

January 25, 2023

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 ended December 31, 2022.

This is for your information and record.

Thanking you,

Yours faithfully,

For **Repro India Limited**

ALMINA BANU  
ABUBAKAR  
SHAIKH

**Almina Shaikh**  
**Company Secretary & Compliance Officer**

Encl: As above



BOOKS ON DEMAND. ANYTIME, ANYWHERE

# Q3 FY2023 : Performance Highlights

## Investor Presentation



BOOKS ON DEMAND. ANYTIME, ANYWHERE



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



BOOKS ON DEMAND ANYTIME, ANYWHERE

## Q3 FY23 Financials

- ❑ **Consolidated Q3 FY23 Revenue @ ~ Rs. 105 cr** with **~49%** sales coming from Digital business. **YoY revenue growth at 54%** . QoQ revenue growth @ 16%.
- ❑ **Gross Margins for Q3 FY23 stable at 47%** despite high inflationary environment persisting in paper prices.
  - ❑ Timely pass throughs, contribution from import substitution & better distribution terms secured with publishers has helped maintained margins. 9-month average is 47%
- ❑ Q3 FY23 **EBITDA @ ~Rs 11.9 cr** vs ~ Rs 3 cr in Q3 FY22 & ~Rs 9.2 cr sequentially.
  - ❑ **9 months EBITDA @~ Rs 30 cr** vs ~Rs 9.3 cr in the same period YoY.
  - ❑ Q3 FY23 **EBITDA Margin @ 11.3%** vs 4.4% in Q3 FY22 & 10.2% sequentially. Margin improvement on account of stable gross margins, higher sales growth & operating leverage as major fixed cost such as employee and manufacturing expense increasing marginally.
- ❑ Q3FY23 **PAT @ Rs. +3.1 Cr** vs. Rs. **-6.4 Cr Q3FY22** and Rs. +0.44 Crore sequentially.
  - ❑ **9 months PAT @ Rs + 3.7 cr** vs **Rs -18.5 cr** in the same period YoY.
  - ❑ **Q3FY23 Finance Cost @ Rs. 2.75 cr.** is almost same as last 7 quarters.



- ❑ **New channels integrated – ONDC integration commenced.** Opportunity to list catalogue size of ~ 10 million.
  - ❑ **Meesho** tech integration process completed and have started sales on the platform.
- ❑ **24 new publishers onboarded on the Repro platform:**
  - ❑ Notable additions such as PhysicsWallah, Byjus, Unacademy, Allen, Elsevier, Sage Publications
  - ❑ Innovative models – 2 of the top law publishers in India achieved all-time high sales by becoming category-wide bestsellers on channels through an exclusive partnership with Repro leveraging our POD capabilities along with channel expertise (tech enabled listing, marketing, pricing)
  - ❑ Onboarded largest importer of international medical titles to India in our Digital Print Services (import substitution)
- ❑ **Technology investments in the quarter:**
  - ❑ Data platform – analytics & intelligence, predictive sales & forecasting, automated price interventions on channels. This will lead to higher content monetization of our digital repository due to higher buy box wins on e-commerce channels.
  - ❑ Brownfield expansion of print on demand capacities has increased the books per day capacity by 20% (40,000 books per day vs 33000 per day)
- ❑ **Actions taken in Q3FY23 would lead to QoQ double-digit revenue growth in digital business in Q4FY23.**



