

February 12, 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 copy of the presentation to Analysts/Investors on Financial Results of the Company for the quarter and nine-months ended December 31, 2020.

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

Repro – Strategic Direction and Progress :

Books on Demand. Anytime! Anywhere!

2020-21 : Q3 and 9 Month Performance Highlights

**E-Retail : Building the Foundation by
Focusing on the Quality of Business**



BOOKS ON DEMAND. ANYTIME, ANYWHERE



***REACHING MORE BOOKS
to MORE READERS
through MORE CHANNELS!***

Contents

1. Strategic Direction – Growing the e-Retail Business
2. Q3 Highlights – Building the Foundation – Focusing on the Quality of Business
3. Digital Business – Building the Foundation – in the Post Covid Scenario
4. E-Retail – Business Highlights for the Quarter
5. E-Retail – Building the Foundation – International Segment
6. E-Retail – Building the Foundation – Domestic Segment
7. Traditional Print Business – Optimising Business and Clients
8. Repro – Financial Results



Key Strategies : 2020-21

1. Mitigating the impact of COVID on the business

- Customer Retention and Acquisition

- People – Role Optimisation and Expansion

- Process Re-casting and Improving Efficiency through Technology

- Cost Control - Lean Manufacturing, Renegotiated Contracts

- Financial Prudence – Collections, Debt Reduction



Key Strategies : 2020-21

2. Focus - Grow E-retail Business



- Gearing up to capitalize on the huge **E-retail Opportunity**
- Increasing **Ratio of E-retail business** in overall business mix Q on Q
- Relevant **Content** Acquisition
- Increasing **Reach** through Geographical Replication, B2B, New Channels
- Maximising **Contribution** by scaling up fast
- Financial – **Positive Cash flows** from e-retail business to help reduce debt



Focus on Digital Business: Building the foundation Digital Business breaks even at EBIDTA Levels in Q3



- Revenues at Rs. **34.83 cr** in Q3 2020-21 compared to Rs. **32.76** in Q2 - Digital business is **49%** of Total Sales
- Digital business **grows 73.5 %** over Q2: (Rs. **16.91 cr** in Q3 20-21 compared to **9.85 Cr** in Q2)
- EBIDTA for Digital Business** : Compared to **-1.40 cr** in Q2, the current quarter (Q3) saw a **Break-even**.
- Optimizing the traditional Print Business** – combating the aftereffects of COVID-19 in the marketplace.



Reaching more books to more readers...



BOOKS ON DEMAND. ANYTIME, ANYWHERE

THE TECH PLATFORM FOR BOOK AGGREGATION

Right now, someone, somewhere is choosing a book... and adding to the global book industry...

...and we're delighted to be a part of it.



REPRO'S TECH-PLATFORMS ARE DISRUPTING THE PUBLISHING PROCESS AND REACHING MORE READERS, ON DEMAND!

Repro – generates online demand

Repro – reaches books directly to students

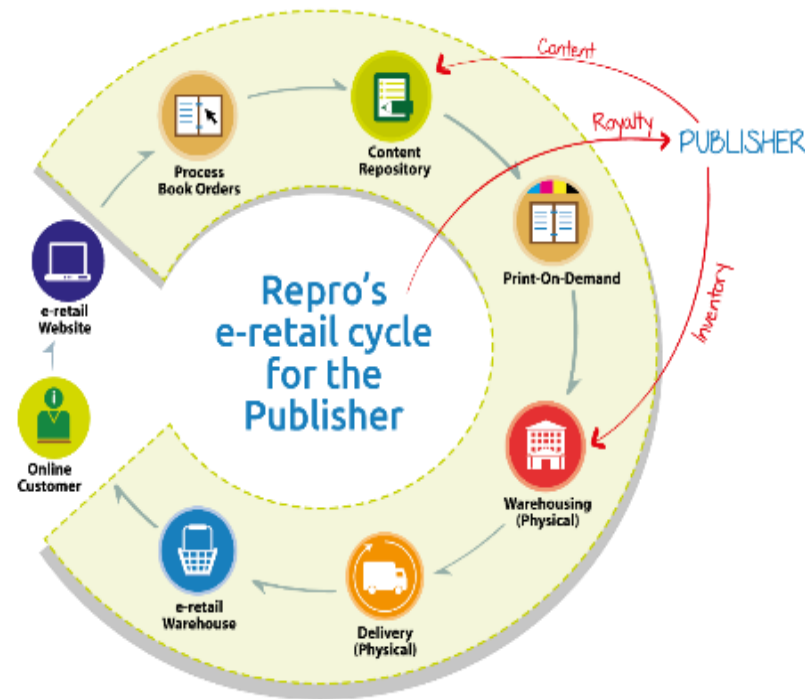
Repro – reaches books to bookstores

Repro – prints and produces one book to a million

Repro – lists existing inventory

Books on demand... anytime, anywhere!

