

December 11, 2017

To,  
BSE Ltd.,  
P. J. Towers,  
Dalal Street,  
Mumbai – 400001  
(Scrip Code : 532687)

To,  
National Stock Exchange of India Ltd.,  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra East, Mumbai – 400051  
(Scrip Symbol – REPRO)

Dear Sir / Madam,

**Sub: Analyst Presentation**

Pursuant to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed copy of the presentation to Analysts/Investors on Financial Results of the Company for the second quarter and half year ended September 30, 2017.

This is for your information and record.

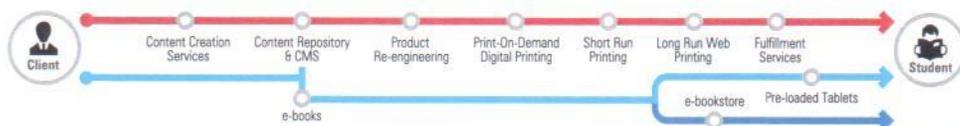
Thanking you,

Yours faithfully,  
For **Repro India Limited**,



**Kajal Damania**  
Company Secretary & Compliance Officer

Encl: As Above



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E-mail: [info@reproindia.com](mailto:info@reproindia.com) \ Website: [www.reproindia.com](http://www.reproindia.com)

# Repro India - Strategic Direction and Progress :

**FY 2017-18 : Q2**

*December 11, 2017*

## Key highlights of Q2 FY 17-18

- Infusion of Funds to build a stronger business base
  - Rs. 80 crores infusion of funds through Preferential allotment
- Strategic Progress on Repro Books on Demand
  - Creating the base for exponential growth – a focused strategy to build a robust business based on the rapidly growing opportunity
- Progress on existing businesses : Publishing Services & Rapples
  - Focus on strategic customers in India
  - Selected secure projects from the Export market
  - Rapples: Sustaining break-even from current engagements
- Progress on Financial prudence
  - Consolidate production at Surat to improve EBIDTA margins
  - Continued Focus on cash flows, collections and reduction of expenses

# 1. Infusion of Funds

Building a stronger business base

## Infusion of Funds : Building a stronger business base

Infusion of Funds – 80 crores: –

- To ease, strengthen and expand the business base
- 40 crores infused by Malabar India and Value funds and Kedia Securities through preferential allotment of shares
- 10 crores (25%) infused by Malabar India and Value funds and Kedia Securities through preferential allotment of warrants
- 30 crores (75%) to be brought by the investors within next 18 months

Malabar India and Value funds:

- Malabar funds are a leading investment firm founded in 2008; manages over \$15B in assets
- Known for creating value through thoughtful, long term investments

## 2. Repro Books on Demand

Key focus : Aggressive growth for the Books Business

Capturing the growing business opportunity.....

## INDIA'S ONLINE SALES ESTIMATED TO BE RS. 8000 CRORE IN 2021 !!!!



In India – the e-commerce market is estimated to touch **\$120 bn by 2020**

India is the **6<sup>th</sup> largest book market (37,000 crores)** – growing at a CAGR of 20%

**3% of all books bought are online.....** And the trend is growing!  
Estimated to reach 10-12% by 2021 (8000-10000 crores)

# Repro Books On Demand – The Proposition



Make available books to all

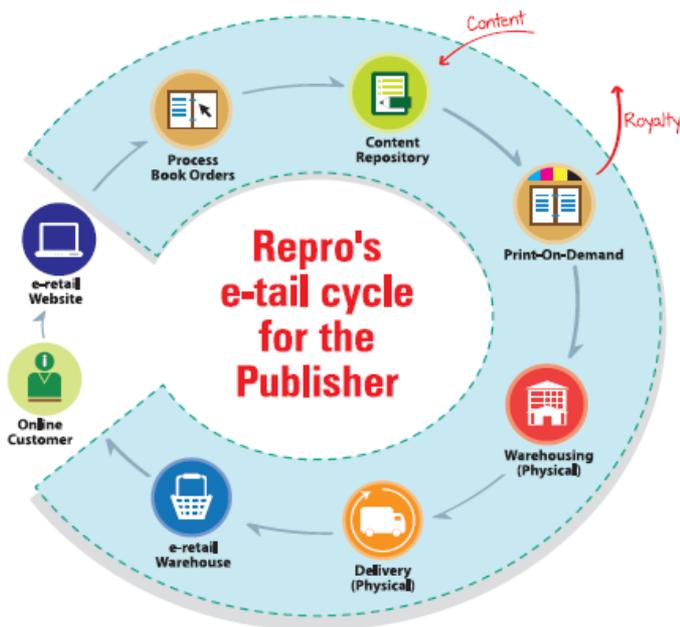
- In any format, Best Quality
- Any Title, Anywhere
- Best Price, Shortest Time
- Through Technology-led Innovation



## The Reppo Solution

Repro – generates online demand... ..and reaches books....to readers....  
on-demand, anytime, anywhere!

