

February 11, 2022

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 third quarter and nine months ended December 31, 2021.

This is for your information and record.

Thanking you,

Yours faithfully,
For **Repro India Limited**,



Mukesh Dhruve
Director (DIN: 00081424)

Encl: As above



BOOKS ON DEMAND. ANYTIME, ANYWHERE

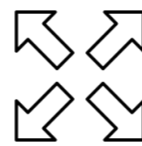
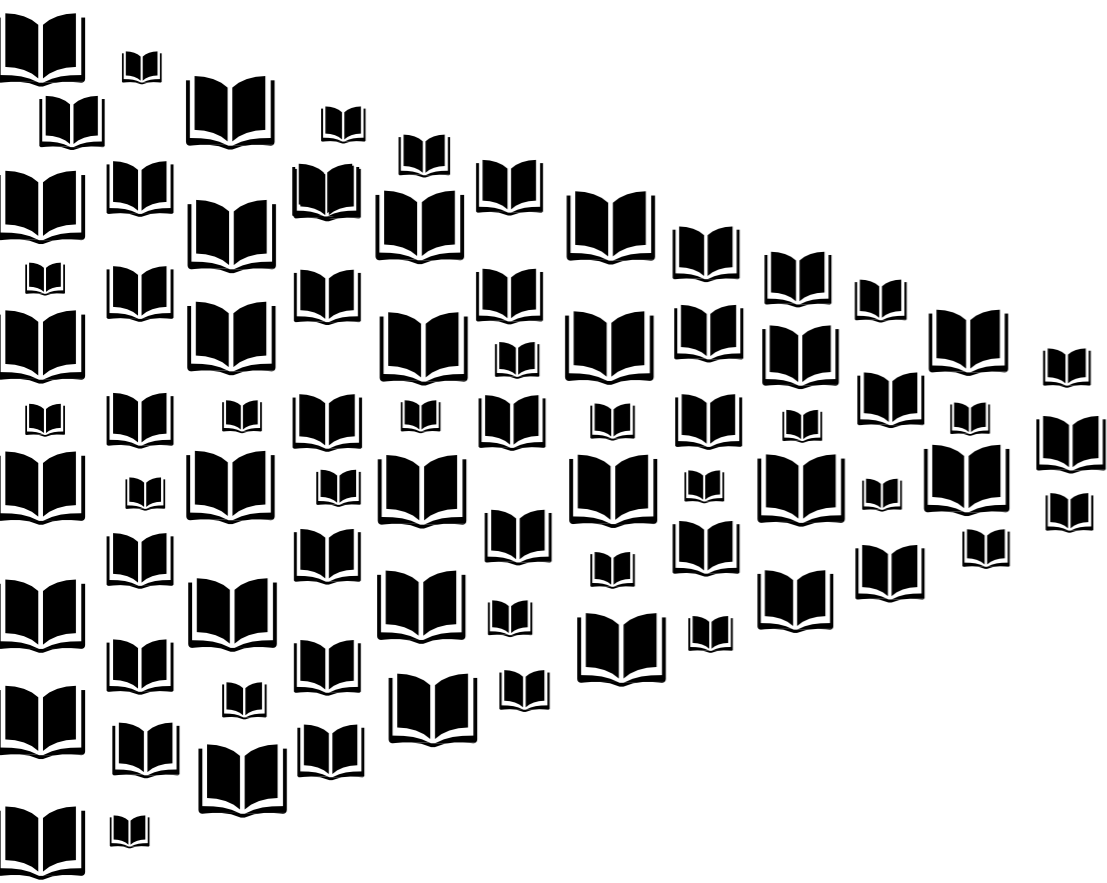


