

February 16, 2016

To,  
Mr. Sanjeev Kapoor,  
General Manager,  
Corporate Services Department,  
Bombay Stock Exchange Limited,  
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Fax No. 22723121/2061/2041/2039

K/A: Mr. Shyam Bhagirath/ Mr. Troydon Bird.

Mr. Hari K  
Asst. Vice President,  
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(Scrip Symbol – REPRO)

K/A: Ms. Pramila

Dear Sir / Madam,

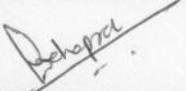
**Sub: Transcript of the Conference Call held on February 12, 2016.**

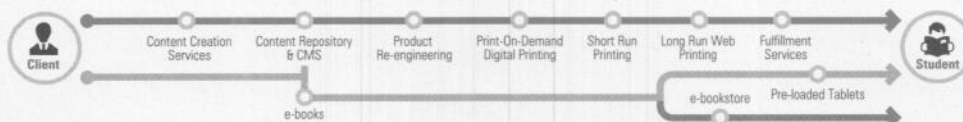
Please find enclosed the transcript of the Conference Call conducted by the Company on February 12, 2016.

Kindly acknowledge receipt.

Thanking you,

Yours faithfully,  
For **REPRO INDIA LIMITED**

  
**DIMPLE CHOPRA**  
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**“Repro India Limited Q3FY16 Earnings Conference Call”**

**February 12, 2016**

**MANAGEMENT: MR. MUKESH DHRUVE – EXECUTIVE DIRECTOR AND  
CHIEF FINANCIAL OFFICER, REPRO INDIA LIMITED  
MR. PRAMOD KHERA – EXECUTIVE DIRECTOR, REPRO  
INDIA LIMITED**

**Moderator:** Ladies and Gentlemen, Good Day and Welcome to the Repro India Limited Q3FY16 Earnings Conference Call. As a reminder, all participant lines will be in the listen-only mode and 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. Please note that this conference is being recorded. I would now like to hand the conference over to Mr. Mukesh Dhruve. Thank you and over to you, sir.

**Mukesh Dhruve:** Good Evening, Everybody. Welcome back to this Repro India Con-call. As you all know, Dr. Pramod Khera my colleague is with me and he will take you through what is happening in the current quarter, what are the opportunities that we see and we look forward to answering your questions that you have any. Thank you once again. I hand over to Pramod.

**Dr. Pramod Khera:** Thank you, Mukesh. Good Evening, Everybody. Once again it is time for the quarterly conference call. Those of you who were present in the call last quarter would recollect that we had spoken about some of the new initiatives that we have launched and we have been working upon. So those have been progressing quite satisfactorily and I will touch upon those 'Invite Presentation' plus I had also given an indication that this quarter and also the coming quarter is going to be a steady quarter, not too much of upside or downside and that is what I think has emerged in the results. So we have circulated the 'Presentation' to all of you along with the 'Results'. I will quickly run through the 'Presentation.'

First slide gives the Agenda and it talks about Six Points: First and foremost is positioning statement of Content Aggregation, we have a couple of slides are there, then on the New Two Initiatives that we are talking about e-tailing and Rapples, I will spend time on that in detail, then I got a couple of slides on the Print business; one for Exports and one for India and conclude with some of the Financial Highlights.

Next slide gives again our positioning as a Content Aggregator. Content Aggregation to Effective Dissemination is what we are talking about. Primarily what we are saying is we are in the business of acquiring titles from our clients who are the publishers and disseminating these titles through various channels, either digital or print to monetize the titles for the publishers. That is our role.

Next slide again talks about some of the channels that India e-tail, Global e-tail schools, Africa. These are some of the channels where we are able to push the content or disseminate the content. As far as our publishers are concerned, for them is the increased business and hence this entire strategy, this is targeted towards the publishers and we presented to them saying that this is your gateway to increase business.