# Repro's Impact on ~ USD 9 bn Publishing Industry in India..



BOOKS ON DEMAND ANYTIME, ANYWHERE

Dimension	Impact
<b>Industry Disruption</b>	<ul style="list-style-type: none"> <li>• <b>Largest POD (Print-on-demand)</b> player in India with capacity of <b>40,000 books/day</b>.</li> <li>• <b>Only end-to-end value chain service provider</b> in the books industry, from long-run, short-run &amp; POD printing, distribution, warehousing &amp; fulfilment, content &amp; marketing services</li> <li>• <b>Import substitution opportunity</b> via both our printing &amp; distribution offerings</li> <li>• <b>Integrated EdTech engagements</b> – Full-service model including print, distribution and fulfillment</li> <li>• <b>Front &amp; centre for all marketplace players</b> due to just in time on demand model</li> </ul>
<b>Largest Customer Base</b>	<ul style="list-style-type: none"> <li>• <b>Academic segment</b> – Dominant position with top 30 publishers onboarded, leader in ed-tech segment with existing customers such as PhysicsWallah, Byjus, Unacademy, Allen</li> <li>• <b>Fiction/Non-fiction/Self-Help</b> – majority of top 100 publishers onboarded, bringing the next 1000 regional publishers online</li> <li>• <b>Import Substitution</b> – Tech integrated with some of the largest International Publishers to print dropship demand generated by them in India in real time</li> <li>• <b>Influencers/Youtubers/Authors</b> – POD model removes dependence on the publisher &amp; this area is becoming increasingly attractive for our solutions</li> </ul>
<b>ONDC</b>	<ul style="list-style-type: none"> <li>• In technical integration phase post onboarding</li> <li>• High potential to democratize e-commerce in books category due to open network nature of</li> <li>• ONDC, channel reliance will significantly reduce &amp; profitability will improve</li> </ul>



## Repro Business Vertical Overview

*Repro has structured the business into separate verticals with clear strategies of their own*



Repro India Ltd (RIL)

### Long Run Print Services

- High volume printing for top publishers in the K-12 segment (E.g. Cambridge/ Pearson/ Oxford/Macmillan)

### Digital Print Services

- Print on Demand and Just in time inventory replenishment for demand generated by domestic publishers
- Eliminating the need for International publishers to import high priced books into India by printing and supplying to their channels in India on demand (**Import Substitution**)
- Print Revenue from books sold on Online Marketplaces by RBL

## REPRO BOOKS

Books on Demand • Anytime • Anywhere

Repro Books Ltd (RBL)

**Online  
Marketplaces**

Distribution via Amazon, Flipkart, Meesho, etc.

**Global  
Distribution**

Distribution via global e-com & offline channels (access to 30,000 channels across 14 countries)

