

December 13, 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,

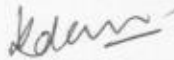
Sub: Transcript of the Conference Call held on December 11, 2017

Please find enclosed the transcript of the Conference Call conducted by the Company on December 11, 2017.

This is for your information and records.

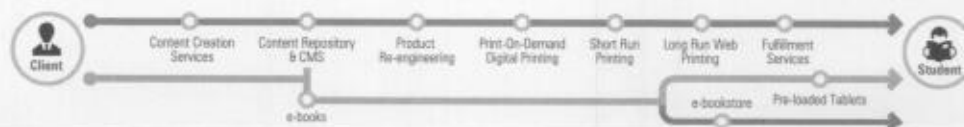
Thanking you,

Yours faithfully,
For Repro India Limited,



Kajal Damania
Company Secretary & Compliance Officer

Encl: As Above



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**“Repro India Limited Q2 FY18 Earnings Conference
Call”**

December 11, 2017



**MANAGEMENT: MR. PRAMOD KHERA – EXECUTIVE DIRECTOR, REPRO
INDIA LIMITED**



Repro India Limited
December 11, 2017

Moderator:

Ladies and gentlemen, good day and welcome to Repro India Limited Q2 FY18 Earnings Conference Call. As a reminder, all participant lines will be in the listen-only mode. There will be an opportunity for you to ask questions after the presentation concludes. Should you need assistance during the conference call, please signal an operator by pressing '**' then '0' on your touchtone phone. I now glad to hand the conference over to Mr. Pramod Khera. Thank you and over to you, sir.

Pramod Khera:

Thank you. Good evening to all the participants. I hope you have received results along with the presentation that we have mailed to all of you. I will first go through the presentation and give my comments on it, after which I will take questions from all of you. So if the presentations are loaded by all of you on your machines, we can start off.

The first slide gives the key highlights for the quarter. As you are aware, we had infusion of fund, of course this was not in quarter 2, this was in quarter 3, but immediately after quarter 2. So around 80 crores of infusion of funds through preferential allotment. I have a separate slide on that. I will go into more details there. As far as our Repro Books on Demand business is concerned, we are looking at growing that aggressively that is the strategy as far as that business is concerned and accordingly, this quarter also we have shown good growth. On the existing business of print, we have said that we will focus only on strategic customers in India and take up selectively projects in exports which are more secure in terms of receivables, financials etc. and we stick into that strategy. On Rapples, likely we have been saying over the last 2-3 quarters, we are breaking even and we want to just continue with that. we want to sustain that from the current engagements, waiting for the market to change or revive and then we can go aggressive.

Last 6 quarters, we have seen that we have been focusing on some of the expense areas and also on cash flows on collections and reduction of expenses. This focus continues. We had also said that we will consolidate all our production at Surat and Surat having lower cost should help give better EBITDA margins so that has happened.

So moving to the first topic of infusion of funds. So 80 crores of funds will be infused into Repro, out of which 50 crores have already come and this was through preferential allotment to Malabar India and Malabar Value Funds and Kedia Securities. So 40 crores has come through preferential allotment of shares and 40 crores is towards preferential allotment of warrants. So the warrants are 25% of the money that about 10 crores have already been paid upfront. The balance 30 crores will come over the next 12 to 18 months. We have received 50 crores and another 30 crores is due from this warrant.

Going to the next slide which is mainly talking about the Repro Books on Demand. Like I said, key focus here is aggressive growth for the Books business. Just to recap, based upon various reports and various estimates of the market, the way books market is growing in India and the way online selling is also growing quite aggressively. It is estimated that the online books



*Repro India Limited
December 11, 2017*

market which currently is around 3% to 3.5% of the total books market which is 37,000 crores that should reach up to 8,000 to 10,000 crores. Now, these are estimates and we believe that looking at what happened in the developed markets wherein the US for example more than 50% of the books are being sold online. When we are saying that the market should reach around 10%-12%, it is a quite conservative estimate. So that is the opportunity that we will have in front of us and which we are targeting through Repro Books on Demand. So what is the proposition on Repro Books on Demand, what we are saying is that we want to make available books to all in any format, best quality since we are producing, any title, anywhere in India, best price, with shortest possible time, through technology-led innovation. So that is what differentiates us from the rest of the sellers that we are using technology extensively and we are able to sell any titles the publisher can also sell.