Coming to e-tail, the first new initiative: I had explained this in quite a bit of detail in my last call. The next three slides talk about this opportunity. So in a nutshell I would like to explain what it means once again. What we are saying is that e-tail or rather e-commerce is something which is growing very-very fast in our country. There are a lot of e-commerce channels like Amazon, Flipkart, Snapdeal, Paytm, Infibeam, etc., which are selling all types of products. Books are also being sold through these channels. What we are doing is we have created a marketplace on these channels to sell the book on behalf of the publishers. Now, traditionally the way the business works is that these books are printed and stored in a warehouse at inventory and as and when the orders are generated these are shipped out to the customers.

However, with a new technology coming into place and we becoming a content aggregator, we have the printable files or the soft copies of all these titles from publishers which are aggregated, we are listing these catalogues in our marketplace on Amazon, Flipkart, etc., So whenever a customer buys a book from any of these channels, we print the book upon receipt of the order. What is happening is that first we get the order and then the production happens. So here for this one more factory is required which we have set up. We need to set up a marketplace like I said on the e-tail channel which we have done and we need to aggregate the content from publishers and get the printing right from publishers which also we have commenced. So this is a business model as far as e-tail is concerned.

As part of this business, we have tied up with INGRAM as a global connect partner. INGRAM is one of the largest content aggregator globally with close to 14 million titles from 35,000 publishers they have aggregated. They also follow the same business model. They have listed these books on the retail channels in the US and other countries and are also selling these books to the offline retail channels. So these books are produced as and when they get the orders from the retail channels. So they have their own facilities in the US, in UK and Australia and rest of the world they are tying up with different partners. So in India we have become the global connect players to sell those titles that they have aggregated in the Indian market. So as per the agreement that we have signed with INGRAM, we will be getting these titles from INGRAM and we will be putting up on our marketplace in Amazon, Flipkart, Snapdeal, Paytm and these channels are growing, we are tying up with more and more channels. Once we get the orders for any of these books, we will be printing them locally and supplying to the customers. Instead of these books which today are being imported with a very large lead time of 3-4-weeks it will be printed within 24-hours and they will get it within 2-3-days. So that is a tie-up with INGRAM that we have concluded. In fact, in the month of January, there was a World Book Fair which happens every year in Delhi, Pragati Maidan, we had taken a stall there and we had a partner, INGRAM is also participating, so some of the next couple of slides show pictures of that book fair where we had taken part. We had close to 200 publishers who had visited us during the show and also in one of the evenings when we had a get together and we shared with them our alliance with INGRAM and how it is going to benefit everybody, everybody was quite happy and quite excited about the alliance and going forward we believe that this is something which is going to help us to take our e-tail business forward in a big way. That was on the e-tail side.

As far as Rapples is concerned, yes, we are there, we are going strong, not in terms of growth but in terms of depths we are penetrating, in schools where we already have a presence in different boards and the feedback that we are getting from the schools is very-very encouraging. So they are continuing with the solution in the coming years also and are adding more students. Also, through word of mouth referencing, we hope to sign up some more schools as soon as the new academic year starts in April or June. That is as far as the schools market is concerned. In addition, we also are now readying with a solution for the higher education and we would be testing this out in some management schools very shortly. So, once

this is tested out, then we will roll this out in some of the universities and colleges. That is as far as Rapples is concerned.

Exports: Like we have been talking in the conference call over the last two or three quarters, we have faced some headwinds there and those headwinds continue. This time it is more in terms of the foreign exchange devaluation which has happened in many of these countries especially the markets which are important to us which is Nigeria, Ghana, etc., Because foreign exchange is becoming scarce in these countries it is difficult to remit money out, publishers are finding difficult to import books into the country. Because of which we are seeing some slowdown in the business that we have been doing in this; however, we are also being very cautious in this market and we are not accepting business which is not secure, which is not backed by LC, etc., At the same time, there are certain monies which were overdue from this market, we are focusing and collecting those. So that has been the strategy as far as Exports business is concerned and we have been continuing for the last two quarters.