Repro Business Outlook : Building the Foundation in a Post Covid-19 Scenario



The Reppo Solution

Zero inventory
Zero returns
Zero obsolescence
Zero wastage
Zero Investment

📌 Publishers

- 📌 Unsold stocks, Cash Crunch
- 📌 Reppo On-Demand Solution Ideally Suited

📌 On-line Sales

- 📌 E-tail sales up – with many more shopping online!
- 📌 On-line is the only channel available to Publishers



Repro Business Outlook : Building the Foundation Publishers Need : A 360 degree solution to increase business

❑ Publishers and the Repro Solution:

- ❑ Ingesting Content for the Repro platform for On-demand fulfilment, as stock levels normalise

❑ Increased focus on:

- ❑ Content Acquisition
- ❑ Optimisation of Channel margins and Publisher Compensation

❑ Geared to capitalise on the Opportunity

- ❑ Investments in IT and Data Integrity
- ❑ Promotion and marketing on Online channels



Repro Business Outlook : Building the Foundation – Broadening the Base : The Multi-Channel Approach

□ A Multi Channel approach to reach a wider market

- Extending reach beyond Amazon and Flipkart...

□ ReproBooks.com

- **B2C:** Direct selling to Customers

- **B2B:** Distributors and Retailers can place orders directly

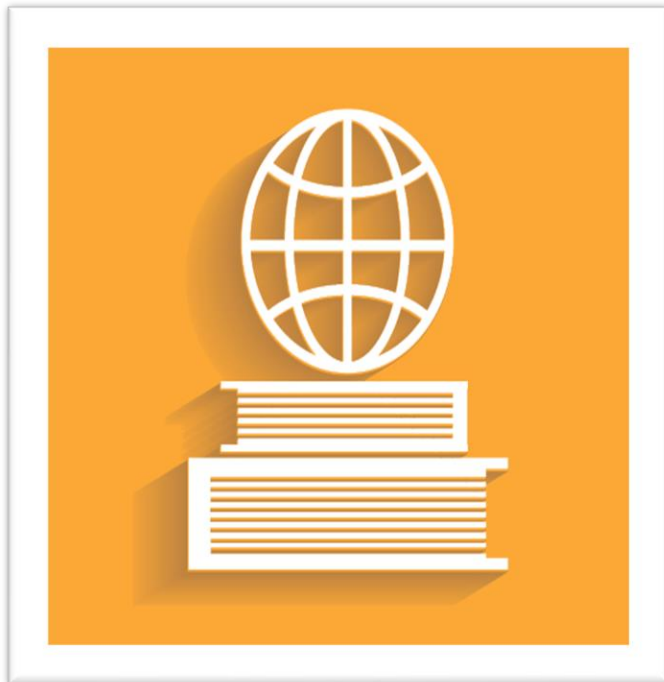
□ Innovating to broaden the market and deepen the engagement for the Publishers:

- Enabling Publishers to set up their own B2C website using micro-sites

- Integration for fulfilment

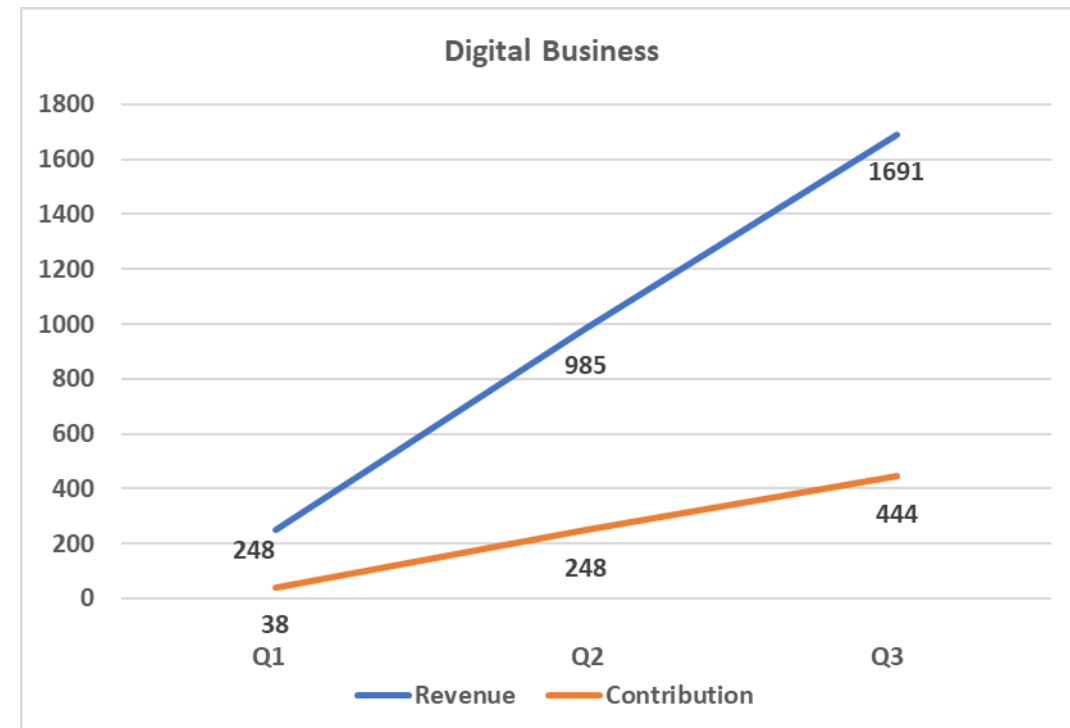
□ Adding Channels for Global Distribution:

- POD networks, E-commerce channels



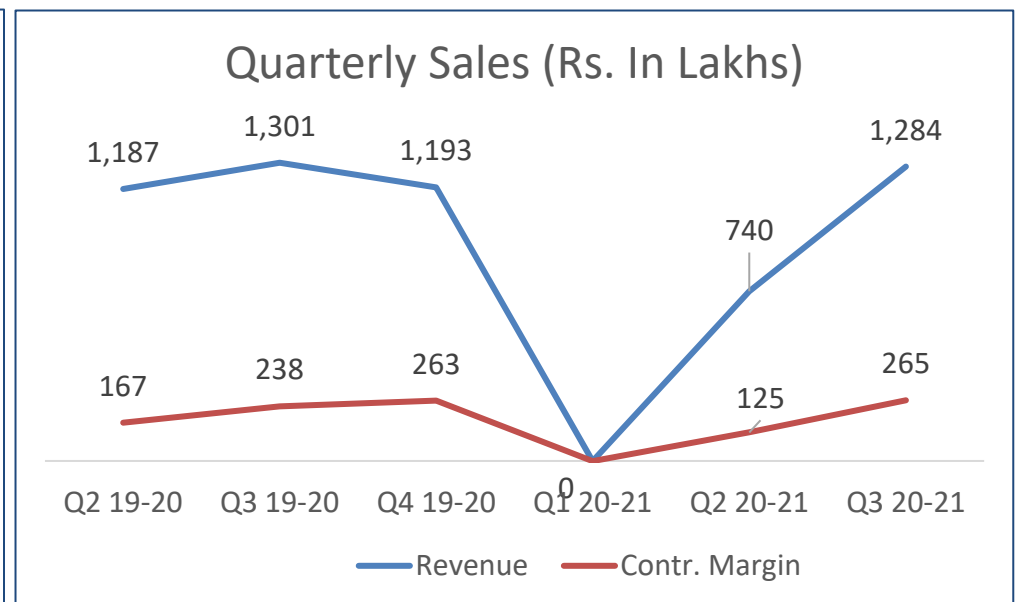
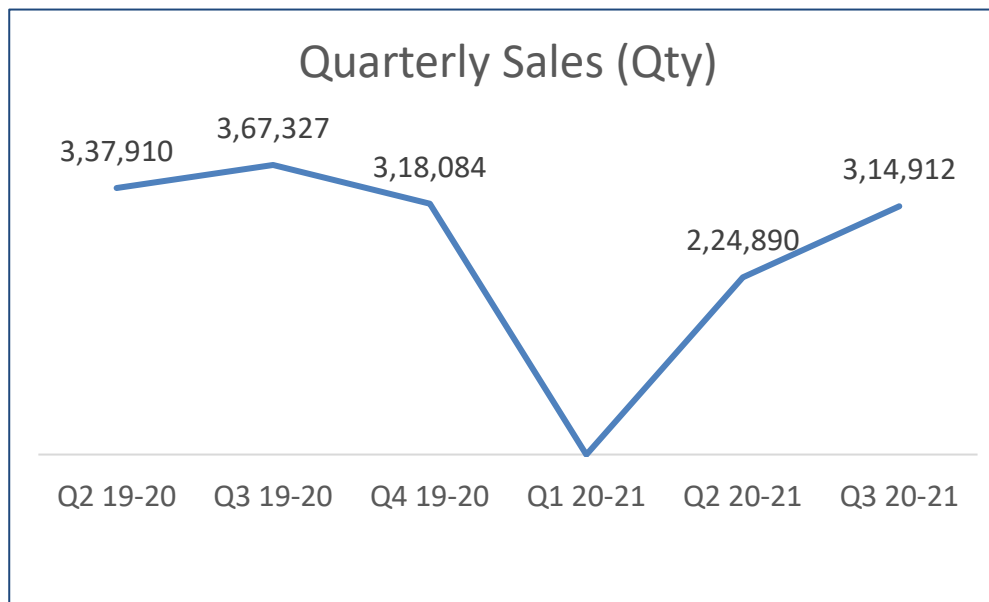
Focus on Digital Business: Building the foundation By IMPROVING the QUALITY OF THE BUSINESS