So next slide, it gives the retail cycle for the publishers. We generate online demand and we reach that books to publisher on demand any time, anywhere. So first we sell the book and then it is printed. So for the publishers, there are many benefits which include zero inventory, zero returns, zero obsolescence, zero warehousing cost, zero freight cost, and zero loss in sales.

The next slide is something which I am repeating from some of my previous presentations. So we are selling currently on the 7 channels, Amazon, Shopclues, Flipkart, Rediff, Paytm, Infibeam and Snapdeal and our relationship with Ingram is giving us international titles plus the titles that we are aggregating from Indian publishers in India, we have started giving them to Ingram for global distribution. That is the business model, Repro Books on Demand.

With Amazon, next slide talks about our relationship with Amazon, we have a platinum seller status and so we are a prime seller on Amazon. We are working very closely with Amazon to grow the books market and to be able to deliver books to customer faster and so Amazon is providing a lot of analytics to us, demand estimates and we are looking at different categories of books like Test-prep, Higher Education, Children, Self-publishing and we are coming up with focus strategies to address the demand in these markets plus the international book that we are getting from Ingram, also we are selling through Amazon Prime Model.

So where are we today, the next slide talks about our current run rate we have reached. Last quarter if you recollect, in July and August we have spoken about we are doing around 75 lakhs per week. In November, we are doing around 1 crore per week. So the growth trend which we are seeing over the last 6 quarters that continues and we have currently around 2.2 million books which are listed. So when we talking about 1 crore per week run rate, actually that makes it out 4 crores per month run rate and while the international titles, the number of titles are growing. We are also adding a lot of domestic titles from the domestic publishers which is providing a faster growth. Our front title that we are adding from domestic publishers, we are pre-printing and stocking them so that we are able to capture a larger market share and also reduce our printing expenses. So that is the model that we have put into place. So that is books on demand.

Talking about traditional publishers' publishing services, like we have been saying that with capacity that we are now utilizing only at Surat, we are focusing selectively on strategic customers and even in exports, we are picking up orders which are lucrative, which are more secure. So quarter 2 exports have picked up, we have done around 17 crores worth of exports and end of quarter 2, we closed the quarter with an opening order book of close to 40 crores, 39 crores to be exact. Out of which, again exports is 11 crores. So we are seeing some revival in exports. Let us see how it pans out in the coming quarters.

If you look at the financials, as you are aware we have switched over to the new accounting standards Ind-AS, because of which a lot of restatement and of the accounts have happened, but if you look at core strategy that we had put into place, those continue resulting in reduction of expenses. For example, the employee benefit expenses are continuing to come down, they are now 7.83 crores compared to 8.25 crores last quarter. Other income, now here this quarter we are showing an other income of more than 12 crores. So out of which, 6.31 crores we have write-back due to recovery of debtors. Like last quarter, we had a write-back of almost 9.5 or 9.67 crores. This quarter, it is 6.31 crores. So totally around 15.31 crores of money has been received from debtors which were written-off. Now these are showing as other income. In order to reflect the profitability of the company truly, we said that we should not let this come directly into the bottomline. So we have made contingency provision for 15.31 crores, 6.31 crores this quarter and 9.76 crores last quarter and which we feel might be required in the coming quarters to settle some dues etc.

In addition to the 6.31 crores, there is 5.03 crores of other income which is as per Ind-AS in adjustment because there was a closure of deposit of 26 crores. There was a deposit of 26 crores against the property which was given to the promoter companies from where we have rented this property. So this 26 crores of deposit has been written back. As a result of which, there are two contra entries of 5.03 crores in the other income and the similar entry in the other expenses. So it does not affect the bottomline. So the profit that we are seeing of 2.54 crores is actual profit which is similar to the profit that we had in previous quarter, so we are able to sustain the performance of the company over the two quarters.