India: We are looking promising, quite encouraging, that is the next slide where we had said that we would focus on growing in this market, not just because the market which is a large market but also because it helps us to aggregate more and more titles for our e-retail business. Also, what is happening is that globally, a lot of outsourcing of prints have now started to happen in India because many of these global clients they want to create an alternative to China which traditionally has been printing books for them and they find India to be a much easier market to work than in China. So we have been talking with some of these large multinational publishers and have tied up with some of them for participating in the global enquiries. So there are already some business which have started happening on this and as we go forward we will see that more and more business should come from large multinational publishers.

So this very briefly is the overall summary of what Rapples in the last three months were. Like I said, it is a continuation of the strategy which we formulated and outlined last quarter and maybe before that also, where we said that our energy will be focused on building the new businesses plus also bringing in some discipline internally so that become more competitive, more cost effective and focus on reducing our debtors and business whatever we do should be secure so that we do not really end up wasting and spending our time in collections.

With this I will go to the Financials bit: The first slide is about the consolidated financial results which has also been circulated to you in a separate format, in a separate standalone sheet which you must have seen I am sure. Some of the key highlights from this I have enumerated in the next slide is I will just run through these; one is that compared to last year if you look at these nine months this has been fairly stable; we have grown marginally around 6% but the idea is not to really chase risky business, but to take secure business and business

which is more profitable. In spite of all these conditions that we have put, we have been able to show some decent growth.

Recovery of debtors remains a focus. Today, we can say that these are coming under control; they have come down to 128-days compared to 147-days, this is if you consider only those debtors which are not secured by ECGC or YLC, etc., and this initiative push going to continue in the coming months also.

Over the last couple of years we have been investing in some of the new initiatives like Rapples and e-tail and we have been expensing out this investments. This was to the tune of around Rs.4-4.5 crores in the last two quarters. This quarter is showing a reduction of almost Rs.1.25 crores, has come down to Rs.3 crores. This also I had indicated in my last conference call that now onwards we see investing phase is coming to an end and the investments are going to taper down over the next 2 or 3-quarters you will see that they eventually would become zero. So that is the trend here.

If you look at the proportion of income which has come from Exports vis-à-vis Domestic, Exports is 36%, Domestic business is 64%, this again is something that we have talked about in the past and our focus is to grow the Domestic business more and that is how the proportion also has changed.

While doing all these, we have ensured that we maintain the EBITDA, it has been around 14% over the last three quarters. CAPEX is around Rs.8 crores as on date. Order book is also pretty stable; it was Rs.46 crores last quarter, this quarter is Rs.45 crores. So, all in all it is a steady business where the current Print business we are sustaining and we are trying to make it more efficient, improve the production and remove some of the strains we had in the system due to large debtors, etc., and focus is to grow the new businesses, the new initiatives, especially the e-tail business.

That brings me to the end of my presentation. Thank you very much.

**Moderator:**

Thank you very much, sir. We will now begin the Question-and-Answer Session. We have our first question is from the line of Ravi Mehta from Deep Financials. Please go ahead.

**Ravi Mehta:**

One question was regarding when I am looking at the notes to accounts, the freight expenses gone up in the nine months vis-à-vis sales going up by 6% and freight expense going by 50% and that too in a scenario of low fuel price. I could not get that, if you can clarify that would be helpful?

**Mukesh Dhruve:**

In the previous quarter we have done especially some large Exports where we undertook a lot of distribution and reaching up to the last mile. So it is just not the freight cost, but we have done a lot of distribution cost also for certain countries, for example, Afghanistan or Malawi or

Uganda, where we have reached a book right up to the last school. So it is just not the freight, but it is a lot of distribution and fulfillment cost that has been covered in that logistics cost.

**Ravi Mehta:** Meaning, is it kind of a one-time or...?

**Mukesh Dhruve:** Yes, it is a one-time thing because it depends on the contracts that you sign with the publishers and the parties there.

**Ravi Mehta:** Because the difference is huge compared to our actual bottom line. So I was wondering whether it is a one-off?

