

November 8, 2021

To,  
BSE Limited,  
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 the revised presentation to Analysts/Investors on Financial Results of the Company for the quarter and half year ended September 30, 2021.

This is for your information and record.

Thanking you,

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



**Kajal Damania**  
**Company Secretary & Compliance Officer**

Encl: As above



BOOKS ON DEMAND. ANYTIME, ANYWHERE

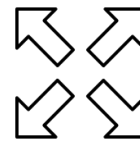
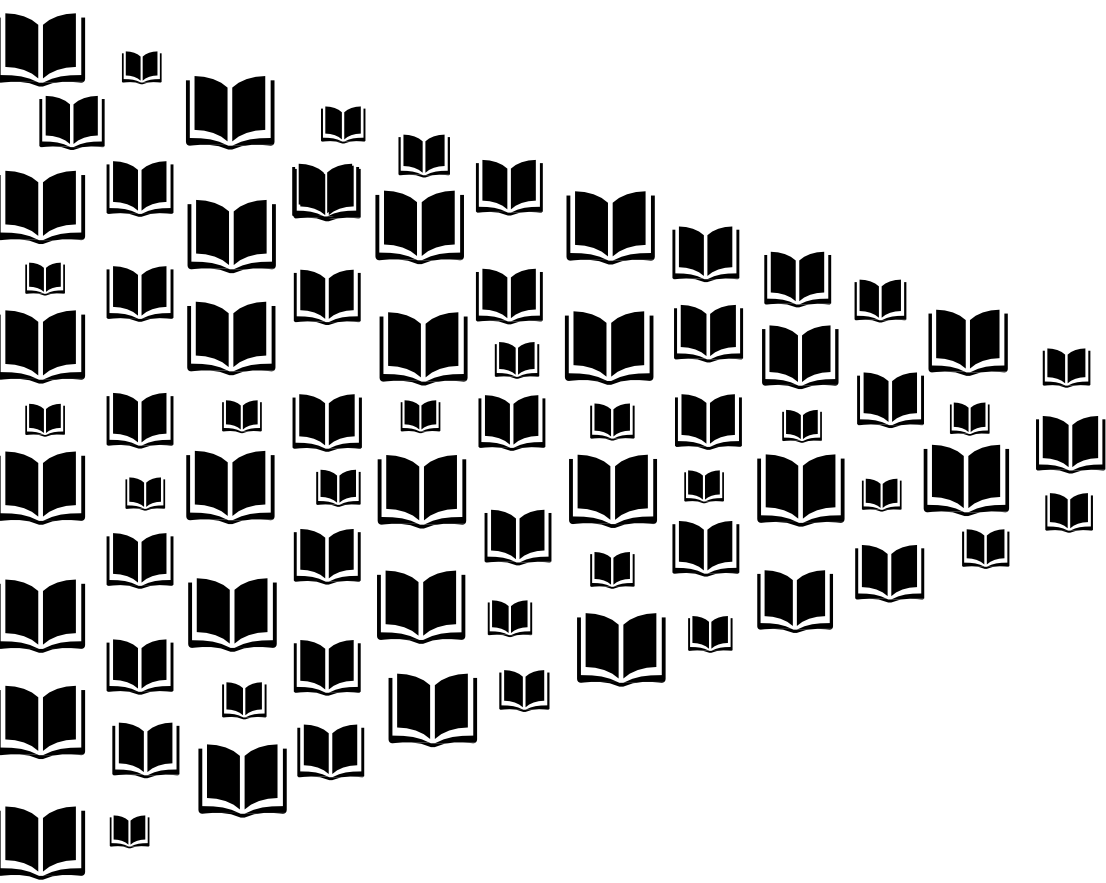