So next slide talks about debtors. Debtors have come down by 32 crores in the last quarter. So 140 crores has come down to 107 crores. Now, we have added here another line which shows the provisions which are being done against the debtors as per the new Ind-AS. So if you see, there was a provision of around 68 crores at the beginning of the year because of recovery of 9.39 crores which was shown as other income came down to 58.81 crores and this quarter since we have recovered 6.31 crores, though the provision has come down again to 52.49 crores. So the net debtors which are reflecting in the balance sheet are 54.89 crores. Out of the 52.49 crores, as and when and if we receive further recoveries, again we would be able to show that as income going forward.

The next line talks about the borrowings. So from 197-198 crores last quarter, the borrowings came down to 158 crores. So borrowings were reduced by 39.75 crores, this obviously has an impact on the financial cost which is improving. Further in Q3 because of infusion of fund that we have seen, we will be seeing a further reduction of the borrowing which will be reflected in the next quarterly results when we announced it. So these are the key highlights.

The next slide gives a one page financial statement as per the format specified. So that brings me to the end of my presentation. We can throw open this thing for questions from the participants.

Moderator: Thank you very much. Ladies and gentlemen, we will now begin the question and answer session. We will take the first question from the line of Mukesh Singhal, Individual Investor. Please go ahead.

Mukesh Singhal: My question specifically to Books on Demand. So if I looked in from the last conference call also that currently it is around 1,200 online book market. And consistently our current run rate, we are doing around 50 crores per annum sale. So our market share is around 5% by industry, so where is the trend going ahead? Do you see increased market share as well as overall online book market? Thank you.

Pramod Khera: So, as I had explained in one of the slides the online books market is growing. Thus the book market itself is growing. You are right, currently we have maybe close to around 5% market share and month-on-month we are growing and we are improving our market share but the market is also growing and like I have said estimated it over the next 3-5 years, the market would rejuvenate between 8,000 to 10,000 crores. Now currently we have 5% market share. Going forward obviously, we are targeting to have much larger market share. We don't give forward looking any projections, but we are pioneers in this and we believe that we can capture a large market share going forward.

Mukesh Singhal: One more question if allowed to ask is that for the Ingram which we have around 3 million, is it exclusive, those titles only we can sell, no other can sell in India?

Pramod Khera: Right now, there is nobody else that Ingram has tied up in India. We are the only people who are selling in India, the titles of Ingram.

Moderator: Thank you. We have next question from Kunal Parekh, Individual Investor. Please go ahead.

Kunal Parekh: I wanted to know the current utilization of the capacity that we have for BOD, what is our plan to extent the capacity. How much would the new funds be used to add capacity? And how much the new funds would be used to reduce the debt?

Pramod Khera: Yeah, Kunal. If you look at the current Bhiwandi plant, we have a capacity of 6,000 books per day. We are selling around 5,000 books per day currently. Now all of these are not being done

on one book. Maybe one-third of these are being done on one book. The remaining two-third are being pre-printed, these are front titles or picking up stocks. So we have been utilizing around 30% of the capacity. Now going forward, we can go up to maybe 40%-45% of capacity utilization, not more than that theoretically because we have to keep certain capacity to handle peaks and surges in the demand. So we are enhancing capacities at Chennai, we are setting up a unit at Chennai which will have a capacity of 4,000 books per day and in Delhi also, Delhi will be later maybe end of next year, we again will have another 4,000 books per day plus we will be enhancing the capacities in Mumbai to 8,000 books per day from 6,000 books per day. The total capacity will go up to 16,000 books per day. So investment that will be required to enhance this capacity would be in the range of around 20 crores – 25 crores.

Kunal Parekh:

Right. And the remaining fund would be used for?

