

February 4, 2020

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, 2019.

This is for your information and record.

Thanking you,

Yours faithfully,  
For Repro India Limited,



**Kajal Damania**  
Company Secretary & Compliance Officer

Encl: As above



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BOOKS ON DEMAND. ANYTIME, ANYWHERE

# Repro India – Strategic Direction and Progress :

*Books on Demand. Anytime! Anywhere!*

## 2019-20 : Q3 and 9 Month Performance Highlights

**Moving forward to Quantum Growth and  
Increased Market Share in the E-tail Book Industry**



BOOKS ON DEMAND. ANYTIME, ANYWHERE



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

## Key Strategies : 2019-20

### Aggressive Growth

#### Content Acquisition :

- “Relevant” titles
- International Titles

#### Strategic partnerships with key publishers to

- Enhance market share
- Work on optimum pricing deals

#### Geographical Replication – In addition to the existing capacity in the West, increasing capacity in North and South India

#### Channel tie-ups to ensure optimum pricing

### Operational Efficiencies

#### Building and enhancing IT Systems for multi-location servicing and higher scale

#### Investments in Digital Printing & Finishing Equipment to address newer segments like STM, International and Children

### Financial Objectives

#### Higher growth and higher margin in the e-retail business

#### Working towards Cash flow Surplus in the e-retail business





# THE TECH PLATFORM FOR BOOK AGGREGATION



**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!**

**Executive Summary : Key Financial highlights : 9 months 19-20 over 9 months 18-19**  
**Moving forward on the strategic path... on an inflexion to rapid and sustained growth**

## **90% growth in E-retail POD Revenue**

- **Steady Revenues** – Rs. **293** cr (9 months 2019-20) over Rs. **293** cr (9 months 2018-19)
- **14%** growth in PBDIT – Rs. **36.19** cr (9 months 2019-20) over Rs. 31.72 cr (9 months 2018-19)
- **19%** growth in PBT – Rs. **15.77** cr (9 months 2019-20) over Rs. 13.27 cr (9 months 2018-19)
- **Debt Equity Ratio – 0.35** (as on 31.12.19) compared with **0.52** (as on 31.03.19)
- **Receivables no of days – 68** (as on 31.12.19) compared with **105** (as on 31.03.19)
- **Merger of print business of RBL into RIL** likely to take place during current Quarter
- **90%** growth in **e-retail POD Revenue** – as per the strategy, to Rs. **34.74** cr (9 months 2019-20) from Rs. 18.26 cr (9 months 2018-19)



## Executive Summary : E-Retail: Key Highlights

Strengthening relationships with Publishers ... deeper engagements... newer customers at the World Book Fair



- **Building relationships** by exploring opportunities with **existing clients** and **opening up newer markets and segments** by **customizing the e-tail solution** for specific needs

□ at the **World book Fair 2020**





## Executive Summary : E-Retail: Key Highlights

### Paving the way for the future with Ingram

### Opening up the international markets for Indian Titles

- Joint explorations with the senior executive team from Ingram to tailor business solutions for publishers at the **World book Fair 2020**



- Increasing the scope and depth of the Repro Ingram Strategic Relationship





## Executive Summary : E-Retail: Key Highlights Paving the way for the future with our team! Defining goals, objectives and tasks to increase e-retail business



- Setting KRA's in all the areas of business, operations and financials through MBO's and KRAs
  - .... All resulting in focused action and an even more robust business model!