**Mukesh Dhruve:** The other thing why it has gone up is also because there is a client called RTI which is funded by the US and they wanted books by air. We have sent some huge quantities of books from India to Uganda, India to Malawi by air. So there has been a lot of airfare cost also included in this. Of course, it has been reimbursed by the client.

**Ravi Mehta:** So generally those air freights are not incurred otherwise?

**Mukesh Dhruve:** It is a one-off thing, it does not happen. Normally, nobody will get books by air.

**Moderator:** Thank you. The next question is from the line of an individual investor, Rahul Bhansali. Please go ahead.

**Rahul Bhansali:** How much is the Domestic Education Book industry grown in the last one year?

**Dr. Pramod Khera:** If you look at the Indian Education market, the entire publishing industry is around \$4 billion. 40% of that is Schools and around 30% is higher education and the balance is the trade books. So the Education Books have been growing at around 16-17% over the last three years.

**Rahul Bhansali:** Actually for FY14 & '15 I think we had grown more than the industry benchmark and for this year I think we have kind of stayed flat. So can you explain why that is...?

**Dr. Pramod Khera:** Like I said in that year there were large proportions of Export business also and this year Export proportion is lower; however, we have been growing our Domestic business. If you just look at our Domestic business that has been growing at more than 20%.

**Rahul Bhansali:** So the Domestic business has been growing at a really good pace from FY13 to FY15, only for this year I think we have not grown much or I think we have stayed flat. So can you explain that?

**Dr. Pramod Khera:** As far as this year is concerned, like I said, our focus has been to really see that we do businesses with strategic customers who are reliable in terms of payment and where we are

able to get long-term contracts into place so that if we reduce the number of customers we are able to then focus and service them better. So there are some customers which were not strategic in nature and we have not really focused on them because they were not good paymasters, this has also resulted in reduction of debtors which was the main objective, today the debtors are coming under control. So, I think the quality of business that we have today is much-much better than the quality of business which was say last three years, those quantum might have reduced.

**Rahul Bhansali:** In terms of the competition in the Domestic area, have we seen some of the smaller players go out and are we seeing some kind of consolidation in the industry?

**Dr. Pramod Khera:** A lot of the pending companies have been going through very tough time and some of them have closed down. Consolidation should happen like the way consolidation has started happening in the publishing industry which is also a highly unorganized sector, but the whole point is that the capacities are more than the demand and hence it does not really make sense to put up more capacities or to acquire any printing company at this stage unless it really adds to your product line and it adds to your capabilities. So I think it is a wait-and-watch for some time before consolidation starts happening.

**Rahul Bhansali:** In terms of the paper prices, can we easily pass them on to our customers in case of any increase in the prices?

**Dr. Pramod Khera:** Yes, because we tie up with paper mills and we have rate stability for a quarter or so and so we come to know in advance that the prices are going to increase and accordingly then we are able to pass it on to the customers.

**Rahul Bhansali:** Outsourcing business that you mentioned with a large publisher, is that in Africa only or would that be all over the world?

**Dr. Pramod Khera:** From all over the world.

**Rahul Bhansali:** So we will get some geographic diversification as well?

**Dr. Pramod Khera:** That is right.

**Rahul Bhansali:** In a recent TV interview, you said that we are also looking at some opportunity of doing the e-book sales. So can you just explain what value add would Repro give in that arena?

**Dr. Pramod Khera:** The point is that like I said most of the sale of books is happening through the e-tail channels. If you look at the publishing industry, technology is causing huge disruptions, one is in the selling process from brick-and-mortar book shops all going online. Second is the printing process; so from offset printing to digital printing. The third disruption is in the product itself



where printed books are becoming e-books. Now, this trend started globally, there were a certain time when we felt that e-books are going to become more than the printed books; however, that has stopped now. But, a large number of trade books get sold in e-books. So what we are saying is that another market which is going to grow in India in the future. Today, it is very-very small miniscule. Since we are a content aggregator, we would be ready to the platform to supply books as e-books also to our customers if they needed. So that is a platform that we will be putting in place in the coming years.