With Reppo a book is sold even before it is printed.



- The content is aggregated from publisher and archived in the digital warehouse so that it can be accessed when an order is placed through e-retail channel

The many benefits of the solution include -

- ✓ Zero inventory
- ✓ Zero returns
- ✓ Zero obsolescence
- ✓ Zero warehousing costs
- ✓ Zero freight costs
- ✓ Zero loss in sales

## Benefits of tie-ups with e-Retail giants

Opportunity for Repro to disrupt the old distribution business and capture a significant market share.



- Repro BOD is **aggregating digitised content** (book titles) from publishers with **printing and distribution** rights
- Repro BOD has tied up with **Ingram Content Group**, largest Global Book Distributor with **14 million titles from 45,000 publishers**, giving it access to content from International publishers for printing and selling in India
- Through Ingram's global distribution network of over **39,000 sellers**, **Repro BOD also provides a global market to Indian publishers**

## Repro Books On Demand: Working closely with Amazon



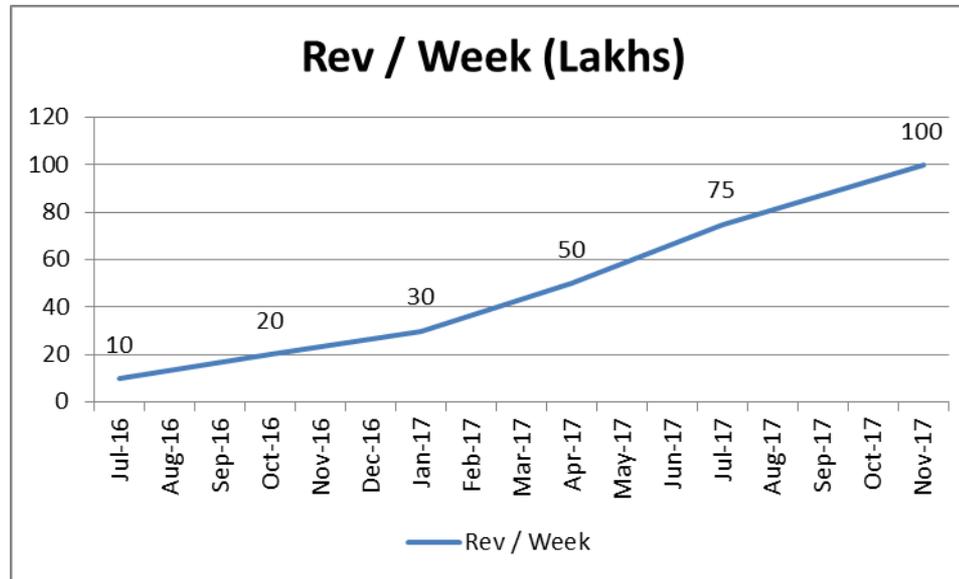
Established **Platinum Seller** status with **Amazon** enabling Repro BOD to become a Prime Seller

**Prime seller on Amazon** – better customer service, faster and free delivery, reduced channel expenses, access to business analytics from Amazon

- Evolved focussed business models for specific categories of **Test-prep, Higher Education, Children's and Self-publishing** segments
- Bringing Millions of International books to India through **Ingram Content Group's Global Connect Program**

# FY 2017-18 – Q2 Strategic Results

## Repro Books On Demand



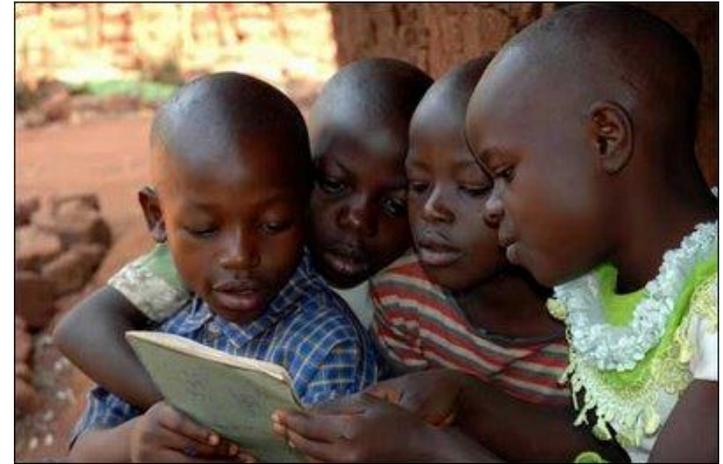
- Beginning of 2017-18 (April 2017), listed over 1.2 million books with weekly sales of 50 lakhs, with month-on-month growth
- Trend continued in first quarter of current year – 1.8 million titles listed and revenues are touching 75 lakhs per week (July 2017)
- November 2017 – reached a run rate of 4 crores per month with 2.2 million titles
- While international titles count continues to grow, domestic front titles providing faster growth
- Pre-printing and stocking front titles to capture larger market share

## 3. ReprO : Publishing Services

Strategies and focus for the existing business

## The Repro Solution :

Repro – prints and produces one book to a million...