**eBooks**

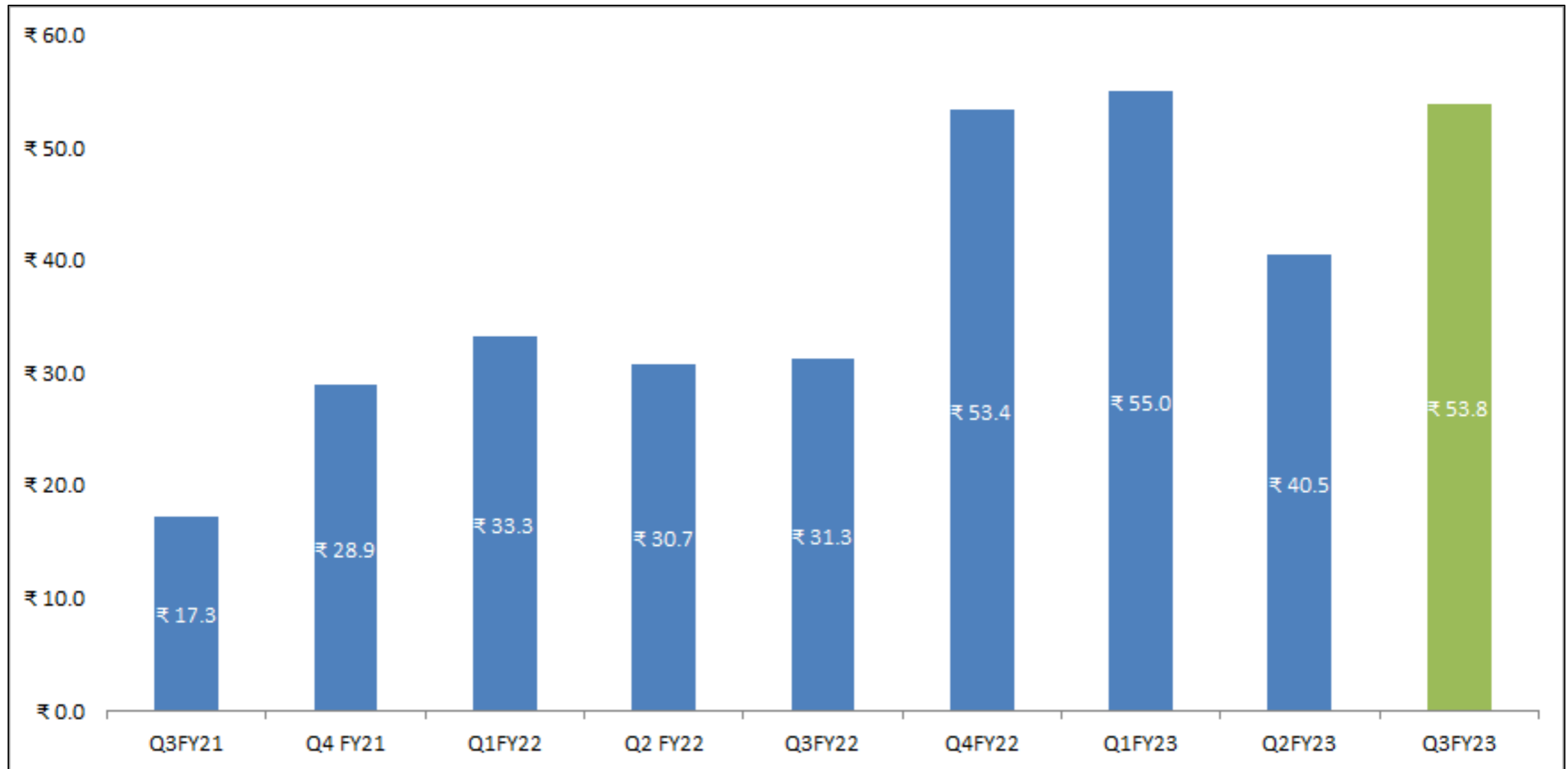
Distribution for eBook platforms





# Long run print services -- Revenue – Last 9 quarters

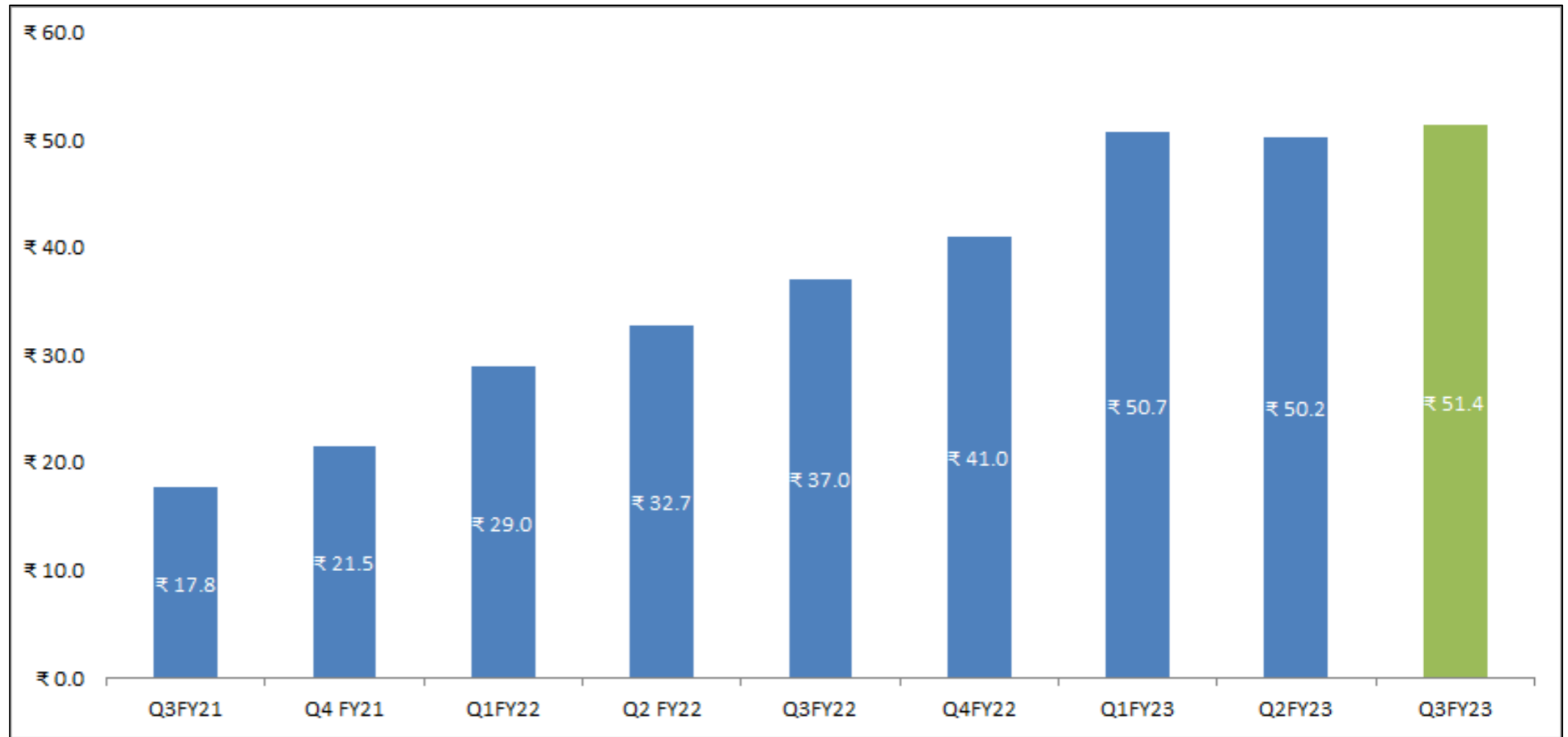
**Revenue Run-rate of Q3 will sustain as have contractual and Full-service model (from print, kit, warehouse & fulfillment) with MNC K-12 Publishers (Macmillan, Oxford, Cambridge), Integrated publishers (K12, Lead School, XSeed), & Edtech/Coaching Companies (Byju's, Allen, NMIMS)**