## Executive Summary : E-Retail: Key Highlights Paving the way for the future with our team

Defining the objectives and tasks to increase e-retail business in the coming years



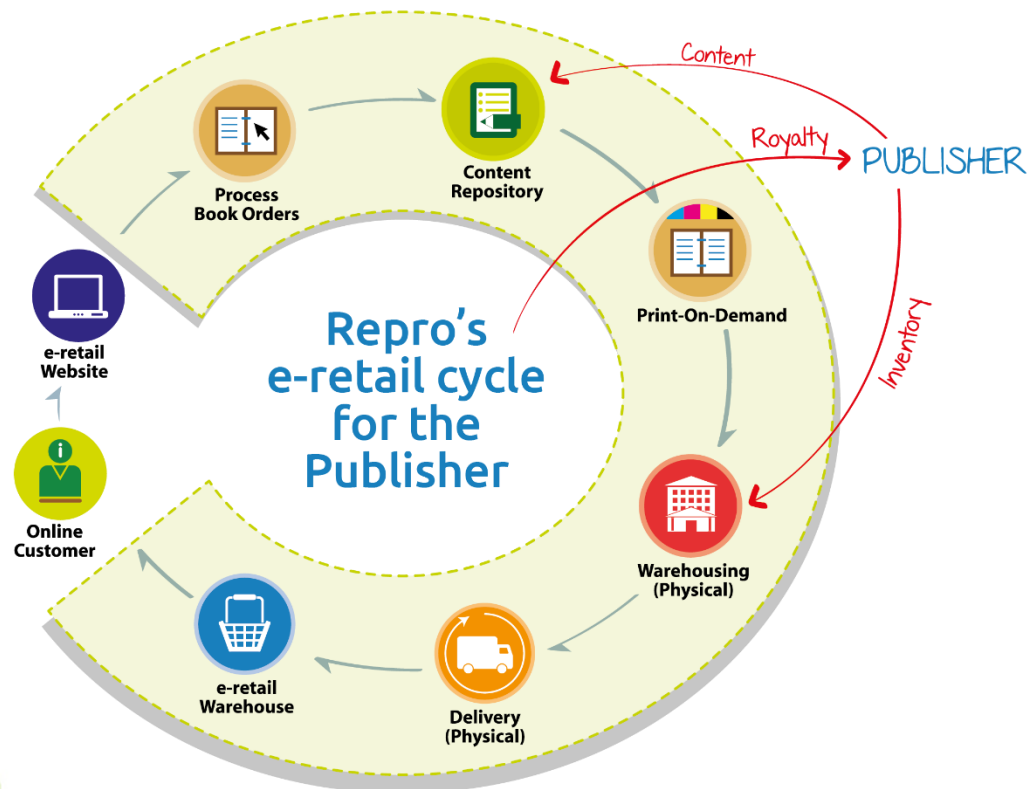
Setting KRA's in all the areas of business, operations and financial through MBO's and KRAs

... All resulting in focused action and an even more robust business model!

## Executive Summary : E-Retail: Key Highlights Moving forward on the strategic path... on an inflexion to rapid and sustained growth

**Zero** inventory  
**Zero** returns

**Zero** obsolescence  
**Zero** wastage



### □ Focus on One Book Factory :

- “Relevant” Content Acquisition
- Publishers mining for increased business of relevant titles
- Increasing Geographies - internationally
- Capacity Building – increasing locations
- Order Fulfillment through channel partnerships (Amazon etc)
- International Strategic Relationships – Ingram