Pramod Khera:

No, see, currently the funds which have come obviously we have used them and so that our dependence on high cost working capital is reduced. Now going forward, so the finance costs come down. As and when we will keep on expanding, we will be utilizing these funds as CAPEX to grow our capacity. So this capacity enhancement that we are going to do around 16,000 books per day, so that means around 6,400, around one-third or 30% of that capacity, 30%-40% capacity will be actually used for one book, right, so which means that we will be selling around 20,000 books per day. So it can cater to that type of capacity. Now going forward we believe that after a year or so, we might need more capacity and so the balance fund which are available which we have today brought into the company will be utilized to further expand capacities as and when is required.

Kunal Parekh:

And the thing that the current book that has been one-third utilization and the remaining of that, we are preprinting it. So we have view of the demand given by analytics from Amazon or these are orders of exports?

Pramod Khera:

These are both. So like you said, there are demand estimates which are coming from Amazon etc. plus there are requests coming from international publishers saying that, okay, we want certain number of copies of certain books, why don't you print it and give it to us, which also we are doing through on the digital printing machines.

Moderator:

Thank you. We have the next question from Prem Thakkar from Unilazer Ventures. Please go ahead.

Prem Thakkar:

If we look at the EBITDA of last year in Q2 FY17, the EBITDA was around 8 crores or 9 crores if we exclude the other income component. But this year that has dropped to 2 crores. So why has the margin dropped just wanted to understand that.

Pramod Khera:

No, margins are not dropped because if you look at EBITDA, EBITDA this quarter is around 10 crores, not 2 crores.



Prem Thakkar: Sir, is that excluding other income or including other income?

Pramod Khera: Excluding other income.

Prem Thakkar: Okay, but sir even on a topline basis if we look at 10 crores on 70 crores versus 24 on 75?

Pramod Khera: Yeah, on 70 crores, yeah correct.

Prem Thakkar: So was there any one off last year or is there any one-off this year?

Pramod Khera: No, 10 crores on 15%.

Prem Thakkar: Right, and 24 on 75 is around 30% plus I guess.

Pramod Khera: There is other income, we remove the other income from that. If we remove the 16 crores other income from there also no.

Prem Thakkar: Right. So that is what my question was, if we remove 16 crores from that 24 crores, our EBITDA comes down to 8 or 9 crores, right?

Pramod Khera: Correct.

Prem Thakkar: And this year also from 10 crores, if we remove other income of 12 crores, our EBITDA actually happens to be negative 2 crores.

Pramod Khera: So we already removed that in our other expenses. We put a contingency expense of the amount equal to other income. So that has already been removed from this profit number.

Prem Thakkar: Got it. Since you have that number in other expenses that is why it is removed?

Pramod Khera: Correct.

Prem Thakkar: Got it. And sir just one more question on the competition in domestic arena. since we have already tied up with Ingram, do you think any other person can come in and tie up with any other such content supplier or with Ingram or do we have exclusive tie up with Ingram?

Pramod Khera: See, Ingram is the largest aggregator and they have got 14 million titles, in fact now those number of titles have gone up to 15 million-16 million, so they are the largest aggregators and there is no other aggregator which is as large. The other largest one is around 1 million titles. So even if somebody ties up with other aggregators, they will not be able to get the number of titles that we are able to get through Ingram.