- Repro Books – Investing and growing the Digital Business
- Digital Business Revenues in Q3: Rs. **16.91 Cr** compared to **9.85 Cr** in Q2
- Contribution achieved in Q3: **26%**
- Digital Business generated **Break-even** EBIDTA in Q3 compared to **-1.4 Cr** in Q2
- Q4 trending well with healthy growth over Q3



Focus on e-Retail and One Book : Building the foundation By IMPROVING the QUALITY OF THE BUSINESS

- Repro Books – Investing and growing International and Domestic Clients in the e-Retail segment
- Revenues in Q3 amounted to Rs. **12.84 Cr** from **3,14,912** books sold
- ASP improved to Rs. **407** compared to Rs. **354** in Q3 last year (Pre-COVID)



* Q1 20-21 numbers were negligible



Traditional Print Business - Optimising Business and Clients based on Challenges faced due to COVID-19

The effects of the COVID-19 pandemic in the offline retail and school channel continue to impact the turnaround.

- ❑ **Schools and Colleges** : Comprising 80% of the book Industry – to open up with restarting of Educational Institutions
- ❑ Currently demand from the Educational market is stagnant
- ❑ **Demand** from **Export markets** not yet picked up
- ❑ Publishers have inventory piled up and are not keen producing more books hence **e-Retail is the only and best option to liquidate stocks**
- ❑ **Repro has focused on optimising the segments and clients in the traditional print business based on the above challenges**



Q3 and Nine month 2020-21 Financials



BOOKS ON DEMAND. ANYTIME, ANYWHERE

Rs. In lacs

	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
Particulars	Quarter Ended	Quarter Ended	Quarter Ended	9 Month Ended	9 Month Ended	Year Ended
	31-12-2020	30-09-2020	31-12-2019	9 Month 31-12-2020	9 Month 31-12-2019	31-03-2020
Revenue from operations	3,483	3,276	8,735	8,786	29,337	36,748
Other income	26	4	58	61	86	101
Total Income	3,509	3,280	8,794	8,847	29,423	36,849
Expenditure						
Cost of Materials consumed	1,909	1,543	2,846	4,366	12,880	15,731
Changes in inventories of finished goods, work-in-progress & stock-in-trade	(222)	(22)	1,632	86	2,476	2,639
Employee benefits expense	606	662	804	1,958	2,509	3,039
Other expenses	1,286	1,138	2,405	3,291	7,939	10,860
Total Expenditure	3,580	3,322	7,686	9,702	25,804	32,269
Gross Profit Before Interest, Depreciation and	(70)	(42)	1,107	(855)	3,619	4,579
Depreciation	690	729	480	2,127	1,403	1,919
Interest	337	353	191	1,027	639	908
Profit Before tax	(1,098)	(1,124)	436	(4,008)	1,577	1,751
Tax Expenses	(98)	(78)	(28)	(262)	(157)	(129)
Net profit after all taxes	(1,000)	(1,046)	464	(3,746)	1,734	1,880
Other comprehensive income (net of tax)	(7)	(7)	(4)	(21)	2	(27)
Total comprehensive income	(1,006)	(1,053)	460	(3,767)	1,736	1,853

Books on Demand... Anytime. Anywhere!



The Future of the Publishing Industry is here!