Q3 FY22

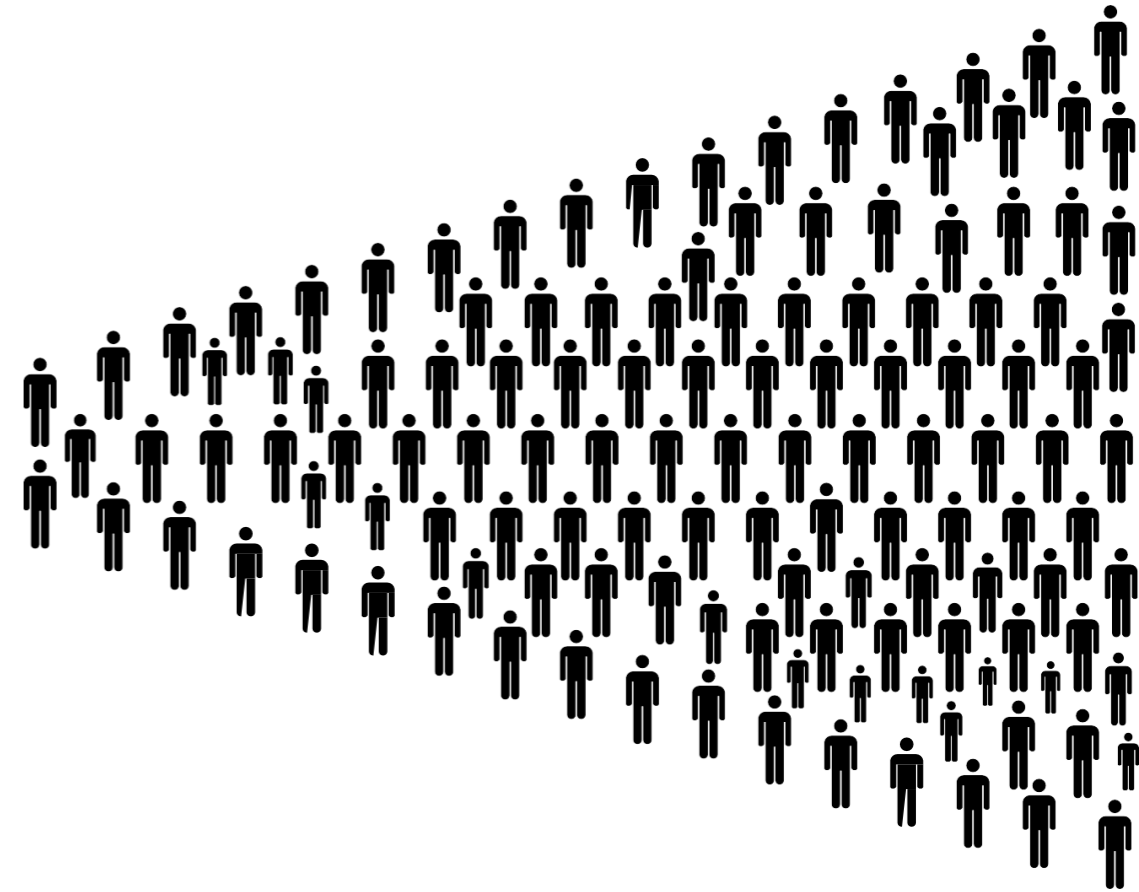
Investor Presentation

11th Feb 2022

THE TECH PLATFORM FOR BOOK AGGREGRATION





REPRO BOOKS
Books on Demand • Anytime • Anywhere



Mission: To deliver the best content in India to consumers via the widest set of channels using technology at every step

The Books Market

Indian books market 6th largest in the World, \$6.4 Bn in FY22; p-books are dominant & online is rising

| | Books Market Size FY22 | Per Capita spend on books | Channel/Format | |
|---|--|---------------------------|-----------------------|-----------------------|
|  | INR 9,99,000 Cr* (\$ 132 Bn) | \$ 17 | 79% P-Books | 72% Offline |
|  | INR 47,400 Cr* (\$ 6.4 Bn) | \$ 5 | 92% P-Books | 73% Offline |

Compared to Global /US/ China book market, India's books market is unexplored & underserved