- Prem Thakkar:** Okay, got it. But our agreement with Ingram is exclusive or can Ingram go ahead with somebody else as well?
- Pramod Khera:** Right now, we are the only partners for Ingram in India. So Ingram normally works with one partner in every country, like in Germany, Brazil, China, Italy, Korea, therefore one-one partner each and we are the partner in India. So it is very unlikely that they are going to tie up with anybody else in India.
- Moderator:** Thank you. We have next question from Parth Dalal, an Individual Investor. Please go ahead.
- Parth Dalal:** Sir, my question is related to one of your interviews in which you had mentioned about the warehouse and some different type of color printers that you are going to buy. Sir, any idea on insight on what will be the investment on that, the warehouse and the printers?
- Pramod Khera:** So, see I just now explained to you how we are going to invest to increase our capacities to 16,000 crores. Now this is for books which are single color books. Going forward, we believe that there is going to be good demand for color books also on one book printing, for that we will be investing on color machines. Now, that investment will happen in Mumbai itself and that will further enhance the capacity. Now when we are doing preprinting and picking up stocks, we have a warehouse that we have set up in Bhiwandi and where the preprinting stocks lie and as and when the orders come, we first check whether we have the stock or not. If we have the stock, we will pick it up from there, otherwise we will print it on one book. So similar sort of warehouses we will have to set up 10 other locations also which is Chennai and Delhi and going forward as the volume increases, the size of the warehouse in Mumbai will also have to be increased. So these are some of the CAPEXes that we will have to actually have in the coming months.
- Parth Dalal:** Sir, you said 20-25 crores, so does that include warehouse and these color printers as well?
- Pramod Khera:** It includes the warehouse, but not the color printers.
- Parth Dalal:** Okay. And sir one more question. Any other company started this POD business with any other smaller aggregator or anything like that in India?
- Pramod Khera:** See, there are lot of people who are doing the POD business, digital printing. So digital printing is where you are able to print maybe 30-40-100 copies of a book. Now what we are doing is on the digital printing machines, we have invested and we have created capacities to do one book at a time and that is why we are able to offer this model and currently, we don't know if there is anybody else in India who is offering a similar sort of a model in India.
- Moderator:** Thank you. We will take the next question from the line of Kumar Hirendra, Individual Investor. Please go ahead.



*Repro India Limited
December 11, 2017*

- Kumar Hirendra:** Sir, regarding this book on demand, you have Repro book on demand is storefront in Amazon, right?
- Pramod Kherra:** No, we don't have a storefront on Amazon, we are a seller on Amazon.
- Kumar Hirendra:** Okay. So here I can see that you have approximately 6,000 titles listed and while the similar kind of player who is say for example I guess UBSPD has 88,000 titles listed and even the prices are different. I mean for example, when we buy a book, what we do is we look for the lowest price, right? It doesn't matter whether you print on demand or you keep it from printed already because I can see one of the books which is costing Rs. 100 with you is costing 85 with UBSPD. So why a buyer will go with you sir?
- Pramod Kherra:** Yeah. Okay, so see the point is I talked about front titles?
- Kumar Hirendra:** Yeah.
- Pramod Kherra:** The front titles are available with a lot of sellers. A lot of people are selling the same titles and we are also selling. Just on certain parameters and customer feedbacks and customer ratings and the proximity of the buyer to the seller in terms of the distance, the seller which is the most eligible gets a buy box. So when you are buying a book, it will come in the buy box and then it will say that there are two other sellers also. But typically the sale happens from a buy box. So it is a constant endeavor by the sellers to win the buy box and that is what we also keep doing. keep matching prices, we keep improving our performance etc. to see that we get the buy box and we improve our sales, it is an ongoing process, which keeps happening. So whether it is about UBS or anybody else, we are competing with these distributors and none of these sellers have a storefront as such on Amazon. But if you search per sellers, as you will find Repro and you will see a larger number of books that are listed under Repro which are being sold by Repro books on demand.
- Kumar Hirendra:** Sir, I just want to ask you, one of the player is having 58,000 titles in Amazon while you have only 6,000, so there is a huge difference. I mean, if you can spend x number of titles, you should display that, right? There is nothing harm in that, right? And we have a capacity of say 10,000 titles or one lakh title, you can really display those titles on the Amazon Prime and get the orders from them, right?
- Pramod Kherra:** On Amazon, we are displaying 2.2 million titles.
- Kumar Hirendra:** That is somewhere different, it is not in the Amazon storefront?
- Pramod Kherra:** It is on the Amazon, maybe you are not looking correctly.
- Kumar Hirendra:** I was looking at Repro Book on Demand storefront for it is showing only 6,126 titles, okay, I might be wrong.

