



# THE POWER OF



Changing the publishing industry, one book at a time.



BOOKS ON DEMAND. ANYTIME, ANYWHERE

ANNUAL REPORT 2021-22





# THE POWER OF



It only needs one! One can drive a revolution. One idea can create a change. One company can change a paradigm.

Repro is harnessing the power of one, with a '**one book**' solution, that is changing the publishing paradigm.

The pandemic has left behind in its wake, a new way of life. At Repro, we have embraced this new way – and indeed prepared for it. Recognising that the online marketplace is soon becoming the **marketplace of choice** for different kinds of products, we have adapted our solutions to meet this new need...

...with the **ONE BOOK** solution.

Tailored to the online marketplace, the ONE BOOK solution creates tremendous benefits for readers and publishers alike. It allows us to **produce just one book, after it has been purchased online** from channels that have partnered with us. Enabling us to disrupt an age-old distribution system; **open the Indian market to international publishers**; bring international content to the Indian readers; and bring enormous benefits to readers and publishers – one book at a time.

That, we believe, is the power of **ONE**.



THE POWER  
OF ONE

# THE POWER OF A GLOBAL MARKETPLACE



# ONE WORLD. MANY OPPORTUNITIES.

Transacting online has become a way of life. The pandemic has served to speed up the process and shopping on mobile apps has become the norm.

- ♦ **Buying products online has become the new normal.** Every kind of product, from expensive white goods, to the smallest grocery item can be bought on a mobile app. **This has resulted in sweeping changes in the way products are distributed, bought and sold.**
- ♦ The biggest change this has brought about for sellers is a dramatically increased reach. It has **expanded markets – both geographically and demographically.** **Newer technologies, social media innovations and an ever-changing digital landscape** is now allowing sellers to onboard products faster than ever before, and reach a highly refined target audience.
- ♦ With **digital selling options on the rise**, 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.



The publishing industry is no stranger to the online buying habit. **Books have long been among the easiest products to buy online.** These changes have served to make the online book market a thriving, pulsating one, with readers increasingly preferring to make their choice online.

THE POWER  
OF ONE

# THE POWER OF A READER BASE

Millions of readers in India,  
are making it the world's  
sixth largest book market.



# ONE COUNTRY. MILLIONS OF READERS.

The focus on literacy in India, coupled with the fact that India has among the world's youngest populations, is ensuring that India's book market is thriving. Estimated to be the world's sixth largest book market, the opportunity for publishers is enormous.

- ♦ The online channel of the book market in India, is at USD 1.74 bn in FY22.
- ♦ Additionally, the internet has **changed the way people buy and sell, with 27% of books being sold online in India.**

The online purchasing habit that became the norm during COVID, has stayed on. More people are buying books online than ever before.

- ♦ A continued focus on education has driven up literacy in India significantly. This has had a direct impact on reading habits among the younger generation. This, coupled with the thrust of availability of books through digital platforms has increased the demand for printed books.



The global book market is valued at **USD 132 bn** in FY22.



The total book market in India is valued at **USD 6.4 bn** in FY22.

THE POWER  
OF ONE

# THE POWER OF DISTRIBUTION





# ONE SYSTEM. MANY ADVANTAGES.

What does today's reader need? What are the publisher's pain areas? Answering these two questions became the basis of a solution that Repro has been working on for the last few years. A solution that is disrupting an age old book distribution system. And creating new markets for publishers, and more books accessible to readers.

- ♦ By innovating a tech based solution, Repro is driving a paradigm shift in the way books are produced and delivered - while creating enormous benefits for readers and publishers alike.
- ♦ The traditional production and distribution process made publishers incur **high costs due to wastage caused by obsolescence, damage during warehousing, unwieldy inventory management and physical warehousing costs.**
- ♦ In the education book segment, one which comprises a significant part of the Indian book market, the issue of obsolescence causes piled up inventory that is hard to sell, resulting in major wastage.
- ♦ Traditional distributors are limited due to the logistical challenges of physical distribution.
- ♦ A high level of returns adds to the publisher's woes. These are caused due to unsold stock returned with often damaged books. The resultant issue of collections is another challenge that publishers typically face.
- ♦ The Repro solution takes all these challenges head on, with the intention of eliminating most of them. **Repro's tech solution enables a book to be printed *after* it is bought** on any online channel, thus obliterating the need for warehousing, inventory management, returns and other challenges.

THE POWER  
OF ONE

# THE POWER OF TECHNOLOGY