**Continuing Focus on strategic customers across India and Africa for production and delivery of millions of books**

- Focus on strategic customers
- Production consolidated at Surat
- Q2 Exports: 16.8 crores
- Opening order book for Q3: 39 crores (Exports 11 crores)

## **4. Financials - Repr India**

### **Consolidated Results Q2 2017-18**

# FY 2017-18 – Q2 Strategic Results

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## Financial Results – Sustained Revenue and Profit Performance Q2 over Q1

### Employee Benefit Expenses:

- Further reduced to 7.83 crores from 8.25 crores

### Other Income:

- The other income of 6.31 crores is a write-back due to recovery of debtors, which were earlier provided for. Shown as other income as per the new IND AS
- Other expenses include provision of Rs. 631 lakhs towards contingency as a matter of prudence, offsetting the other income impact on the bottom line. Total contingency provision for H1 now stands at 15.31 crores
- 5.03 crores is shown as other income as per IND AS Adjustment due to closure of deposit of 26 crores. There is a contra entry in the other expenses of a similar amount which is required as per the new accounting standards.

### Profit

- The profit of 2.54 crores reflects a sustained performance in current quarter continuing from Q1

# FY 2017-18 – Q2 Strategic Results

## Debtors

Focus on collections continues to bring results

Debtors reduced by over 32 crores.

	30.09.2017	30.06.2017	31.03.2017
EXPORT	54.74	48.41	61.74
DOMESTIC	52.64	91.81	115.29
<b>GROSS DEBTORS</b>	<b>107.38</b>	<b>140.22</b>	<b>177.03</b>
LESS:PROVISION AS PER IND AS	52.49	58.81	68.20
<b>NET DEBTORS</b>	<b>54.89</b>	<b>81.41</b>	<b>108.83</b>
<b>RECOVERY AGAINST THE PROVISION</b>	<b>6.31</b>	<b>9.39</b>	

# FY 2017-18 – Q2 Strategic Results

## Borrowings

Focus on collections continues to bring results – reduces financial costs

Borrowings reduced by 39.75 crores; Further reduction in Q3 due to infusion of funds.

	RS.IN INR IN CR		
	30.09.2017	30.06.2017	31.03.2017
Long Term	65.09	68.13	75.89
Short Term	92.97	129.68	156.27
<b>TOTAL</b>	<b>158.06</b>	<b>197.81</b>	<b>232.16</b>

# FY 2017-18 – Q2 Strategic Results

Rs. In lacs

	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited
Particulars	Quarter Ended	Quarter Ended	Quarter Ended	Half year Ended	Half year Ended
	30-09-2017	30-06-2017	30-09-2016	30-09-2017	30-09-2016
Revenue from operations	6,955	7,032	7,487	13,988	16,037
Other income	1,222	977	1,652	2,199	1,771
<b>Total Income</b>	<b>8,177</b>	<b>8,009</b>	<b>9,140</b>	<b>16,186</b>	<b>17,808</b>
Cost of Materials consumed	4,112	3,397	3,035	7,509	6,863
Changes in inventories of finished goods,work-in-progress &stock-in-trade	(350)	503	1,072	153	2,140
Employee benefits expense	783	826	1,148	1,608	2,355
Other expenses	2,620	2,305	1,442	4,925	4,645
<b>Total Expenditure</b>	<b>7,165</b>	<b>7,031</b>	<b>6,697</b>	<b>14,196</b>	<b>16,002</b>
Gross Profit Before Interest,Depreciation and Tax(PBDIT)	1,012	978	2,443	1,990	1,806
Depreciation	353	380	350	733	683
Interest	425	377	366	802	813
<b>Profit Before tax</b>	<b>233</b>	<b>221</b>	<b>1,727</b>	<b>455</b>	<b>309</b>
Tax Expenses	(21)	(21)	(15)	(41)	(30)
<b>Net profit after all taxes</b>	<b>254</b>	<b>242</b>	<b>1,742</b>	<b>496</b>	<b>339</b>
Other comprehensive income (net of tax)	10	11	5	21	11
<b>Total comprehensive income</b>	<b>264</b>	<b>253</b>	<b>1,748</b>	<b>517</b>	<b>351</b>

**THANK YOU**