# Digital Business (Digital Print Services+ RBL) - Revenue Last 9 quarters

- *QoQ revenue growth marginal due to new technology implementation & brownfield expansion of print capacities resulting in planned downtimes in month of November. Revenue growth in double digits in December is set to continue in Q4.*
- *Margins continue to improve due to higher contribution from import substitution publishers, better distribution terms with publishers for platform sales & exclusive selling tie-ups with specialized content publishers*

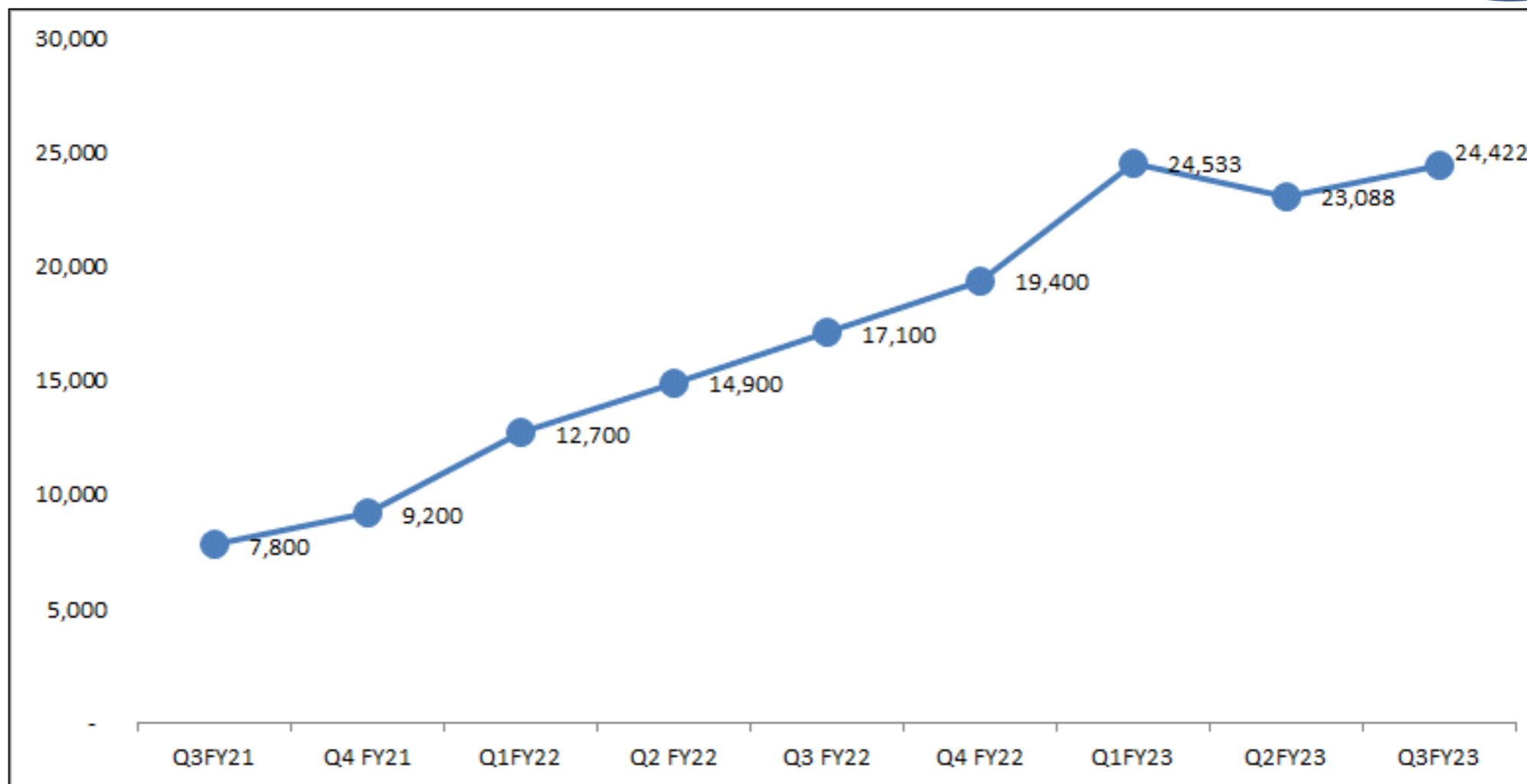
QoQ growth % →



# Number of books/day – Last 9 Quarters – Digital Business

*Print Capacities increased by 20% due to brownfield expansion (40,000 books per day vs 33,000 per day)*