**Q2FY22**

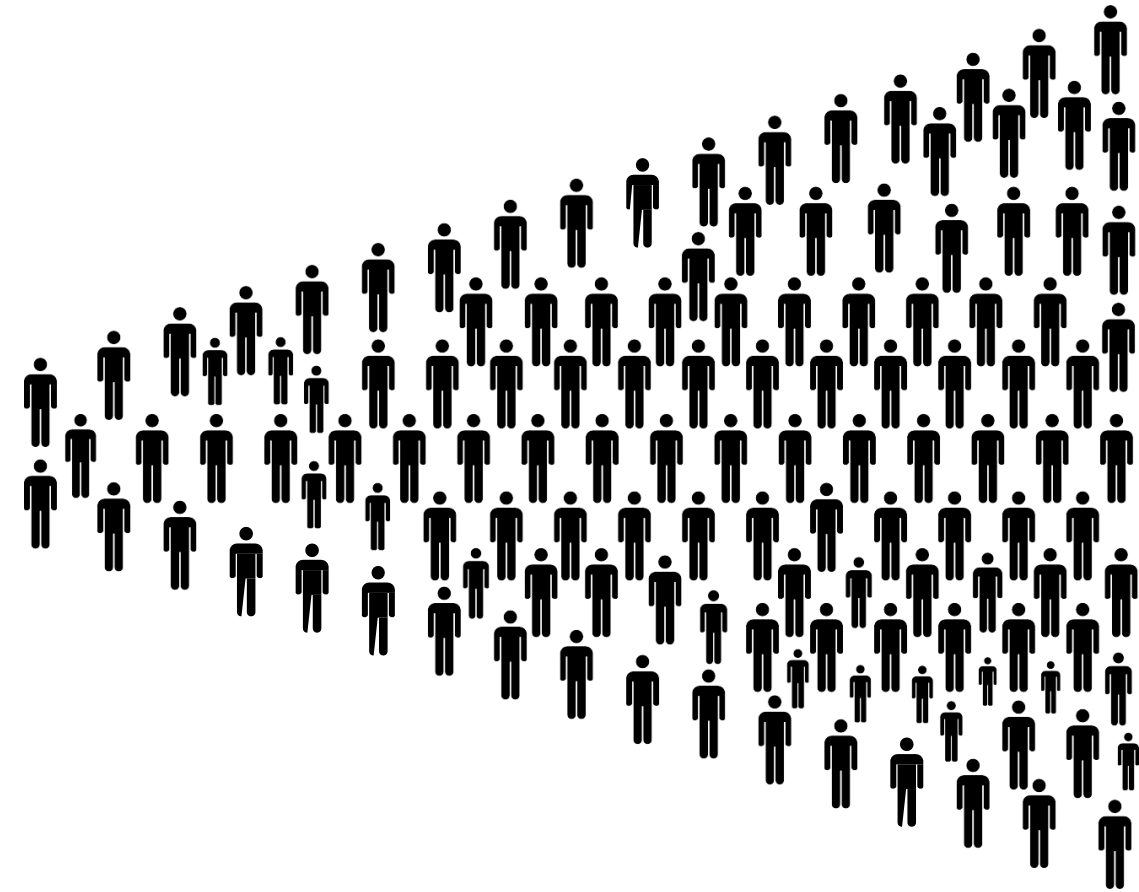
**Investor Presentation**

**3<sup>rd</sup> November 2021**

# THE TECH PLATFORM FOR BOOK AGGREGRATION





**REPRO BOOKS**  
Books on Demand • Anytime • Anywhere



*Mission: To deliver the best content in India to consumers via the widest set of channels using technology at every step*

# The Books Market

Indian books market 6<sup>th</sup> largest in the World, \$6.4 Bn in FY22; p-books are dominant & online is rising

	Books Market Size FY22	Per Capita spend on books	Channel/Format	
	<b>INR 9,99,000 Cr*</b> (\$ 132 Bn)	<b>\$ 17</b>	<b>79%</b> P-Books	<b>72%</b> Offline
	<b>INR 47,400 Cr*</b> (\$ 6.4 Bn)	<b>\$ 5</b>	<b>92%</b> P-Books	<b>73%</b> Offline

Compared to Global/US/China book market, India's books market is unexplored & underserved

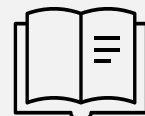
## Key Drivers



Increased International content distribution



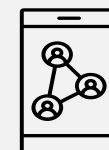
2<sup>nd</sup> Largest English-Speaking Country