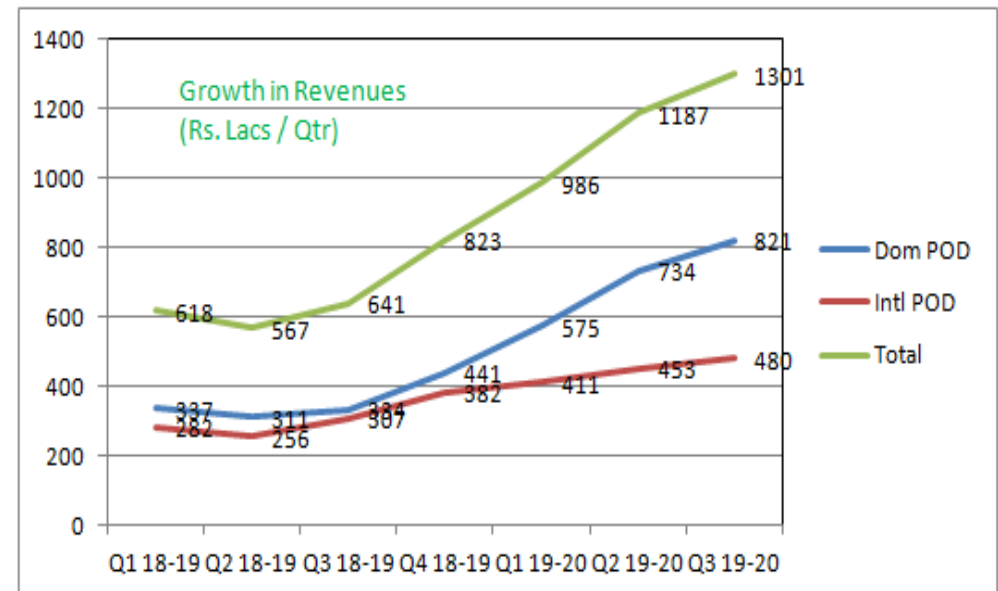
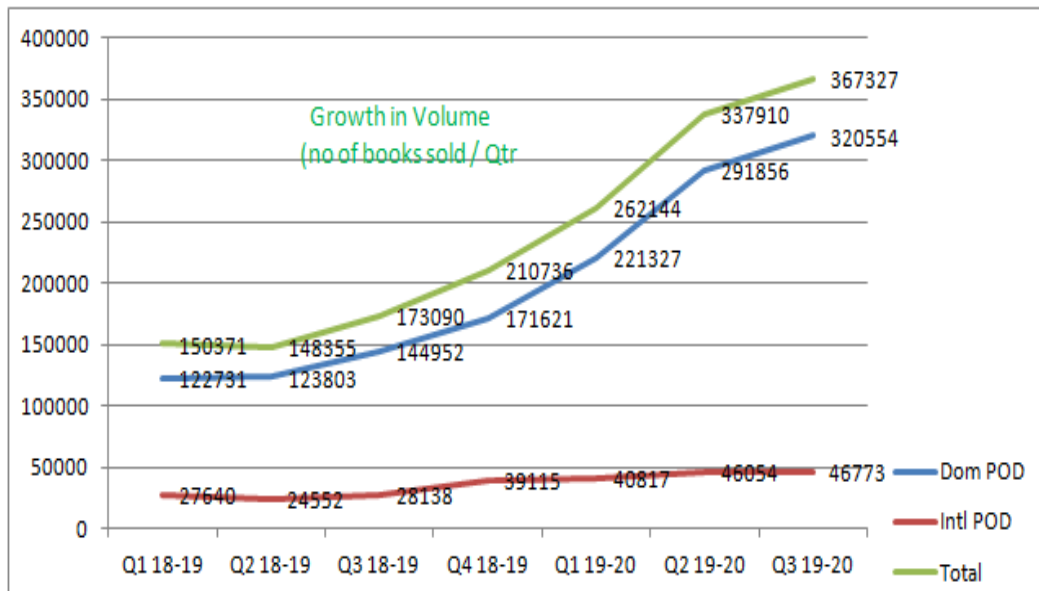
## Executive Summary : Key Financial highlights : Q3 2019-20 : Focus on the growing e-Retail segment

### □ e-Retail : Repro Books – the continuing growth trajectory for POD Books

□ The focus is on increasing **Relevant titles for Domestic & International Books**

□ **114%** Increase in volume of books sold from **1,50,371 titles/Qtr** (Q1 18-19) to **3,67,327 titles/Qtr** (Q3 19-20)

□ **111%** Increase in Revenue from **Rs. 618 lac/Qtr** (Q1 18-19) to **Rs. 1,301 lac/Qtr** (Q3 19-20)





