

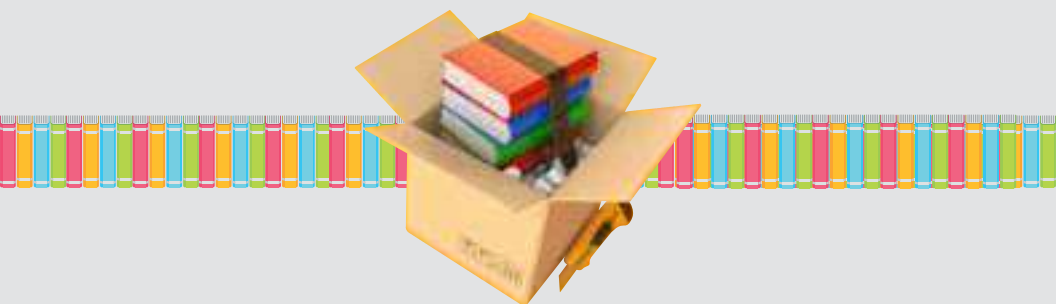


BOOKS ON DEMAND. ANYTIME, ANYWHERE

ANNUAL REPORT 2019-20



Re-Imagining publishing





Re-Imagining publishing



The future – out of the box

The future that we were all preparing for, is here. Much faster than we expected. The ripple of change that hit the book industry has turned into a massive wave. And with e-commerce growing exponentially, people are buying more books online than ever before.

India is adapting to this change rapidly. The pandemic that has brought the world to a near standstill, has driven people to embrace online buying. It's a habit that is likely to stay long after the world has normalised – creating the **new normal**.

At Repro, this is a period of coming to terms with the new normal. Both as a challenge and as an opportunity. With more people choosing to buy books online and physical bookstores still not functioning at peak, giving publishers and readers a solution is the need of the hour.

Thanks to Repro's 'one book' print-on-demand tech solution that is linked to online stores, readers can access any book at a click. And publishers can have their books on e-bookstores and reach readers anywhere in the world. For publishers this means minimal investment and a wider reach for their books. For readers it means, getting the book they want, delivered to their doorstep.

It's time then to take the future head on. And re-imagine publishing.



E-commerce - An exploding opportunity





The retail revolution – an unstoppable force

The online retail force has arrived bringing with it unimaginable possibilities. Products and services are available across continents with incredible choices, reaching customers in the farthest corner of the world.

And in these unprecedented times, online consumer shopping has increased manifold. Look at some facts:

- The Internet has created an entirely new kind of shopper – and an entirely new kind of seller too!
- It generally 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.
- 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.
- Buying on mobile phones is yet another phenomenon that is increasing as we speak.
- E-commerce is here to stay – and that it is the prime platform for businesses to grow.

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.

The publishing industry too, is being dramatically impacted by the rapid growth of e-commerce.



India Publishing – the e-commerce impact





India - one of the world's fastest growing markets

Millions of readers in India are making it the world's **6th largest book market...**

...and we're thrilled we can get books to them, ontime and at the lowest possible cost

- Currently, India is the **6th largest book market** in the world and is expected to continue growing.
- More and more people are choosing to buy books online.
- Additionally, the Internet has changed the way people buy and sell. Smart phones, shopping on-the-go and new technologies are creating a virtual marketplace.
- The total **Internet users in India** are expected to continue growing at a rapid pace.
- All this makes India one of the world's fastest growing e-retail markets.
- The e-Retail revolution is clearly here to stay. And getting their product online is the fastest way for any company to grow. It is expected that more and more readers will also buy books online.



Publishing – a changing paradigm





The impact of e-commerce

The e-Retail revolution has hit the publishing industry too. Online shopping has become the mode of choice for shopping, not just in urban ares, but in small towns as well.

This has brought on a need for sweeping changes in the publishing supply chain process.

- To keep up with this growth, the current business model requires a paradigm shift, to make business processes easier, faster and more efficient.
- Repro has identified the requirements of this changing paradigm to put a solution in place.
- The key challenges the publishers face are:
- Inefficient and very **high costs and wastage** of warehousing and inventory
- The rate of obsolescence, particularly in education books, resulting in **hard to sell inventory**
- The completely **un-organised printing and publishing industry**
- The limited reach of the **traditional distributors** and distribution system
- The problem of **returns and collections** that is ingrained in the retail distribution system

This is where the Repro solution comes in. We have customised this solution to enable publishers to **eliminate the challenges** of the traditional processes.

**New markets,
new mindsets,
new methods**