Key Drivers



Increased International content distribution



2nd Largest English-Speaking Country



Increasing literacy rate



Increasing readership in Tier 2/3 towns



Lowest Data Prices @Rs. 18 in India Vs Rs 600/ GB Globally



Increased Consumer Spending

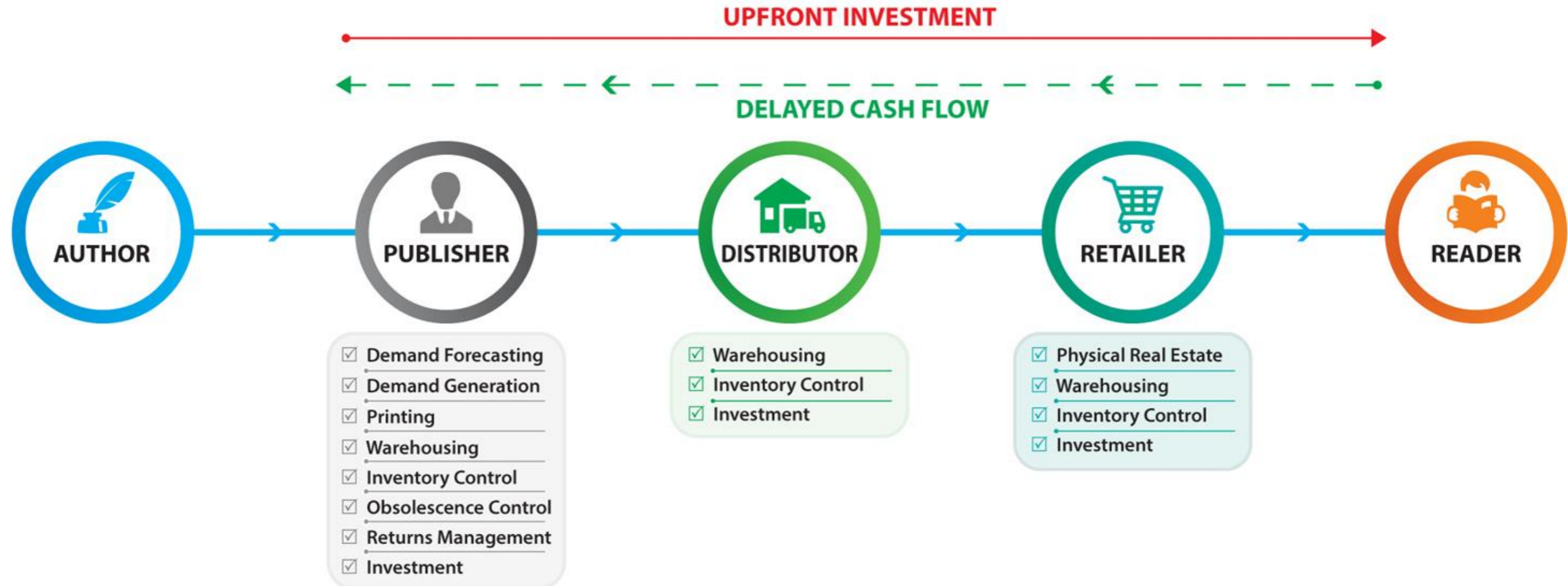
Notes: * 1 USD = 74 INR

Source: The Education Market Association, World Bank, ACER, Primary Research and GVR Analysis

The Traditional Publishing Model

Growth is stunted due to supply chain & working capital inefficiencies

TRADITIONAL PUBLISHING MODEL FIRST PRODUCE → THEN SELL



The New Publishing Model – Repro Enabled

An efficient supply chain along with levers for market expansion

**REPRO: PLATFORM THAT DISRUPTS
FIRST SELL → THEN PRODUCE**

NEGATIVE WORKING CAPITAL CYCLE

ZERO INVESTMENT



Zero Demand Forecasting
Zero Upfront Printing

Zero Warehousing
Zero Inventory Control

Zero Investments
Zero Book Returns

Zero Obsolescence Control

Even the relationship between the author & publisher is blurring (self-publication)