- Pramod Khera:** No, we don't have a storefront. Maybe after the call, offline you can call up our office and somebody can guide you and show you the full extent of the listing that we have.
- Kumar Hirendra:** Okay. In price fronts also you compete with other player, I mean you offer better price or it is like, what is the difference because here I can see the prices are pretty much 10%-15% costlier in your case.
- Pramod Khera:** Like I told you, we have a constant process where we keep on competing with other sellers and today we are almost 70%-80% of the books titles being get the buy box. So we have to compete on the price, we have to compete on various other parameters and some books you might see that we are more costly but we have algorithm and we have mechanism to monitoring that and we keep adjusting our price to meet competition.
- Moderator:** Thank you. We have next question from Mukesh Singhal, Individual Investor. Please go ahead.
- Mukesh Singhal:** I got couple of, still I have one question to ask extending my previous question. So currently Repro is around 5% market share in online book market. So my question is which are these other 95% market capturers, whether any big names are there or we are all kind of smaller seller which are less than 5% segmented market or there are some other few big sellers like Repro?
- Pramod Khera:** So see, the books that are being sold on Amazon and Flipkart are being sold by various distributors, like the previous caller was talking about UBSPD, so there are distributors like UBSPD and there is IBH and IBDM, Prakash, etc., who are selling. And some publishers also are selling directly. So overall around a lakh to 1.2 lakhs books are being sold per day. These sellers, they are picking up stock from the publishers physical inventory and then they are listing and selling. There is nobody who has got a POD one book model the way we have it. That is the difference. So when you are picking up stock, you will typically pick up stock from fun titles and sell those because if you are not able to sell, then you will struck with the stock. So you will end up stock which is fast moving, so front titles are typically sold by these distributors. There is hardly anybody who is selling the tail and the Middle East where the less competition. So if you see many of our titles that we are selling, these are tail and Middle East and we get decent sale from there and without discounting and the margins are much better. We are also selling front titles where we are competing with the rest of the distributors. So month-on-month, we are adding more and more titles, we are adding more and more publishers and that is how we are increasing our market share. Going forward with 5% market share, we expect it to keep on growing depending upon the number of titles that we are able to bring in and able to list and sell.
- Moderator:** Thank you. We have the next question from Parth Dalal, Individual Investor. Please go ahead.

- Parth Dalal:** Sir, correct me if I am wrong. We will be pre-printing some of the fast selling titles and then we will be storing them in the warehouse. Sir, what will be the benefits in terms of margins or anything else, any guidance on that?
- Pramod Khera:** So see, when we are pre-printing, the cost of printing is lower and pre-printing also depends upon the number of quantity that we are printing. So on one book digital printing when you are doing you are printing one book at a time and then there is a preprinting which happens on digital printing machines, if it is more than 30 or 50 copies then we do it there, maybe up to 500 copies we do it on digital printing machines. And if we foresee a demand beyond say 500 or 1000 copies, then we also do offset printing where the costs are substantially lower. So in all the 3 types of this thing, the cost keep on reducing as the number of copies goes up and that is the reason why we are doing pre-printing.
- Moderator:** Thank you. The next question is from Kunal Parekh, Individual Investor. Please go ahead.
- Kunal Parekh:** Sir, my question is that, what is our strategy to capture more share for front end titles because BOD would suite well mid end and tail end titles one book demand. But chunk of the current market size and even for that matter future market size would be captured by front end titles. So what is our strategy, how can we differentiate ourselves from the competitors because even these are low margin products?
- Pramod Khera:** So like I mentioned, we are signing up with more and more publishers and as we are getting more publishers on board and more titles on board, we are also acquiring more front titles to sell. Now, the growth that you are seeing is coming from both front titles as well as mid titles and back titles, so strategy is to aggressively sell more and more front titles, so that we are able to capture larger market share.
- Kunal Parekh:** Okay. And regarding the estimates of the current book market and the future book market. so according to us the current book market is 1,200 crores. Any idea how have we arrived? Is it through survey of any channels or because as far as we know that AC Nielsen survey of 70,000 crores is the only listed figure in the public domain. So are there any further surveys that have been done that have given us this kind of visibility on the current book market size?
- Pramod Khera:** Yeah, so current book market size is 37,000 crores, so that will as per AC Nielsen study. you are right. And out of that, around 1,200 crores is the amount of books which have been sold online, right?
- Kunal Parekh:** Right.
- Pramod Khera:** And that figure has been arrived at by looking at various data points and which includes AC Nielsen report plus the data that we get from Amazon and Flipkart about the number of titles that they are selling on a daily basis.