- Rahul Bhansali:** But why would INGRAM need someone like Repro for the e-book business? For the normal printing business I understand that you need someone in India to actually print the business but for something like an e-book what value add would Repro give?
- Dr. Pramod Khera:** The thing is that first of all the selling in India can happen through multi channels. It is not just Amazon or it is not Flipkart. There are a large number of e-commerce channels. Now, for INGRAM to tie up with all the 40-50 channels which are selling books they have a big task, whereas we can become their single point distributor for all the books in the country. That is one. Second is they also want every book from India. We have the relationship with our publishers. In agreement with them we can also supply them e-books from India. So it works for mutual benefit and that is why we are talking to INGRAM.
- Rahul Bhansali:** Can you give the breakup of the Print-on-Demand business for the first nine months compared to the last year?
- Dr. Pramod Khera:** This year it is Rs.17 crores compared to around Rs.15 crores last year.
- Rahul Bhansali:** Over the last couple of years we have been saying that this is going to be one huge growth area for Repro and I think we are expecting 30-40% growth also. So what issues are we facing in this area?
- Dr. Pramod Khera:** Here, the biggest thing which is going to happen is the one book printing, right. So now going forward in the next financial year we will see that we are moving more and more books to one book printing and that is all going to be Digital. So Digital business is going to increase in coming years.
- Moderator:** Thank you. The next question is from the line of Jaineel Jhaveri from J&J Holdings. Please go ahead.
- Jaineel Jhaveri:** Just following up on the questions before basically I wanted to know that so your Print-on-Demand business currently Rs.17 crores, right. What kind of EBITDA margins do you see in just that business if you have to just take that business?

- Dr. Pramod Khera:** Digital Printing EBITDA margins are higher than our outside business and we are talking about overall around 14% EBITDA, Digital business would be in excess of 25-30%.
- Jaineel Jhaveri:** This is your e-tail business, right, when we are saying Digital, Print-on-Demand one book printing, it all means the same thing, right?
- Dr. Pramod Khera:** It is merging into same thing. Till now we have been doing more on one book because it was 100 copies or 200 copies and now the quantum of books which we print one copy will become more and more because we will be getting the orders directly from the channel for individual titles.
- Jaineel Jhaveri:** That I am assuming will have even higher EBITDA margins?
- Dr. Pramod Khera:** I presume so, yes.
- Jaineel Jhaveri:** What I am trying to get at is what kind of CAPEX have we done for just this Digital, e-tail business?
- Dr. Pramod Khera:** We have been investing over the last three to five years because apart from the production technology what is important is the IT. IT there is something which we have always focused on and we have been investing in that which today is helping us to really scale up this business faster. If you were to ask me what is the amount that we invested, it is very difficult for me to put a figure to it because this has happened in phases and stages over the last five years and as we scale up more and more we will come to know what are the other investments which are required, but our CAPEX every year has been in the range of around Rs.20 crores for everything put together.
- Jaineel Jhaveri:** What I am trying to get at is that how much is it been for just e-tail at least for the past one-two years?
- Dr. Pramod Khera:** I would not be able to put a figure like I said because some of the IT solutions that we have put into place are workforce solutions, for example, the content that we are aggregating that we have a data center where it is main secure and kept there which is used by offset as well as digital. It is very difficult to break up and say this is for digital, this is for offset. Similarly, the work force which we are putting into place to pick up the content, take it into the machine, file the machine and print etc. those are also common. We do not even try to do that because it does not really make sense because ultimately it is one business that we are saying with the same title, same client, same publisher and we are printing the books, only printing technology is different.