Repro – A Publisher's One-Stop Shop for online sales

Seamless & secure end-to-end process



Zero inventory

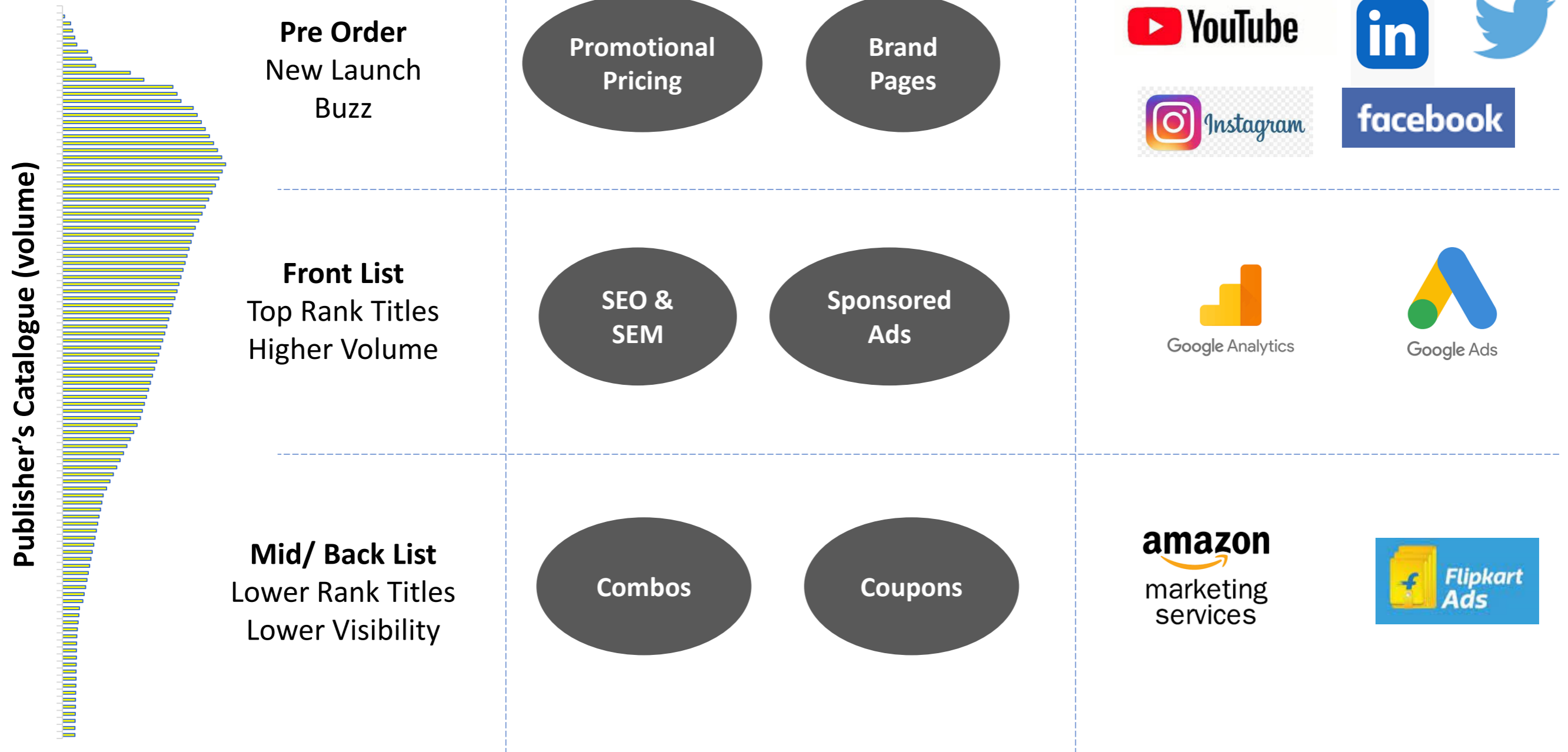
Zero returns

Zero obsolescence

Zero wastage

Solving the Visibility problem for Publishers

Repro manages this critical area seamlessly across channels



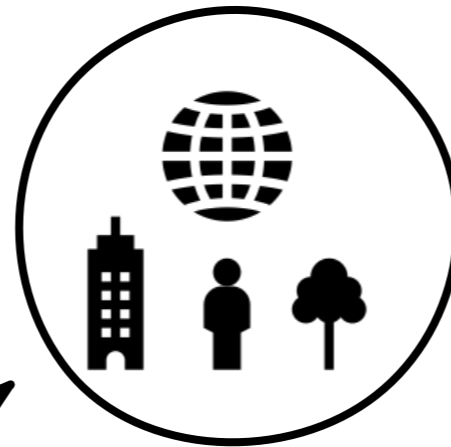
Marketing capability to promote & enhance the visibility of varied range of titles

Environment, Social & Governance

Repro will play a dominant role in reducing the carbon footprint of the books industry; firmly positioning itself as a beneficiary of the rising investment in this theme

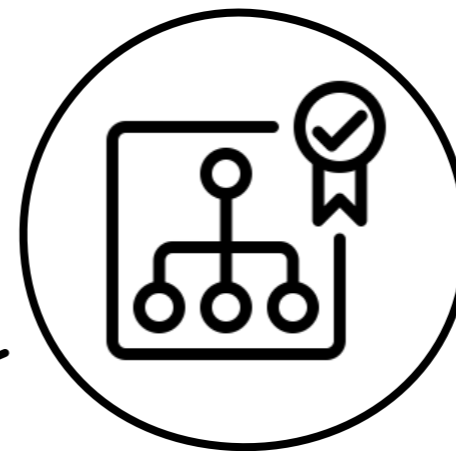
Environment

- Reducing carbon footprint of MNC publishers via import substitution
- Green manufacturing facilities
- Responsible raw material procurement



