



Repro India Limited

Value Added Print Solutions

www.reproindia.com

Moving up the value chain

Brief background of the client



- The Client, a spiritual commune based in nearby Mumbai with its own publication arm.
- The client serves a niche market with a huge follower database spread across the globe.
- There is also a considerable demand for their publications from the open market (i.e. from non-followers).
- The client is currently based on an offset model and does physical distribution through external publishers tied up through their own website.

Requirements of the client



Phase 1

- A comprehensive solution for all offset and POD (domestic) requirements.
 - 250 Titles on POD, with production run 1 to 200.
 - 100 Titles on Offset, with production run up to 3000.
- A solution for digitization, content conversion to XML, ePub and for making the database future ready.
- An end-to-end solution from content to print to fulfillment.
- The client also wanted to explore the feasibility for servicing end customers through digital storefront from their website.

Phase 2

- In phase 2, the client wanted Repro to cater to their International requirements (Content and Print).

Solutions offered by Repro India



- Repro offered a complete solution from 1 to 1 million copies with a clear focus on addressing the content requirements in terms of creation, conversion and conservation.
- Repro emphasized the importance of digitization and having the backlist as a selling list. This would generate an additional revenue stream for the client.
- We discussed the possibility of creating e-pubs, e-books and enhanced e-pubs for iPad and tabs.
- Repro offered to do a sampling activity of the same to take this project ahead.
- Repro shared the vision to have their content be managed on Repro's server so they could focus on creation and acquisition of titles rather than developing and investing on the required IT infrastructure.

The final solution



- Client's content now resides on Repro's servers.
- The end user places a print order on client's website.
- The triggers for execution come automatically to Repro
- Repro services and fulfills the orders.



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