Print Capacity  
Utilization<sup>2</sup> →

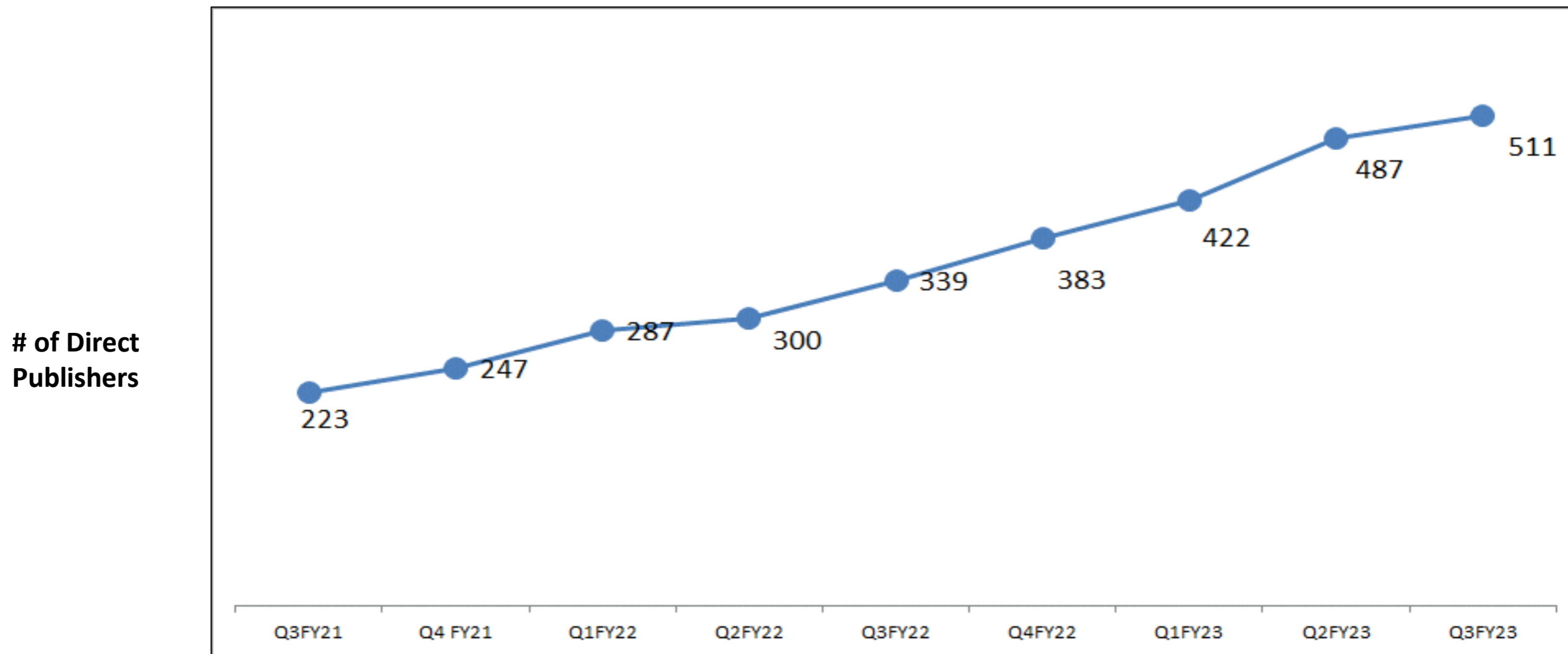


**~22 lakh books in Q3FY23!**



# Digital Business -- Number of Direct Publishers

**5% QoQ growth on direct publishers on-boarded. Notable additions such as PhysicsWallah, Byjus, Unacademy, Allen, Elsevier, Sage Publications**



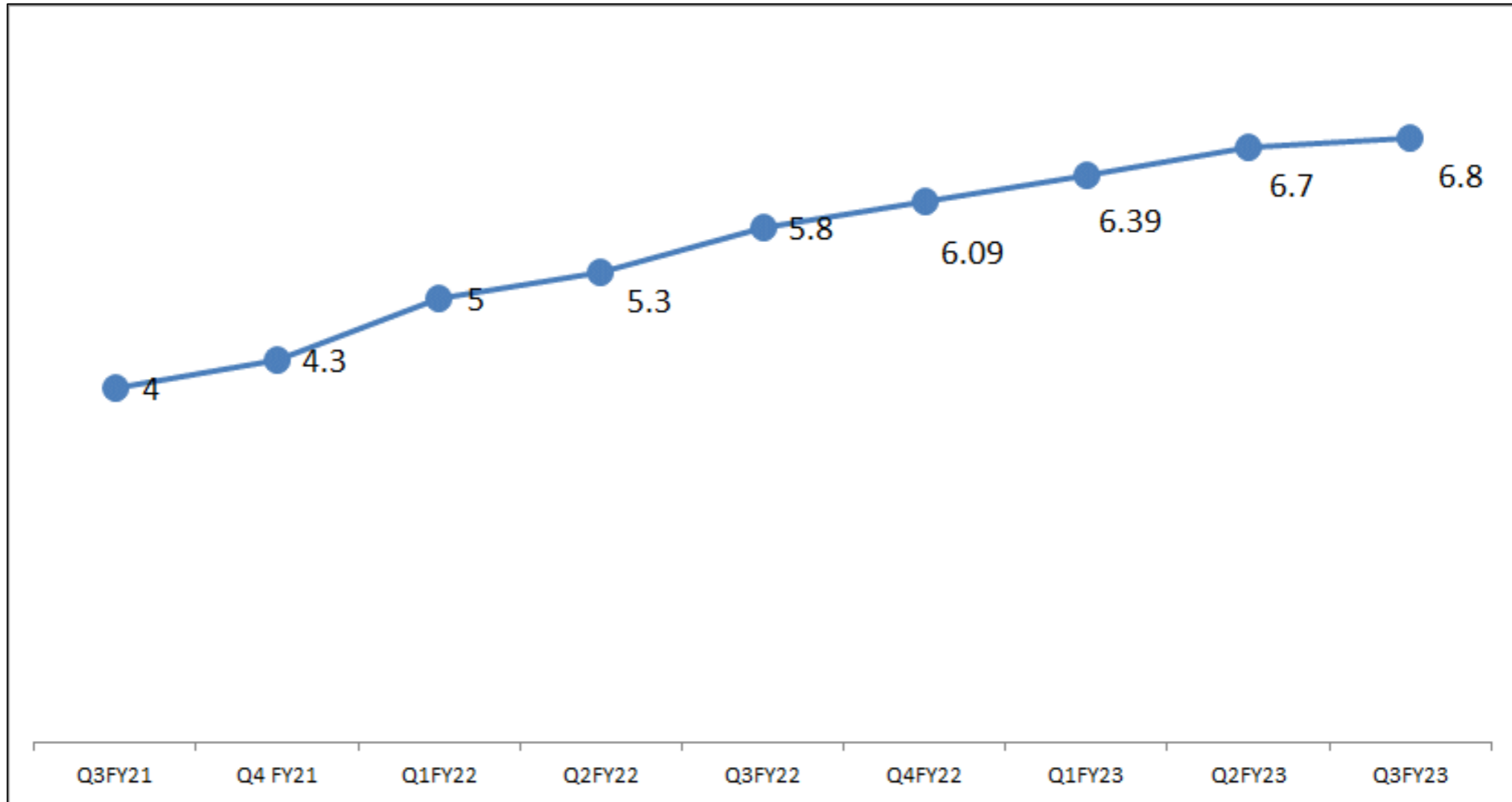
**Potential market of ~ 5000 Publishers identified**



