



BOOKS ON DEMAND. ANYTIME, ANYWHERE

ANNUAL REPORT 2019



# BOOKS WITHOUT BOUNDARIES

Any book! Anytime! Anywhere!





# BOOKS WITHOUT BOUNDARIES

**Boundaries of Geography.  
Boundaries of Choice.  
Boundaries of Time.**

Technology has allowed us to crash these boundaries.  
Repro's tech platform is bringing millions of publishers  
closer to millions of readers.

**Making any book, available to any reader,  
Anytime, Anywhere.**



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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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# GEOGRAPHY IS HISTORY

THE **REPRO TECH PLATFORM**  
OFFERS MORE BOOKS,  
TO MORE READERS...  
ANYTIME, ANYWHERE!





# Contents

1. <b>BOOKS WITHOUT BOUNDARIES</b> .....	5
2. <b>A BORDERLESS WORLD</b> Somewhere in the world, a reader is buying a book... And adding to the global book industry.....	6
3. <b>CRASHING BARRIERS</b> Millions of readers in India, are making it the world's sixth largest book market .....	10
4. <b>REDEFINING PUBLISHING</b> New markets, new mindsets, new methods... change is here! .....	14
5. <b>CREATING THE NEW NORMAL</b> The Repro tech platform is disrupting the publishing process.....	18
6. <b>OPENING UP ONLINE GATEWAYS</b> Repro's POD solution enables publishers access a global readership.....	24
7. <b>UPDATED EDUCATIONAL BOOKS... ON THE RUN!</b> Enabling students to access updated educational books from a school prescribed list.....	28
8. <b>CREATING NEW PARADIGMS</b> An innovative way for bookstores to store and sell .....	30
9. <b>NO MORE WAITING</b> Any book a reader wants... is now a click away .....	32
10. <b>ONE BOOK... OR A MILLION... PRODUCED AND DELIVERED</b> Meeting the needs of publishers – globally .....	34
11. <b>POWER OF TECHNOLOGY</b> Bringing time and cost benefits to readers and publishers alike .....	38
12. <b>THE FUTURE...</b> The opportunity is waiting .....	42
13. <b>BOARD OF DIRECTORS</b> .....	44
14. <b>CHAIRMAN'S STATEMENT</b> .....	46
15. <b>DIRECTOR'S REPORT</b> .....	49
16. <b>CORPORATE GOVERNANCE</b> .....	100
17. <b>MANAGEMENT DISCUSSION AND ANALYSIS</b> .....	129
18. <b>FINANCIALS – STANDALONE</b> .....	138
19. <b>FINANCIALS – CONSOLIDATED</b> .....	209

# BOOKS WITHOUT BOUNDARIES

The last decade has seen more change than perhaps the last entire century. And this change has been primarily driven by the digital revolution. Digital platforms like Uber and Airbnb have created new paradigms. Online marketplaces like Amazon have disrupted the way people shop and live.

**Repro is bringing about this same positive disruption in the area of publishing.**

The crashing of barriers thanks to technology and the internet have changed the playing field. Age-old distribution models are giving way to the e-retail model. More and more retailers are converting to e-sales and selling books online. Readers too are getting increasingly acclimatised to buying online.