## Executive Summary : E-Retail: Key Highlights

*The momentum of the strategic action picks up traction!*

- The dedicated enhanced one book facility, **fully operational in Bhiwandi Mumbai** :
  - **108% increase in total books fulfilled over 7 quarters**

|                     | Q1 - 18-19 | Q2 - 18-19 | Q3 - 18-19 | Q4 - 18-19 | Q1 - 19-20 | Q2 - 19-20 | Q3 - 19-20 |
|---------------------|------------|------------|------------|------------|------------|------------|------------|
| Books per Day       | 1652       | 1613       | 1881       | 2342       | 2881       | 3673       | 3993       |
| Total Books for Qtr | 150371     | 148355     | 173090     | 210736     | 262144     | 337910     | 367327     |

**Successful trials and select order fulfillment from One Book Factory in the North commences!**



## Executive Summary : Key Highlights

*A strategic approach to the **existing business** with MNC and large Publishers*



**Existing Business : increasing strategic client acquisitions**

- ❑ **Repro Publishing Services** - focus on **value added services** continues. Leading to **predictability** of business and **better realisation**.
- ❑ Focus on MNC business continues
- ❑ **Exports** business with secure business continues to add to the publishing services revenues





BOOKS ON DEMAND ANYTIME, ANYWHERE

# REPRO : Financial Highlights

FY 2019-20 Q3 and Nine month Results

# Q3 /9 month 2019-20 Financials

*Rs. In lacs*

|   | Unaudited     | Unaudited     | Unaudited     | Unaudited         | Unaudited         | Audited       |
|---|---------------|---------------|---------------|-------------------|-------------------|---------------|
| Particulars   | Quarter Ended | Quarter Ended | Quarter Ended | Nine Months Ended | Nine Months Ended | Year Ended    |
|   | 31-12-2019    | 30-09-2019    | 31-12-2018    | 31-12-2019        | 31-12-2018        | 31-03-2019    |
| Revenue from operations   | 8,735         | 9,895         | 9,670         | 29,337            | 29,282            | 39,949        |
| Other income  | 58            | 11            | 20            | 86                | 26                | 40            |
| <b>Total Income</b>   | <b>8,794</b>  | <b>9,907</b>  | <b>9,689</b>  | <b>29,423</b>     | <b>29,309</b>     | <b>39,989</b> |
| Expenditure   |               |               |               |                   |                   |               |
| Cost of Materials consumed  | 2,846         | 4,136         | 5,671         | 12,880            | 18,249            | 23,961        |
| Changes in inventories of finished goods, work-in-progress & stock-in-trade | 1,632         | 750           | (340)         | 2,476             | (2,207)           | (2,081)       |
| Employee benefits expense   | 804           | 883           | 833           | 2,509             | 2,533             | 3,442         |
| Other expenses  | 2,405         | 2,953         | 2,448         | 7,939             | 7,561             | 10,241        |
| <b>Total Expenditure</b>  | <b>7,686</b>  | <b>8,721</b>  | <b>8,611</b>  | <b>25,804</b>     | <b>26,137</b>     | <b>35,563</b> |
| Gross Profit Before Interest, Depreciation and Tax (PBDIT)                  | 1,107         | 1,185         | 1,078         | 3,619             | 3,172             | 4,425         |
| Depreciation  | 480           | 452           | 366           | 1,403             | 1,111             | 1,484         |
| Interest  | 191           | 170           | 219           | 639               | 734               | 1,036         |
| <b>Profit Before tax</b>  | <b>436</b>    | <b>563</b>    | <b>493</b>    | <b>1,577</b>      | <b>1,327</b>      | <b>1,906</b>  |
| Tax Expenses  | (28)          | (12)          | (112)         | (157)             | (349)             | (452)         |
| <b>Net profit after all taxes</b>   | <b>464</b>    | <b>575</b>    | <b>605</b>    | <b>1,734</b>      | <b>1,676</b>      | <b>2,358</b>  |
| Other comprehensive income (net of tax)                                     | (4)           | 3             | 3             | 2                 | 8                 | (17)          |
| <b>Total comprehensive income</b>   | <b>460</b>    | <b>579</b>    | <b>607</b>    | <b>1,736</b>      | <b>1,684</b>      | <b>2,341</b>  |



# Books on Demand... Anytime. Anywhere!



The Future of the Publishing Industry is here!