Increasing literacy rate



Increasing readership in Tier 2/3 towns



Lowest Data Prices @Rs. 18 in India Vs Rs 600/ GB Globally



Increased Consumer Spending

Notes: \* 1 USD = 74 INR

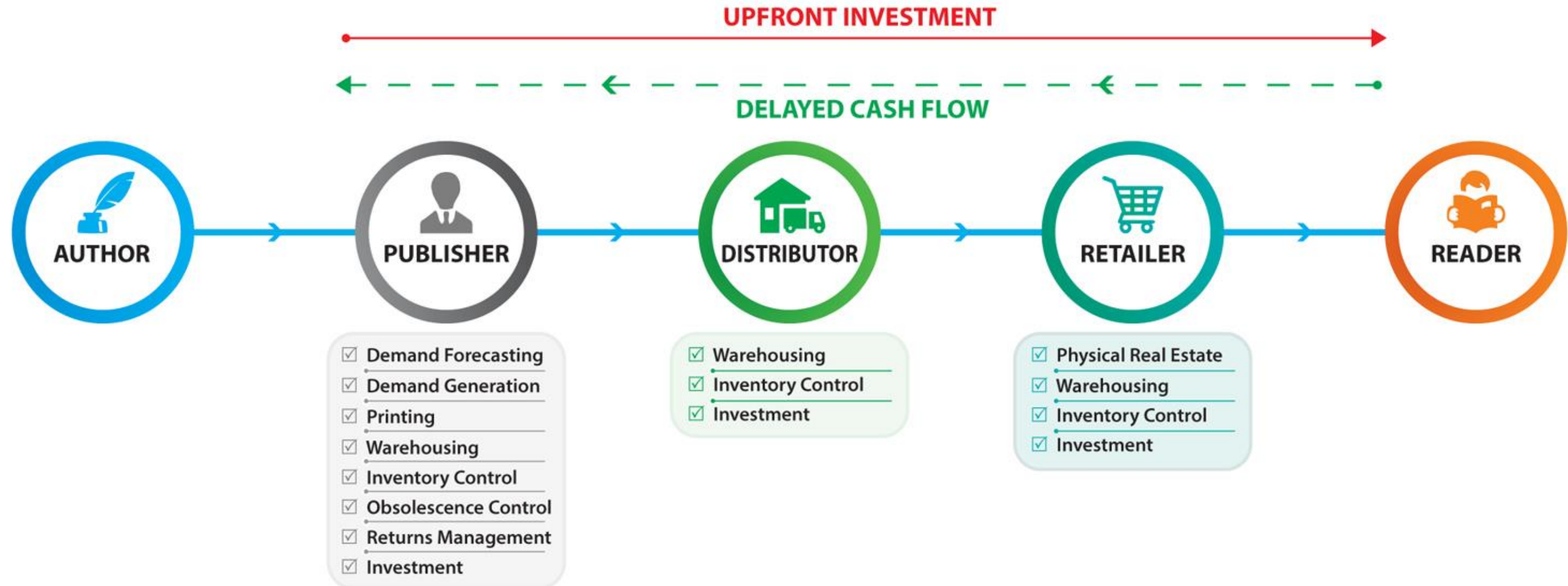
Source: The Education Market Association, World Bank, ACER, Primary Research and GVR Analysis