Social

- CSR initiatives
- Propagating availability of key category for nation building
- Part of the Indian growth journey in education, knowledge



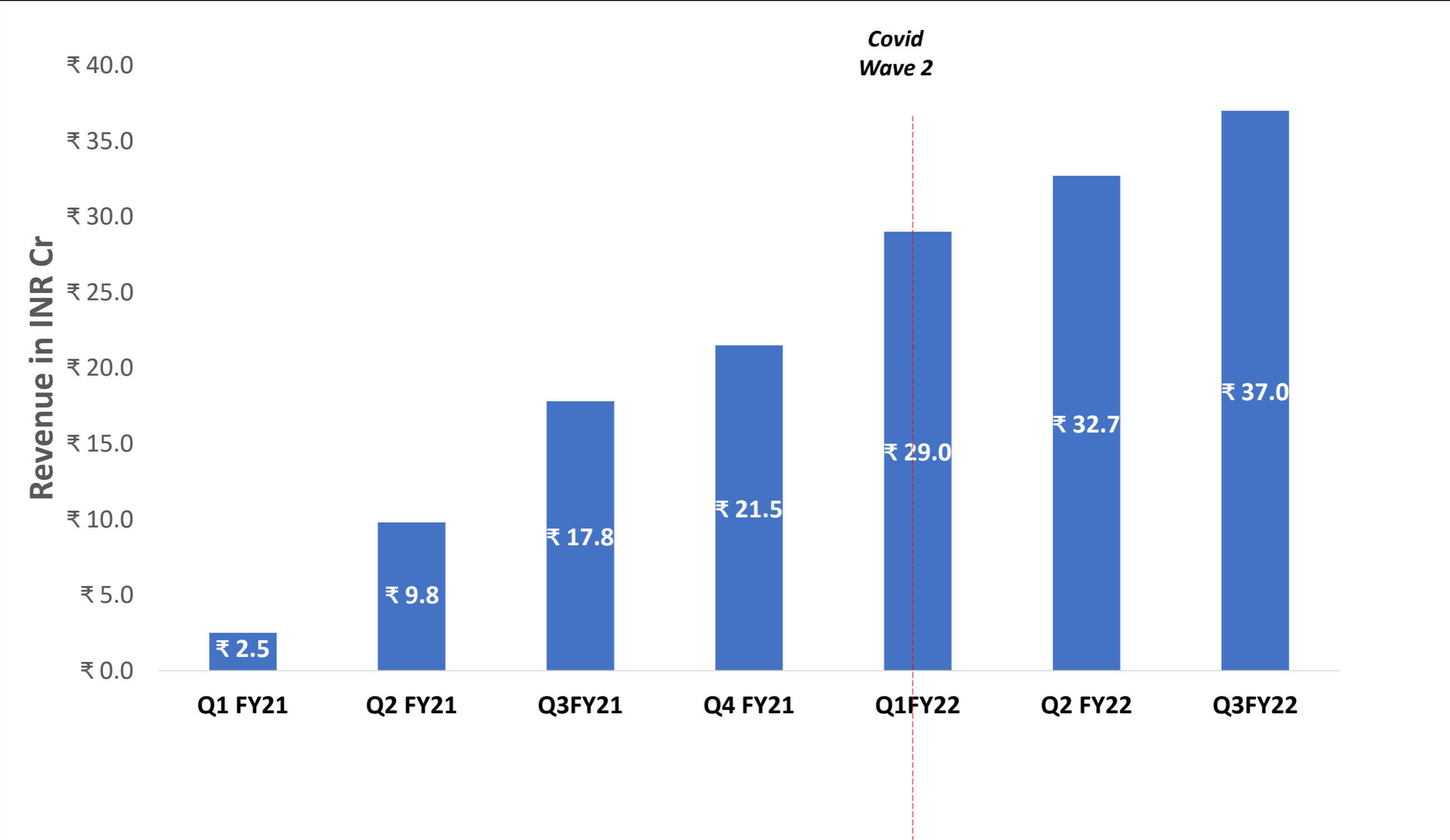
Governance

- Best in class governance & reporting
- Repro India listed on Stock Exchanges since 2005