- Jaineel Jhaveri:** For e-tail when you started this journey, you would have had some kind of payback in mind, right, when you started with this e-tail business, so what was that number, did you anticipate a 4-year, 3-year, 5-year payback?
- Dr. Pramod Khera:** I do not think you can look at this business in that way because the entire printing technology is changing from Offset to Digital. When more and more of our production is going to go Digital then you look at the pay back on a per machine basis rather than saying that entire company how much we have invested and what is the pay back. So that is a different exercise that we keep doing on the technology side. But I would not like to put a figure on the e-tail business investments only because like I said the investments cannot be segregated so easily.
- Jaineel Jhaveri:** When you print one book and you ship it out, what accounts in our revenues – is it how much you are going to get from INGRAM say INGRAM book is bought on Flipkart, what comes in our top line?
- Dr. Pramod Khera:** There are various reasons which we can account it. Like I said the real revenues are going to start coming from next year first quarter onwards and by that time we would have a clear policy in play how we are going to account for it. There are various ways in which we can account for it, just our share of the entire value of the book or whatever. From next quarter onwards we should be able to talk about it.
- Jaineel Jhaveri:** But you all have not decided yet of how you are going to account?
- Dr. Pramod Khera:** We are looking at the options and like I said by the end of the year we should firm up.
- Jaineel Jhaveri:** Because if you account for the whole book top line, then that will just look like you have very low EBITDA margins, correct?
- Dr. Pramod Khera:** Correct.
- Jaineel Jhaveri:** In terms of opportunity size, which one is bigger – Rapples or e-tail?
- Dr. Pramod Khera:** Both have big opportunities and Rapples actually is again really impacting the whole Education process, Education process has never really been impacted by technology, it has not changed, but this time it appears that change is going to happen; however, the adoption is slow, but once this is accepted and governments also start supporting it or the educationists start supporting it, all schools, all colleges will adopt it and that is where the big opportunity is because there are almost 4 lakhs private schools in India apart from the large number of government schools. Similarly, if you look at the e-tail business like I said currently almost \$4 billion is the publishing industry, less than 3-4% around Rs.2000 crores is what our estimate is being sold online whereas if you look at globally more than 60-70-80% of the books are being sold online. That is going to grow in India also and that is an opportunity.

- Jaineel Jhaveri:** But in terms of value do you have in terms of your research that you all might have done that “Okay, this is ...?”
- Dr. Pramod Khera:** Like I told you the parameters, I am sure the value can be put, but there is no point in putting a value of 1 billion or 2 billion, but opportunities could be that big.
- Jaineel Jhaveri:** In terms of tie-ups with your e-tailers and book stores, how many points of distribution you have now?
- Dr. Pramod Khera:** Like I mentioned, we are tying up with different online channels right now. Going forward we will see how to bring in the offline retailers also if they are relevant in the business, but currently the effort is on the online channels.
- Jaineel Jhaveri:** Supposing Amazing has its own Kindle version which has all these just the digital copy not a one book kind of printing, so does your library also go into the Amazon library or how does that work or Amazon has a own thing and you are not going to be participating on the Amazon platform?
- Dr. Pramod Khera:** We definitely will be participating on the Amazon platform. Amazon has its own library you said correctly. We will be aggregating books from the domestic publishers which we will add to the Amazon’s library plus some titles that we get from INGRAM also can be added to Amazon library. We are an aggregator and we will be supplying Digital Books to Amazon and they will be pushing it through Kindle to the devices.
- Jaineel Jhaveri:** So you would be doing it everywhere basically?
- Dr. Pramod Khera:** Yes.
- Moderator:** Thank you. The next question is from the line of an individual investor, Rahul Bhansali. Please go ahead.
- Rahul Bhansali:** What is our capacity utilization in our Printing business?
- Dr. Pramod Khera:** Print business is around 77% for this quarter, if you look at nine months it is around 70%.
- Rahul Bhansali:** What is the maximum capacity that we can go to?
- Dr. Pramod Khera:** 100%.
- Rahul Bhansali:** So in terms of the working capital days, since we are offering short run printing, long run printing, Print-on-Demand, since we are offering all these services, can we not demand better terms with our customers?

