



# Repro India Limited

Value Added Print Solutions

[www.reproindia.com](http://www.reproindia.com)



# End to end solutions

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## Brief background of the client:



- A New Delhi based publishing house with a market presence over 60 years.
- Earlier, the publishing house used to get offset printing done for his books from various printers based in Delhi and Mumbai.
- It had a title base of approximately 1500.
- 700 of these were back-titles – out of print!

## Solutions provided by Repro India



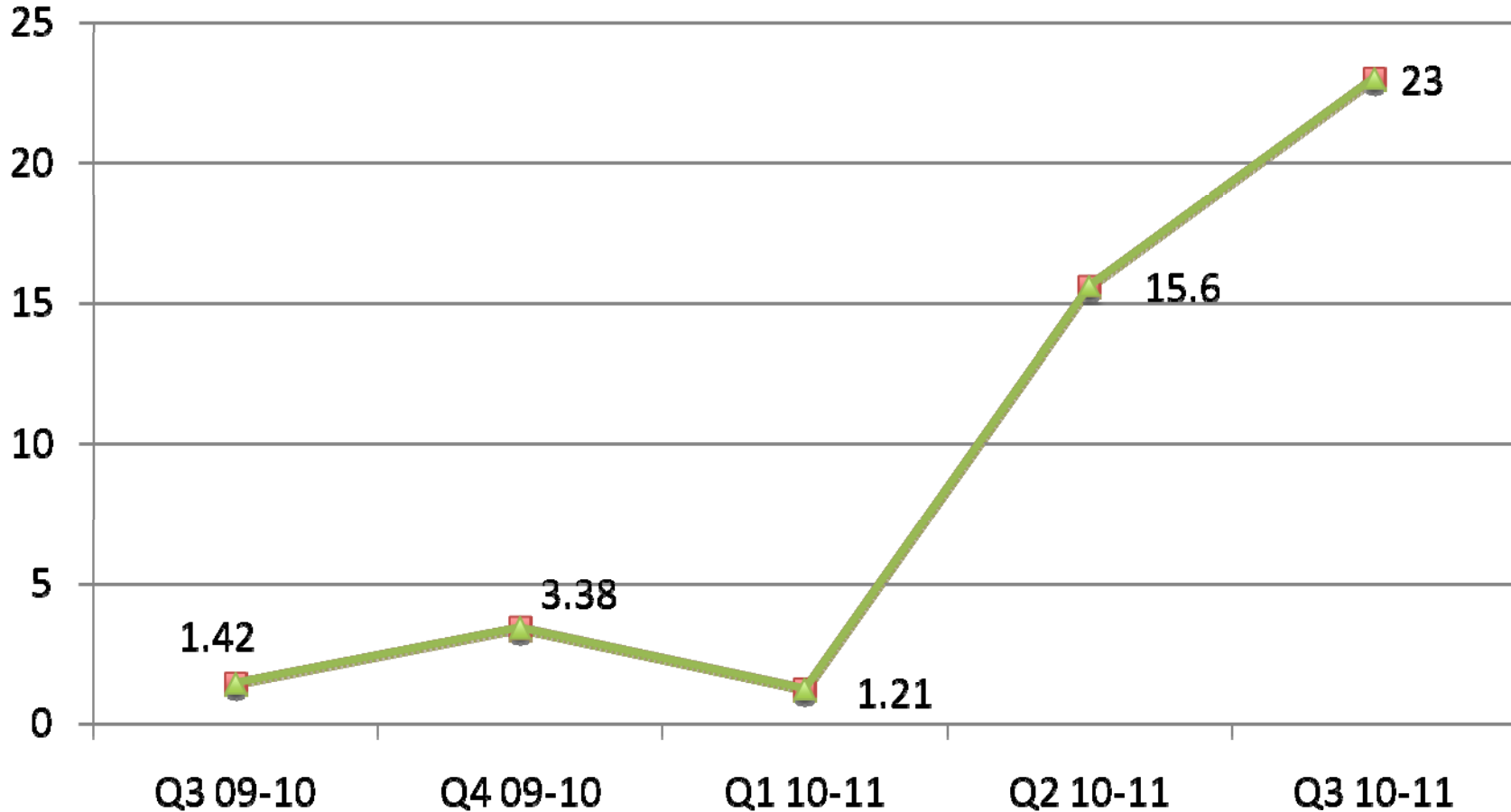
- Sampling activity of 1 title was done in Oct 2009.
- Post sampling, the first production run of 500 was followed by two runs of 2500 each.
- Production was increased hereafter, with revenue scaling up to Rs. 1.56 million in Q2, 2010.
- This was followed by Rs 2.3 million in Q3, 2010.
- Today, the publisher looks at Repro as a one-point solution provider against having multiple vendors.

## Approach of Repro India



- Repro approached the publishing house with an end-to-end solution offering in Nov 2010.
- Repro emphasized the importance of digitization and having the backlist as selling list, generating additional revenue stream.
- Repro carried out the sampling activity with 5 titles which resulted a POD run of 50 – 80 copies each.
- The client agreed to offer a pilot project of 10 titles for a complete digital solution by creating print-ready PDF – XML conversion – ePUB conversion.
- Ready to let us store and manage the repository of all the potential titles for digitization (appx. 1000 nos.).

# Analysis of client's revenue





We will *manage* your content  
to give you a *zero inventory* solution  
by providing your *books* to *fulfill* your client's requirements  
wherever, whenever  
*from one to a million copies*

**Thank You**