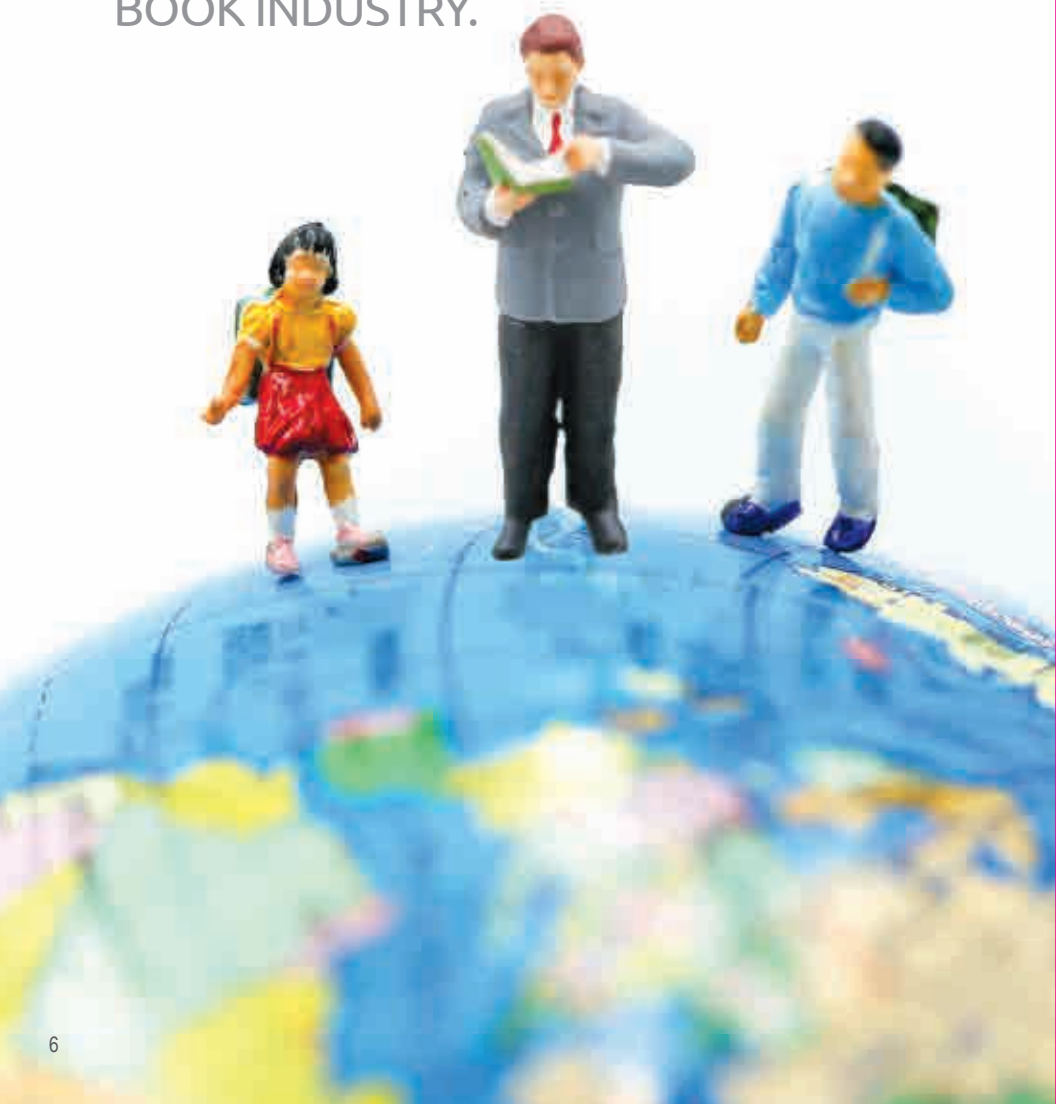
This is where Repro has seen the opportunity and need. Its tech platform is breaking the boundaries of geography and time. By offering a path breaking print-on-demand solution wherein by producing a book after the customer has bought it, Repro eliminates the logistic challenges publishers face, while getting more books, to more readers... anytime...anywhere!





# A BORDERLESS WORLD

SOMEWHERE IN THE WORLD,  
A READER IS BUYING A BOOK...  
AND ADDING TO THE GLOBAL  
BOOK INDUSTRY.



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# **The retail revolution is well truly here.**

**The online retail force has  
arrived bringing with it  
unimaginable possibilities.**

Products and services cross continents,  
offer pricing options, make available  
incredible choices and reach customers  
in the farthest corner of the world.

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## A NEW KIND OF SHOPPER

Thanks to this revolution, the internet has created an entirely new kind of shopper – and an entirely new kind of marketer too! Statistics tell us that it takes a new e-commerce marketer only about 30 minutes to register as a seller on any e-commerce site and upload the products he or she wants to sell. Imagine the opportunities to reach new customers.

**Potential shopping formats may well increase to 800 and beyond.**



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. Social media too, is playing an enormous role in creating awareness of new products and services to potential customers.

## TECHNOLOGY DISRUPTING BUYING PATTERNS

Buying on mobile phones is yet another phenomenon that is increasing as we speak. With networked connections of people, process and data exploding, potential shopping formats are exploding at the same rate. Social scientists expect these to