# The Traditional Publishing Model

*Growth is stunted due to supply chain & working capital inefficiencies*

## TRADITIONAL PUBLISHING MODEL FIRST PRODUCE → THEN SELL



# The New Publishing Model – Repro Enabled

*An efficient supply chain along with levers for market expansion*

**REPRO: PLATFORM THAT DISRUPTS  
FIRST SELL → THEN PRODUCE**

**NEGATIVE WORKING CAPITAL CYCLE**

**ZERO INVESTMENT**



**Zero** Demand Forecasting  
**Zero** Upfront Printing

**Zero** Warehousing  
**Zero** Inventory Control

**Zero** Investments  
**Zero** Book Returns

**Zero** Obsolescence Control

**Even the relationship between the author & publisher is blurring (self-publication)**

# Repro – A Publisher's One-Stop Shop for online sales

*Seamless & secure end-to-end process*



Zero inventory

Zero returns

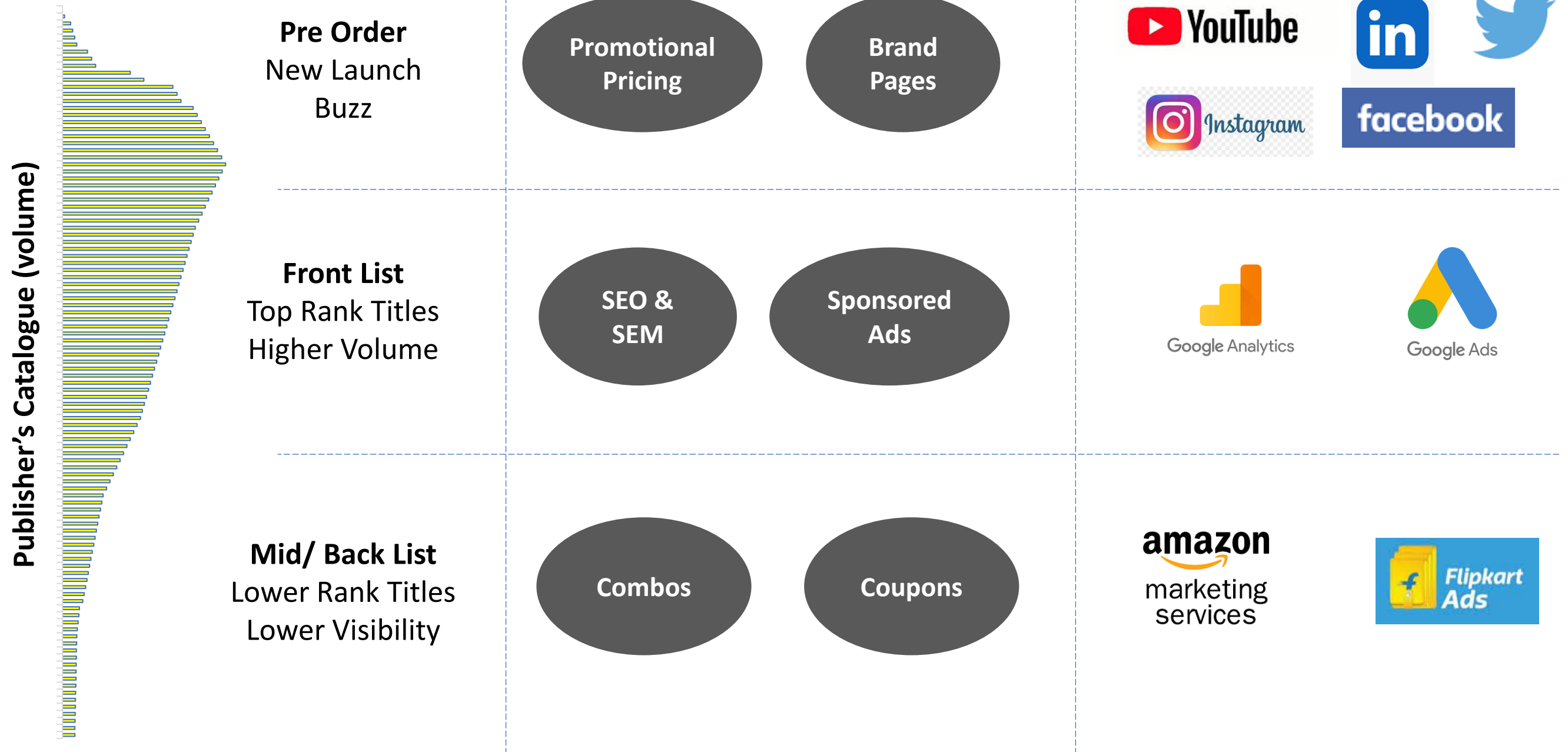
Zero obsolescence

Zero wastage



# Solving the Visibility problem for Publishers

*Repro manages this critical area seamlessly across channels*



**Marketing capability to promote & enhance the visibility of varied range of titles**

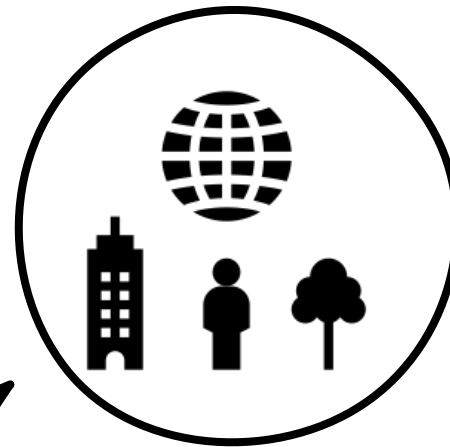


# Environment, Social & Governance

*Repro will play a dominant role in reducing the carbon footprint of the books industry; firmly positioning itself as a beneficiary of the rising investment in this theme*

