cabs without owning a single one themselves. Hospitality companies offer homestays to people around the world – without owning the properties at all. They are simply the platforms – having aggregated the base asset and made it available to their end user.

A PARADIGM SHIFT

Today, the new world is full of multiple types of aggregators - all of whom are changing forever the way business is done and life is lived. Media aggregation platforms offer users an over-the-top service by distributing web-based media content from multiple sources to a massive e-audience. These aggregators comprise networks of sources hosting content which viewers can choose from and access directly from a larger variety of content than a single source can offer. Social Network aggregation on the other hand is a process whereby content is collected from multiple social network services like Instagram, Flickr, LinkedIn, etc., and compiled into a single presentation by the aggregator. Once again, the beneficiary is the user, who no longer needs to browse multiple sources.



The aggregation opportunities are limitless. Cloud aggregation, car sharing, logistics, news, food... the list can go on. The only limit to it, is the human mind.

The revenue model is frequently based on the transaction fees – and the value proposition is convenient, on-demand service which is also cost-effective.

The key to success lies in enabling a simple and intuitive customer experience, both to the buyers and the sellers. The aggregator model is thus building its foundation on loyalty and lifetime value of the customer by giving him a simple yet compelling buying experience.



Aggregation platforms have changed the way people buy and sell. The marketplace is no longer physical but almost entirely virtual.

CONTENT AGGREGATION – A CHANGING LANDSCAPE

In the content space too, aggregation has brought about a sea change in buying and reading habits. It wasn't that far back that there were just a few content aggregators providing paid content to readers online. But as people have innovated, both the models and the platforms have grown exponentially. There are new discovery mechanisms, new channels and new business models making an appearance every day.

Newspapers, magazines and books are finding newer and more innovative ways to reach their readers – digitally. This is enabling publishers to stop worrying about distribution and focus on what they do best. The increasing online platforms present publishers with an ever-growing opportunity to syndicate their content to aggregators who they trust.

Ironically, figures show that the physical reading habit, far from being on the decline, is actually on the rise. What is changing, is the purchasing pattern. This is where the Repro solution comes in.