Revenue – Last 7 Quarters – One Book Model (Print-on-demand)

QoQ growth % →

292% 82% 21% 35% 13% 13%

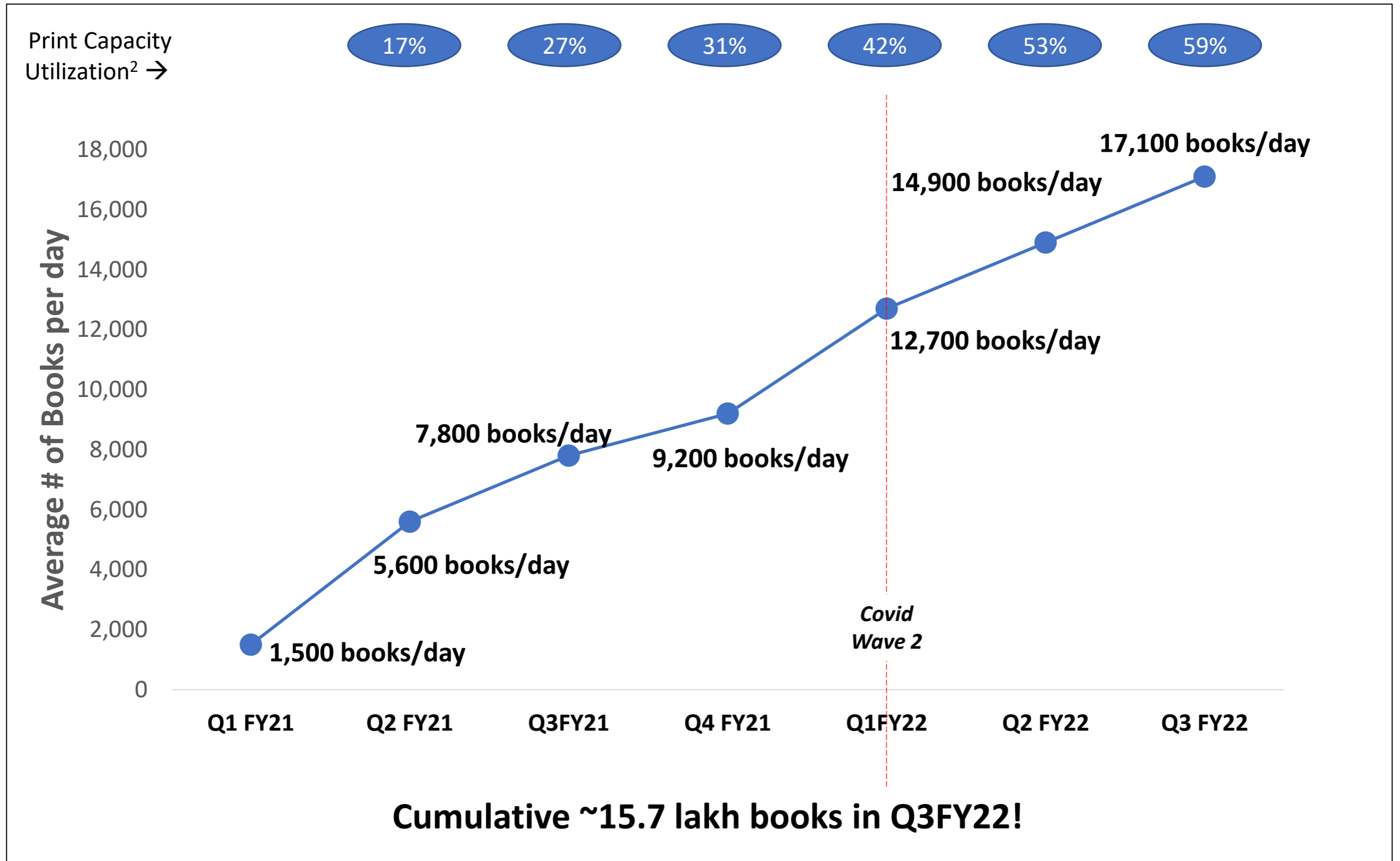


Repro has witnessed consistent QoQ revenue growth in Q3FY22

Notes: [1] – Includes E-books & GDP, [2] – Corresponding to books printed at Repro plants, avg no of pages assumed = 260/book, includes SRDP

