

## POWER OF



Changing the publishing industry, one book at a time.





#### 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.

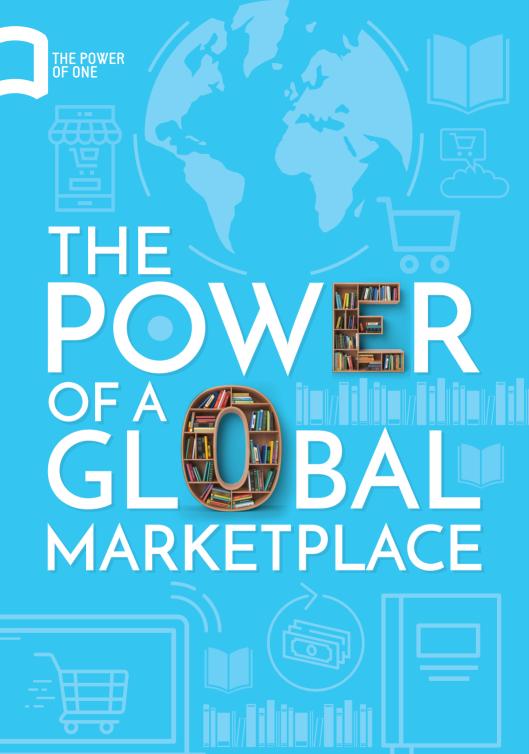
The pandemic has left behind in its wake, a new way of life. At Repro, we have embraced this new way – and indeed prepared for it. Recognising that the online marketplace is soon becoming the **marketplace of choice** for different kinds of products, we have adapted our solutions to meet this new need...

with the **ONF 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**.







#### ONE WORLD. MANY OPPORTUNITIES.

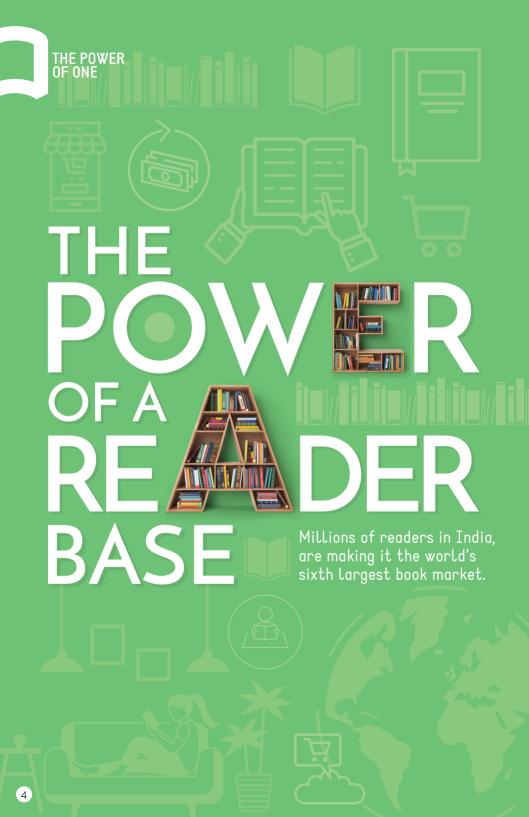
Transacting online has become a way of life. The pandemic has served to speed up the process and shopping on mobile apps has become the norm.

- 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. Never tech



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.

- 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.





### 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

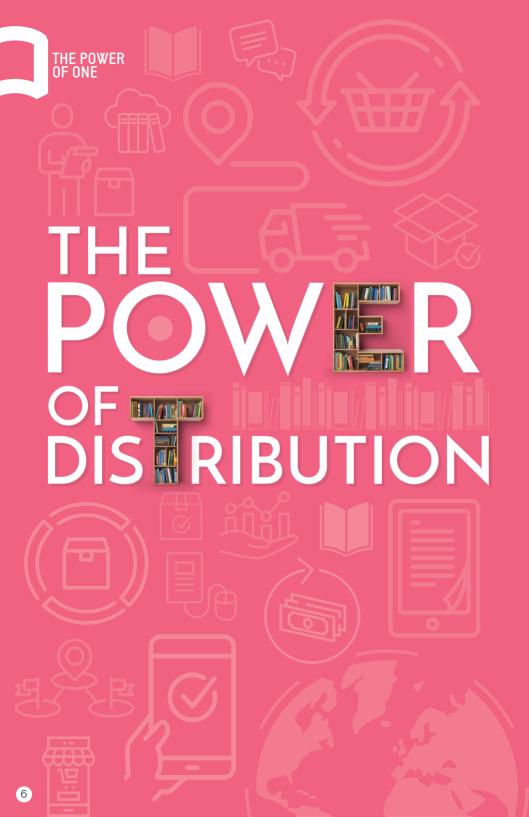
The total book market in India is valued at **USD 6.4 bn** in FY22.

The global book market

is valued at USD 132 bn

in FY22

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.





#### 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

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