



Harnessing technology.  
Reaching readers.

# The <sup>new</sup> normal

Any book! Anytime! Anywhere!



BOOKS ON DEMAND. ANYTIME, ANYWHERE

ANNUAL REPORT 2018





Harnessing technology.  
Reaching readers.

It's a milestone year. We are 25 years young – the perfect age where we are ready to leap into the opportunities of the future, with the experience of the past.

As we enter a future full of excitement, we dedicate this Annual Report to every 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.

Repro offers services which range from Content Designing to Digital Warehousing – from Content Adaptation to Multimedia Enhancements and from producing millions of books for students – to just One Book on Demand for the e-Commerce/e-tailers' customer. Repro has a presence across India, Africa, US and UK and has been partnering with publishers all over the world for over 2 decades, pioneering unique solutions required in the Industry.

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Shop from your armchair?

**Normal!**

Choose a movie at home?

**Normal!**

Book a cab from your phone?

**Normal!**

GETTING ANY ONE OF  
**A MILLION BOOKS...**

TO ANY ONE OF  
**A MILLION READERS...**

**IN JUST A FEW HOURS...**

*The <sup>new</sup> normal*

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# The <sup>new</sup> normal is here

Uber did it in the passenger transport industry. Airbnb did it in the hotel industry. And now Repro is doing it in the publishing industry. Creating a platform that disrupts the traditional, making way for a whole new paradigm.

Platforms of aggregation have changed the way companies reach their customers. If 10 years ago, anyone had predicted that people would order a cab on their phone, it would have been unbelievable. But reality has hit. Groceries, clothes, electronics, furniture, pizza, movie tickets... just about everything can be bought from the comfort of home.

This ripple of change has hit the book industry, creating an enormous opportunity for publishers in India.

As we reach the milestone year of 25, we're poised and ready to ride this opportunity. By helping create never before paradigms, by harnessing technology and by integrating more books to reach more readers. Anytime. Anywhere.

FLICK, PICK,  
 CLICK...

 AND  
ITS AT YOUR  
DOORSTEP

## Chapter - 1

### A NEW MARKETPLACE

# A changing online retail landscape

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The publishing industry is being dramatically impacted by the rapid growth of e-commerce in India, which has been on a fast upward trajectory. By 2034, forecasts suggest that Indian e-commerce will surpass even the USA to become the second largest e-commerce market globally.

A recent survey of trends in retail shopping indicates that e-commerce has added on more than 40 new buying options for the digital 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.

Take a look at some figures on how e-commerce is growing and impacting business:

1. By 2020 the Indian e-commerce market is expected to touch \$64 billion.
2. This is expected to go up further to \$200 billion by 2026.

With a greater focus on infrastructure, India's internet users are on the path to cross 800 million by 2021. A report suggests that by the end of this year, Indian e-retail will touch \$17.5 billion, growing at a rate of 15% year on year.

In the last several years, shopping on the mobile has been increasing. Many more customers are using their mobile phones for their shopping needs. A recent survey suggested that almost half of internet users from the Asia Pacific region and more than 20% of people from North America regularly shop 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.

By **2020** the Indian e-commerce market is expected to touch **\$64 billion**

According to recent market research, mobile phone internet user penetration in India is projected to reach 37.36% of the population in 2021, total internet audiences in India are estimated to surpass 635 million online users in 2021.

What is all this doing to the publishing industry?

## **India's online book sales expected to cross \$1.2 billion by 2021**

Recognising this trend, most publishers are scrambling to get their books digitised and on digital storefronts. As it stands