



BOOKS ON DEMAND. ANYTIME, ANYWHERE

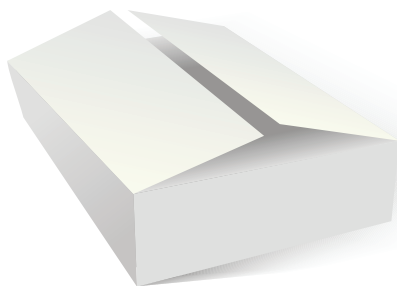


POISED TO
UNLOCK 
THE POTENTIAL



ANNUAL REPORT 2020-21





POISED TO UNLOCK THE POTENTIAL

It's been a year like never before. Businesses have changed. Lifestyles have changed. World views have changed. No industry has remained untouched by the COVID-19 pandemic that has held the world in its grip for almost two years now. And yet, amidst all the gloom, there are wells of opportunity waiting to be discovered and potential ready to be unlocked.

For us at Repro, this opportunity is reflected in a continuing global demand for books. With physical purchasing no longer being the norm, the Repro 'one book' Print-on-demand solution is gaining greater significance than ever before. Allowing readers to buy books at the click of a button; allowing publishers to access a greater global market, while also minimising investment.

Recognising the criticality of this solution, we are today poised to unlock the potential this opens up. We have used the period of the pandemic to gear up for demand – with infrastructure, by enhancing technology platforms, with people skills and with supply chains.

So that we can unlock the potential and share its benefits with readers, publishers, the environment and the world at large.

A woman with long brown hair, wearing a blue denim jacket over a white top, is smiling and looking at a laptop. She is holding a silver credit card in her right hand. The laptop is open on a wooden desk. In the background, there are two small potted plants on a white shelf. The overall scene is bright and modern, suggesting a digital shopping environment.

A BOOMING DIGITAL MARKET PLACE

Physical purchasing is increasingly
a thing of the past.



An Exploding Opportunity

The online revolution is here to stay. And the pandemic has further made it truly a way of life for people across industries, across the world.

- The pandemic – coupled with the internet revolution, has created the online shopping habit. This has given both buyers and sellers an incredible opportunity to buy and sell more.
- Digital platforms have made it easy for sellers to make their product visible to their customers. Social media marketing has ensured that customers can be targetted and reached with tremendous accuracy.
- New shopping modes are being added on every day. Shopping apps, websites and the option of selling directly through social media platforms gives buyers and sellers greater flexibility and choices.
- During the coming years, there could be hundreds of possible shopping formats. The mobile phone is rapidly becoming the medium of choice for shopping.
- There were 624.0 million internet users in India in January 2021. The number of internet users in India increased by 47 million (+8.2%) between 2020 and 2021. There were 448.0 million social media users in India in January 2021. This base of internet and social media users is expected to grow rapidly.



A POTENTIAL WAITING TO BE EXPLORED

People are buying more books in India than ever before.



A rapidly growing market

India, with a growing young population, and increased levels of literacy is well entrenched as a huge consumer of books. It is estimated that it is the world's 6th largest book market.

- The behaviour patterns of Indian readers have been undergoing major changes. In many ways, they have made the shift from being savers to spenders.
- The Book market in India was at USD 4.8 billion in 2016 and is estimated to grow to USD 6.1 billion in 2021. In 2028 it is likely to have an estimated value of USD 8.05 billion a GAGR of 4.4% (2021-28).
- The online channel of the book market in India, was at USD 1.03 billion in 2016 and is estimated to grow to USD 1.65 billion in 2021. In 2028 it is likely to have an estimated value of USD 2.25 billion a GAGR of 4.9% (2021-28).
- One of the direct outcomes of the pandemic is that bookstores have been shut for long periods. More and more people are buying books online. This directly impacts Repro Print on Demand (POD) model, that is focussed on online sales.



THE REPRO SOLUTION

Helping create a new paradigm!



Reaching readers – anywhere in the world

The publishing industry has undergone dramatic changes. Readers are buying more books online – thus driving major changes in the publishing supply chain.

- Repro has always had a ear to the ground to keep pace with changing customer and publisher requirements. Anticipating the changes that were forthcoming, Repro put into place a solution that helped create a paradigm shift in the way books are produced and delivered.
- The traditional publishing process has several obsolete processes. Repro recognised the challenges publishers faced due to this and came up with solutions for them.
- In the traditional process, publishers incur high costs and wastage due to physical warehousing and inventory. Obsolescence, particularly in education books, creates piled up inventory that is hard to sell, resulting in wastage.
- Traditional distributors have a limited reach due to geographical issues of physical distribution and reach.
- Unsold stock results in high levels of returns with often damaged books – leading to losses. There is often a resultant issue of collections that plagues distributors.
- The Repro solution has been designed to eliminate the issues that publishers face – **enabling a book to be printed after it is bought**. And by placing it on digital platforms, more books reach more readers across the world.

REPRO - HARNESSING THE POWER OF TECHNOLOGY

Creating a new normal for publishers.