- Dr. Pramod Khera:** The point is, it is moving towards that but the industry like I said is a very old industry and they are used to very long working capital cycles because they sell to schools and schools pay after six months, nine months, etc. We are trying to change that, it is difficult. So right now when we say our debtor days have come down to 125 days, that is one of the best in the industry that you will be able to find because 120 days is the bare minimum that the publisher will look for.
- Rahul Bhansali:** Sir, in terms of the pricing of the books on these websites, who decides the price that we sell at?
- Dr. Pramod Khera:** The publisher.
- Rahul Bhansali:** Because I went on these websites and some of the books being sold by us cost much more than the same book being sold by someone else, so we do not have any say in that?
- Dr. Pramod Khera:** No, it is not like that, the point is that the publisher decides the MRP and when we are selling it on Amazon, we also would like to sell it on MRP. However, if the book is being sold by multiple people then we work with the publisher and see how we can be competitive in the marketplace. That is a decision that we take along with the publisher. If you have gone to the marketplace that we have created, you might be seeing that some of the books we are discounting also.
- Rahul Bhansali:** So you would do that for all the books?
- Dr. Pramod Khera:** That would vary from publisher-to-publisher, title-to-title depending upon the demand and depending upon some of the promotional activities which are being carried on by the channels also, for example, Amazon and Flipkart they keep having their promotional campaigns, so it will depend on that too.
- Rahul Bhansali:** In terms of Rapples and the competition in that area, recently one of our competitors tied up with McGraw Hill for the higher education segment, so what kind of competitive scenario are you seeing there?
- Dr. Pramod Khera:** The thing is that a lot of people are trying to do this and they are working with different publishers, we are working with 65 publishers right now. Whenever we tie up with a publisher we do not announce that we have tied with McGraw Hill, we also have our books from McGraw Hill, we have a book from Cambridge. So our USP is that we should be able to give whatever books that the school or college wants rather than saying that use books only from this publisher. We are an aggregator and we collect titles from all the publishers.
- Rahul Bhansali:** Rapples expense for this quarter has come down, but once we start going to schools again that should go up, right?

- Dr. Pramod Khara:** The point is that the investment phase is coming to an end, then it will become like a normal business and then if you are going to spend more in marketing obviously it will show in the P&L of Rapples.
- Moderator:** Thank you. The next question is from the line of Ravi Mehta from Deep Financials. Please go ahead.
- Ravi Mehta:** One question was on the e-tail front. The opportunity we are looking is that Print-on-Demand that single book opportunity that comes up if a book has to be shipped by somebody buying from Flipkart or something, but if the books are being sold and bought as the soft copies, then do we have any probably a role to play in that in terms of revenues or something being aggregators?
- Dr. Pramod Khara:** Yes, definitely, the point is that there should be a platform, we should be able to, one is convert the books to e-books, secondly, make them protected so that when they go to different devices, they cannot be copied, so the DRL is important and also servicing in different channels, every channel might have a different format in which the e-book is required, like Kindle follows a certain format, Apple follows a certain format. All these will have to be actually done. So there are multiple formats, there are multiple channels, it will be difficult for a publisher or somebody to manage that. That is the service that we provide and continue publishing of the book. The new versions keep coming. That is a role that we play.
- Ravi Mehta:** So we get a fee from the publisher on a contract basis or it is on a per book basis?
- Dr. Pramod Khara:** Revenue sharing basis on every book sold.
- Ravi Mehta:** Print-on-Demand would be an add-on thing like if the book has been sold and bought as a hard copy?
- Dr. Pramod Khara:** That is right, that is a different model, so that is separate from e-books.
- Moderator:** Sir, there are no further questions at this time.
- Mukesh Dhruve:** Thank you very much everybody for attending this concall. I think we have covered most of the aspects and as Pramod has said these are exciting times for us, we look to the e-tail opportunities that is coming up and we look forward to seeing you in our next concall. Good Evening, everybody and thank you being with us.
- Moderator:** Thank you. On behalf of Repro India that concludes this conference. Thank you for joining us and you may now disconnect your lines.