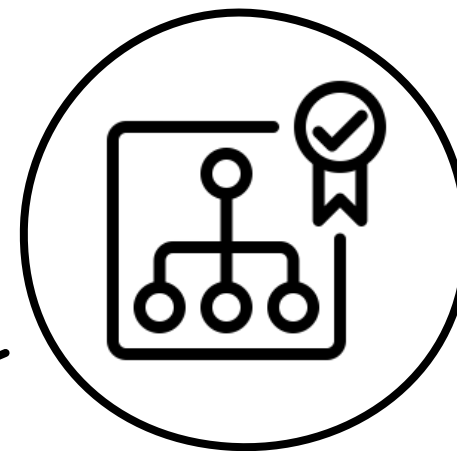
## Environment

- Reducing carbon footprint of MNC publishers via import substitution
- Green manufacturing facilities
- Responsible raw material procurement



## Social

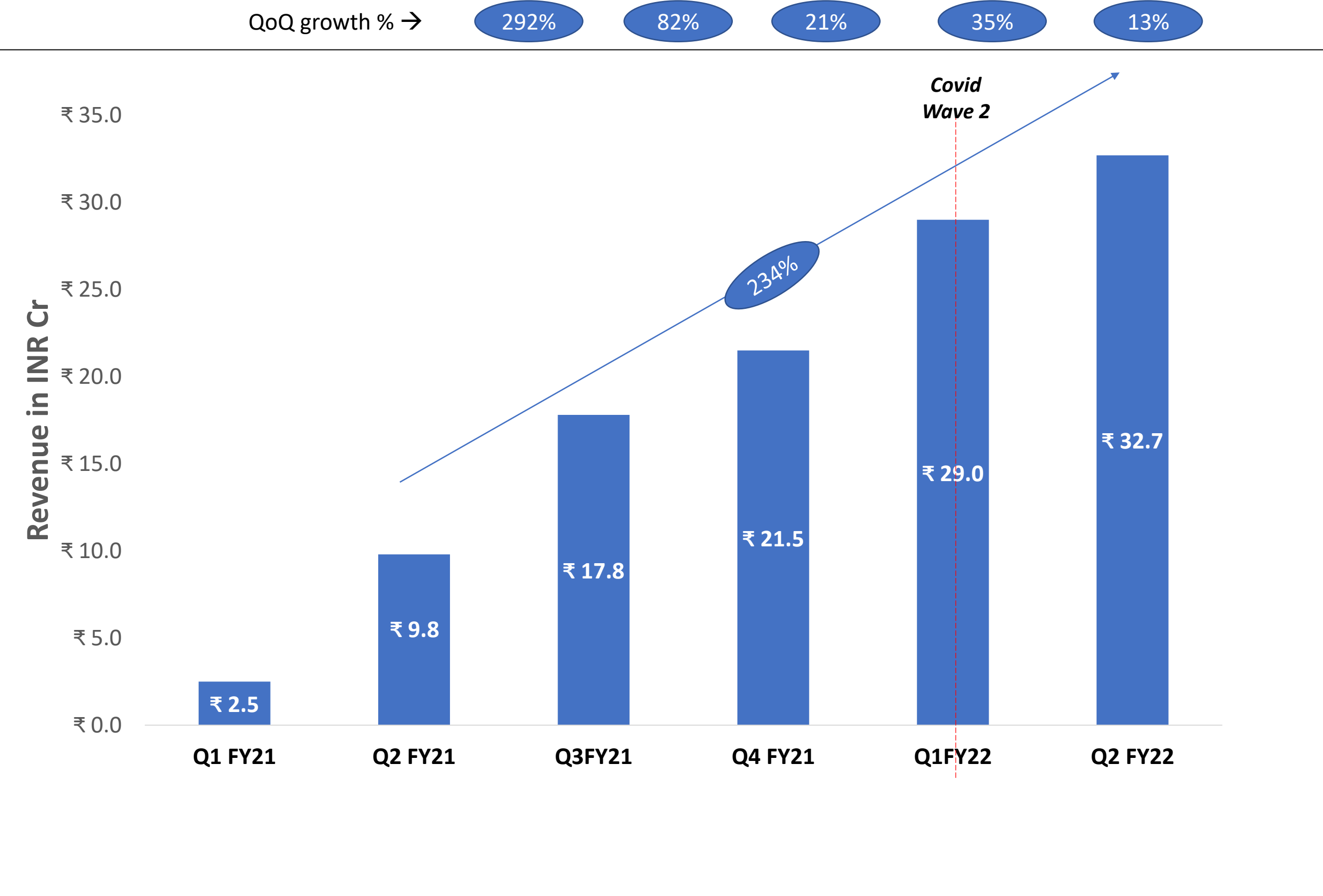
- CSR initiatives
- Propagating availability of key category for nation building
- Part of the Indian growth journey in education, knowledge



