



BOOKS ON DEMAND. ANYTIME, ANYWHERE

ANNUAL REPORT 2023

TOWARDS SUSTAINABLE GROWTH



The world of books at your fingertips

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THE WORLD OF BOOKS AT YOUR FINGERTIPS The Sustainable way!

It's the era of change. Across the world, businesses are disrupting traditional methods to create greater efficiencies in supply chains, in logistics and in customer offerings. Digital technology has given greater momentum to this disruption. This has placed a much needed emphasis on environment practices, governance and social transparency.

The publishing industry has long been mired in inefficient, traditional processes. Inventory pile-ups, transport wastage, obsolescence of printed books and the resultant wastage of paper at every stage, has plagued the publishing industry.

Recognising this, Repro has revolutionised and disrupted the traditional production and supply chain process, with the one book model, the e-retail distribution system and now a unique new tech platform. The production of books *after* they have been bought online, has effectively eliminated issues publishers face. This has enabled both environmental and business sustainability. This disruption helps conserve resources; while also opening up a global business opportunity, where geography is literally, history.

A WORLD OF OPPORTUNITY

E-commerce has forever changed the buying habits of people globally – resulting in a throbbing, growing marketplace.





Books - The huge global opportunity

Online transactions have seamlessly integrated into our daily lives. The pandemic acted as a catalyst, accelerating the digitisation process and mobile app shopping has become the prevailing practice, creating a pulsating new marketplace.

- * The advent of online shopping has revolutionised the way we make purchases. From high-value appliances to the tiniest grocery items, every product can now be conveniently bought through mobile apps. This transformative shift has brought about sweeping changes in product distribution, procurement and sales.
- * For sellers, the most significant impact has been the substantial expansion of their reach. Geographically and demographically, markets have broadened exponentially. Leveraging cutting-edge technologies, innovative social media platforms, and the ever-evolving digital landscape, sellers can now swiftly introduce products and effectively target a highly specific audience.
- * As digital selling options continue to soar, new shopping modes are being introduced regularly. The availability of shopping apps, user-friendly websites, and the option to directly sell via social media platforms offer both buyers and sellers enhanced flexibility and an array of choices.

The publishing industry has embraced the online purchasing trend, well acquainted with the ease of buying books through digital channels.

As a result, the online book market has flourished, pulsating with vitality, as more and more readers opt to make their literary choices online.

THE WORLD OF BOOKS

India has emerged as a significant force in the global book market, with millions of avid readers propelling it to become the world's **third-largest book market**.



India: E-commerce penetrating all corners of the Indian publishing market

India's unwavering emphasis on literacy, combined with its status as one of the countries with the youngest populations globally, has fuelled a thriving book market. As a result, India is the third largest book market in the world, presenting publishers with tremendous opportunities for growth and success.

- * In FY22, the online segment was valued at approximately **Rs. 14,281 crores (USD 1.74 billion)**, with an expected growth of 8.6% leading to a value of approximately **Rs. 15,509 crores (USD 1.89 billion)**.
- * Internet has transformed the buying and selling dynamics, with **27% of book sales now occurring online** in India. Low data prices also supports this trend. This has led to a surge in online book purchases.
- * Key factors driving this growth include India's status as the second-largest English-speaking country, an upward trend in consumer spending, a rising readership in tier 2 and 3 towns and the increased distribution of international content.

In FY22, the global book market crossed **USD 132 billion**.

The total book market in India was valued at USD 8.3 billion with a **(CAGR) of 8.6%**.

Average per capita global spending on books is **\$17**, whereas in India, it stands at **\$5**.

Purchase of physical books holds a dominant share of **92%** in the Indian book market.

DRIVING THE WORLD OF CHANGE

Technology is enabling never-before solutions that are making processes efficient, systems seamless and the world more connected than ever before.



Repro - Technology driven change

Repro has developed a ground-breaking solution to disrupt the traditional publishing system. This opens new markets to publishers and gives readers access to a wider range of books.

- * The traditional process of book production and distribution imposed substantial costs on publishers, including wastage from obsolescence, damage during warehousing, cumbersome inventory management, and physical warehousing expenses.
- * Within the educational book segment, obsolescence creates a surplus of inventory leading to substantial waste.
- * A high level of returns, often involving damaged books from unsold stock, poses additional challenges for publishers.
- * Repro's tech solution enables on-demand production of books after they are purchased online. This eliminates all the issues publishers face while also being an environmentally sustainable approach.
- * With this innovative solution in place, Repro has become the largest Print-on-Demand (POD) player in India, with a capacity of printing up to 50,000 books per day.

Transforming the process to minimise waste and work towards Zero Carbon Footprint

- Online ordering eliminates physical store visits, reducing transportation carbon emissions.
- Raw materials are utilised only as needed.
- Location based manufacturing and delivery reduces carbon footprint by optimising transportation routes.
- By avoiding the pulping of books printed in bulk, the system effectively eliminates unnecessary waste.



A SUSTAINABLE WORLD

It has become more important than ever before to build processes that are environment friendly. Repro has pivoted its business model to enable processes and systems that are sustainable and good for the planet.