- Moderator:** Thank you. We have the next question from Kumar Hirendra, Individual Investor. Please go ahead.
- Kumar Hirendra:** Yeah. So I just wanted to know this data that is suppose if I am buying a book which is costing me Rs. 100, then in that Rs. 100 how much you get, how much Amazon get, how much the title owner, I mean the royalty you pay to the title owner. Can you give me some split up so that I can understand that how much money we are getting and how money publishers are getting books print in bulk, because the bulk printing will always be cheaper compare to book on. It is not a peripheral item, so I have to sell it to today only. I can print 1000 and keep it and sell it later also. So the price matters. So do you still believe in split ups?
- Pramod Kherra:** Yeah. So what you are saying is absolutely correct. Now one is that what we pay to the channels, we are paying different amount to different channels, so we are selling on seven different channels, okay? And now the cost of printing also depends on the book, the number of pages, the type of binding whether it is hard case, whether it is paper back and international books are priced high. So there the percentage wise if you see, what we have to pay might be higher than an Indian book where the ASP is low. So the margins vary from book to book from different publishers, different like international book, domestic book and segment to segment. It is very difficult to generalize and say what will be the margins at this stage.
- Kumar Hirendra:** Just wanted to know that we pay 10%-15% we pay the royalty or take one example and give some estimate, so you will know that what is our wallet share?
- Pramod Kherra:** So we talk about the contribution. The contribution is something that we get for the sale of books. A contribution can vary anywhere between from 5% to 30%-35% like depending on the variable parameters which I have talked about.
- Kumar Hirendra:** I didn't get you, 35% is our contribution, is what we will be getting, Repro will be getting it, correct?
- Pramod Kherra:** Yes.
- Kumar Hirendra:** Okay and just one bulk publishers or may be just UBSPD and all, you have any idea of what kind of that estimate could be.
- Pramod Kherra:** See when I said 5% that is typically on front titles because competition is very heavy over there, so everybody is discounting and the other distributors that you are talking about UBSPD, normally they are selling front titles only. So the margins that they can expect are of similar type of margins.
- Kumar Hirendra:** Which you have this title where you said that exclusive tie up you only have or they have tie up with other player also?



*Repro India Limited
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- Pramod Khera:** So the titles are sold by various sellers while going forward after we establish our relationship with some publishers, relationship also, but most of the titles are not on exclusive basis as of now.
- Moderator:** Thank you. We have next question from Susheel Reddy, an Individual Investor. Please go ahead.
- Susheel Reddy:** I just had two questions, first is can you just throw some light on quarter-on-quarter sales on book of demand from Q1 and Q2 and second one is how much amount of debt would you be reducing in this quarter from this proceeds?
- Pramod Khera:** Yeah. On the first question, if you see the graph that has shown, in July we had 75 lakhs of revenues per week, which is on a run rate of around 3 crores and which has gone up to November to around 4 crores per month. So that is a quarter-on-quarter growth as far as the books on demand is concerned. The second question in terms of reduction of debt because of infusion of funds. We already have brought down our debt to around 158 crores and in quarter 3 with the funds coming in, this will come down further by another 40-50 crores.
- Moderator:** Thank you. As there are no further questions from the participants, I now hand the conference over to Mr. Pramod Khera for closing comments. Please go ahead.
- Pramod Khera:** Thank you. I just like to end this conference call session by saying a big thanks to all of you for being there and look forward to seeing you again in next quarter.
- Moderator:** Thank you. Ladies and gentlemen, on behalf of Repro India Limited that concludes this conference call for today. Thank you for joining us and you may now disconnect your lines.