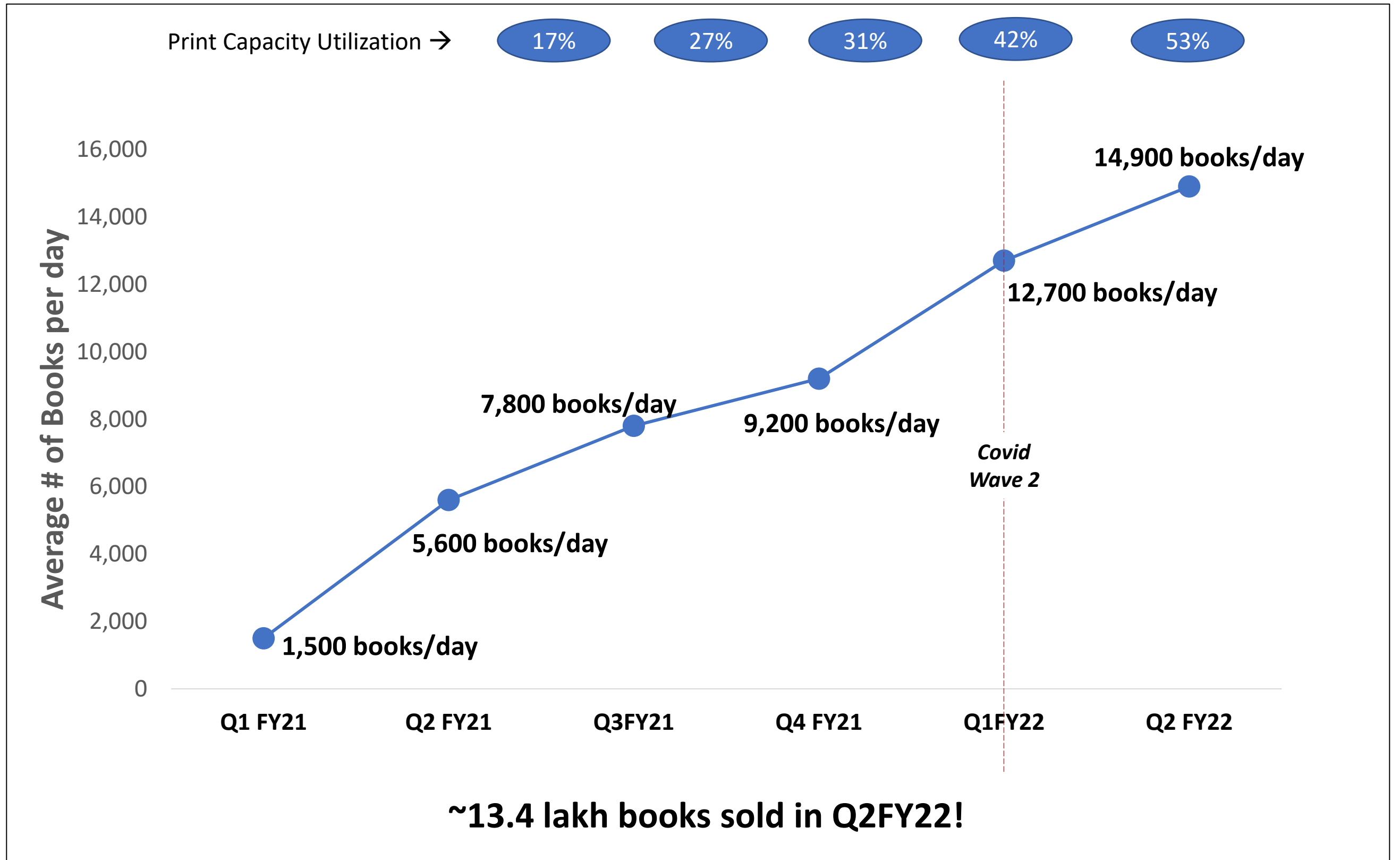
## Governance

- Best in class governance & reporting
- Repro India listed on Stock Exchanges since 2005