Source: Repro Internal MIS

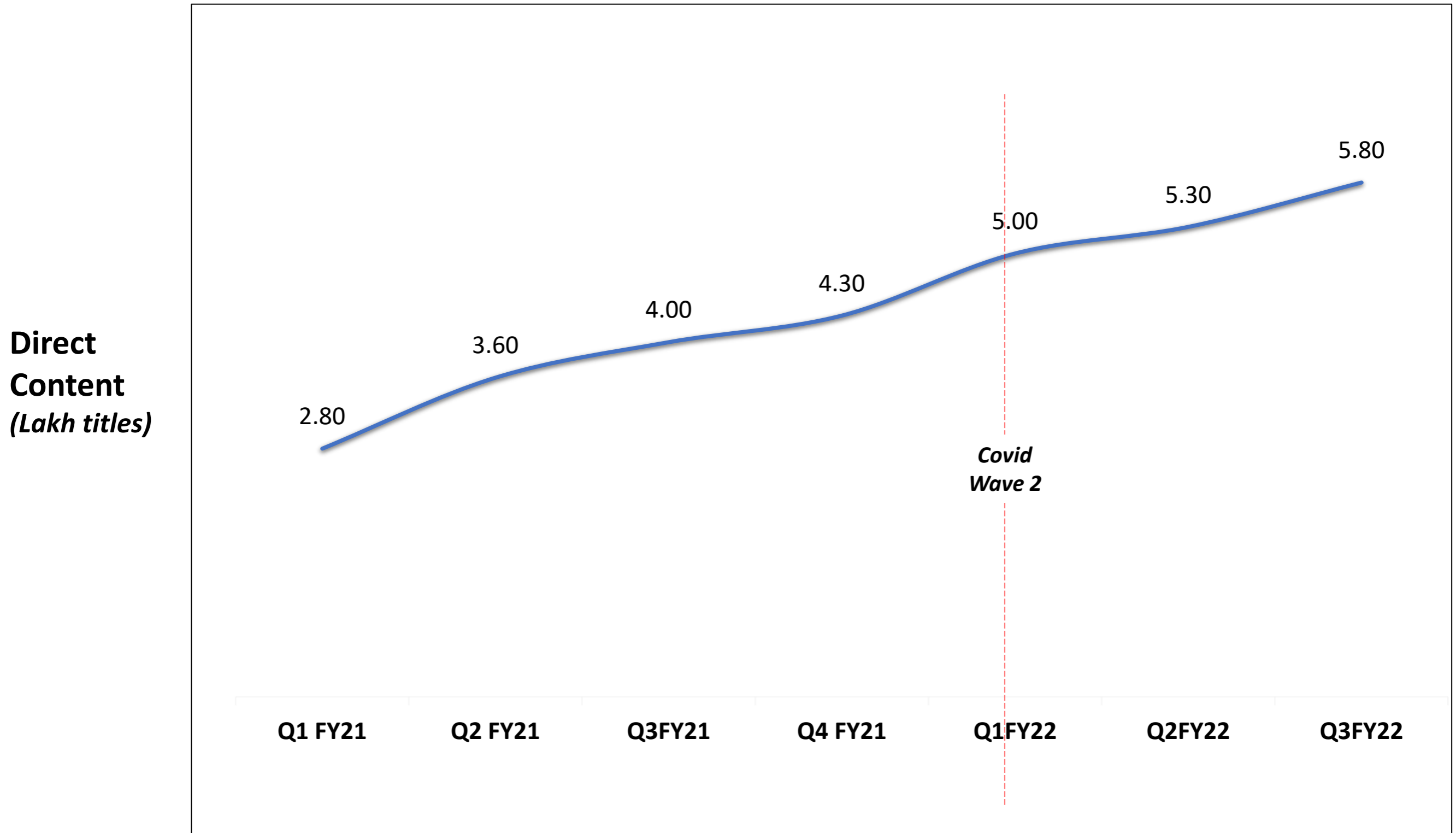
Quantity – Last 7 Quarters – One Book Model (Print-on-demand)



Notes: [1] – Includes E-books & GDP, [2] – Corresponding to books printed at Repro plants, avg no of pages assumed = 260/book, includes SRDP

Source: Repro Internal MIS

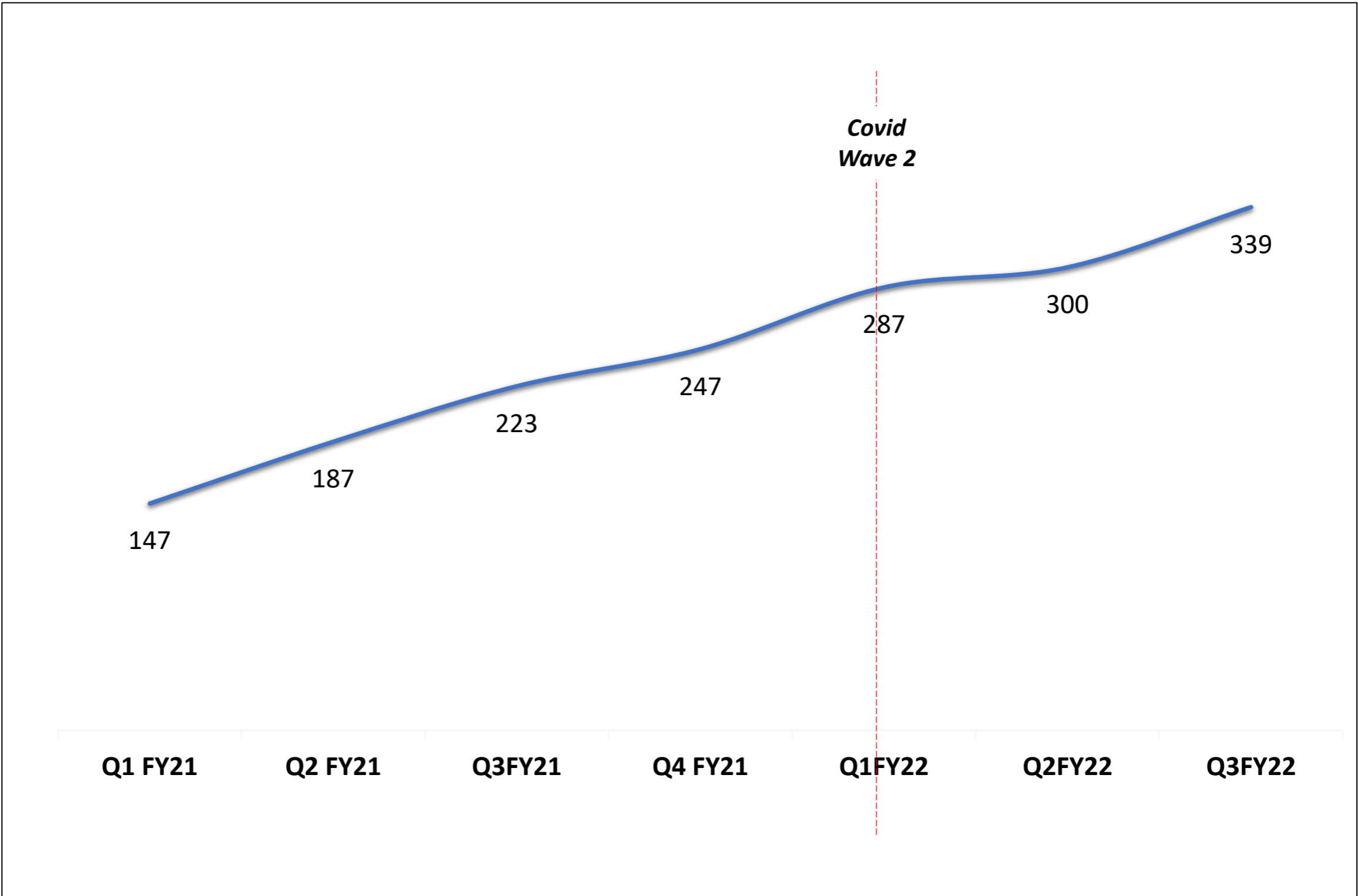
Key Parameters – Modest Growth in Content (Print-on-demand)



And 110 lakh titles in addition via the partnership with Ingram Content Group

Key Parameters – Robust Growth in Customer Base

of Customers
(Direct Publishers)



The Team

Building a team with proven skills in building digital businesses



Umang Thakore **Chief Operating Officer**

- Corporate Strategy at Tata Group – TSMG, Tata Digital
- Ex - Accenture Strategy
- Indian School of Business – Hyderabad
- Purdue University – BSIE

In FY22, building the team by acquiring talent in key areas:

- Product Management
- Sales & Marketing
- Technology
- Channels
- Digital Marketing & Customer Acquisition

Thank You!