# Revenue – Last 6 Quarters – One Book Model (Print-on-demand)

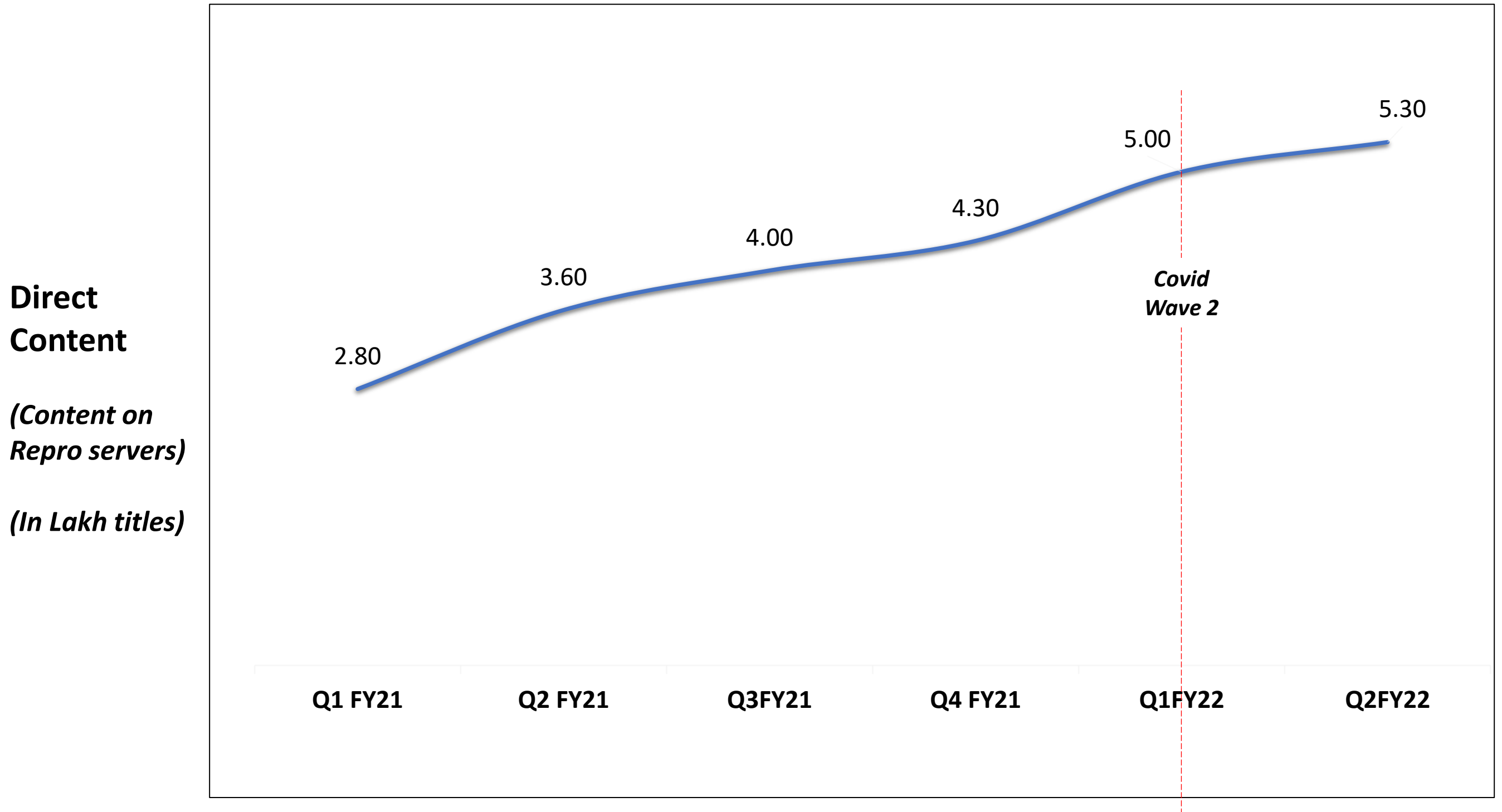


# Quantity – Last 6 Quarters – One Book Model (Print-on-demand)



# Robust Growth in Content Acquisition in the last 15 months

*Direct content at 5.3 lakh titles doubled since Q1FY21*



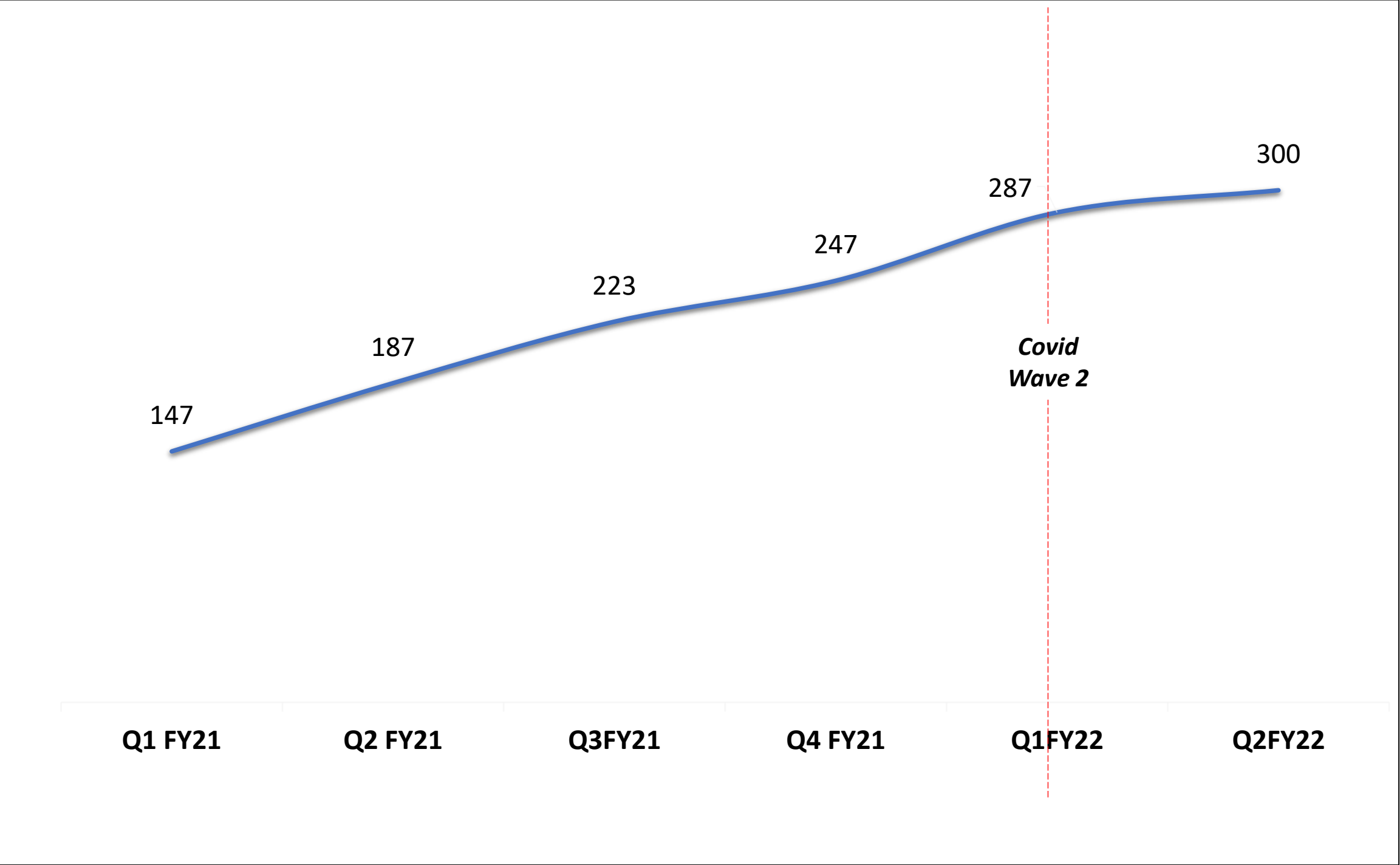
**And 110 lakh titles in addition via the partnership with Ingram Content Group**



# Robust Growth in # of Customers (Publishers) last 15 months

*Number of customers has doubled since Q1FY21*

**# of Customers**  
*(Direct Publishers)*



# The Team

*Building a team with proven skills in building digital businesses*



## **Umang Thakore** **Chief Operating Officer**

- Corporate Strategy at Tata Group – TSMG, Tata Digital
- Ex - Accenture Strategy
- Indian School of Business – Hyderabad
- Purdue University – BSIE

## **In FY22, building the team by acquiring talent in key areas:**

- Product Management
- Sales & Marketing
- Technology
- Channels
- Digital Marketing & Customer Acquisition

**Thank You!**