# Digital Business – Direct content in our repository

*Investments in Data platform – analytics & intelligence, predictive sales & forecasting, automated price interventions on channels will result in Higher content monetization of our digital repository due to higher buy box wins*

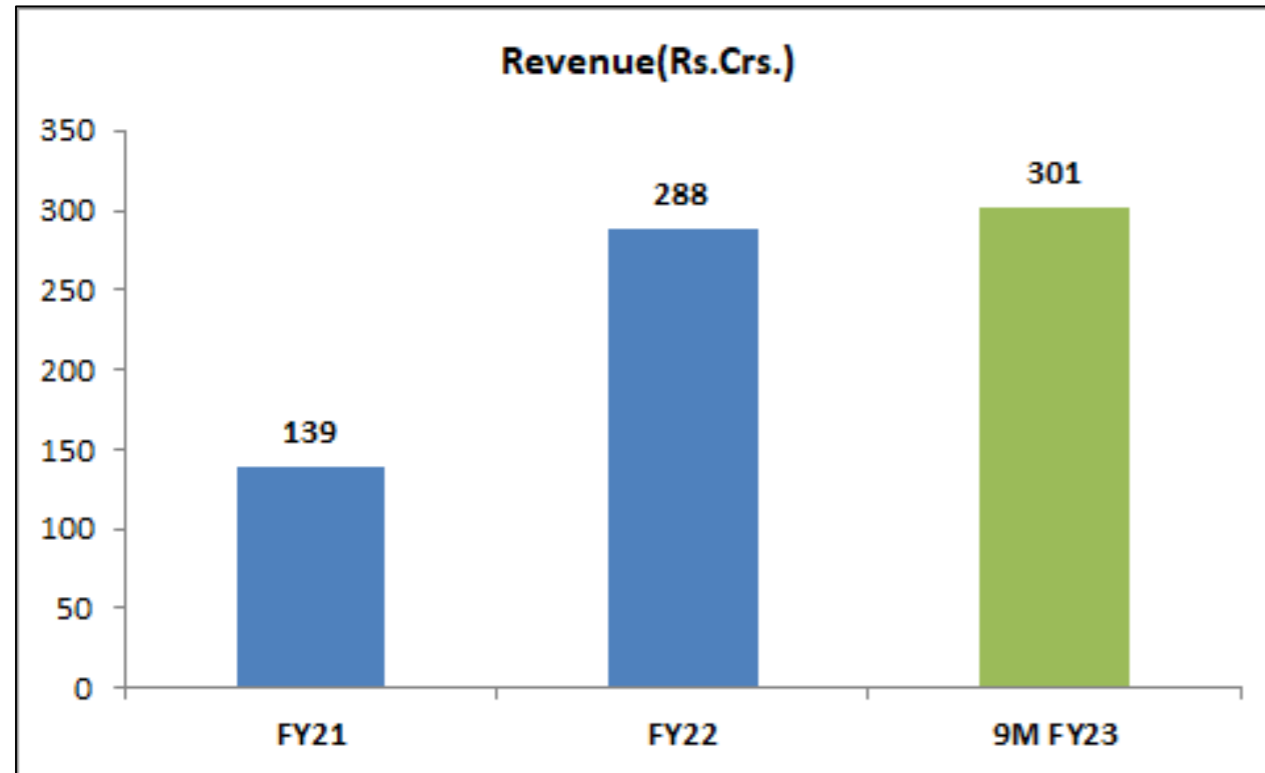
**Direct Content**  
(# titles in Lakhs)



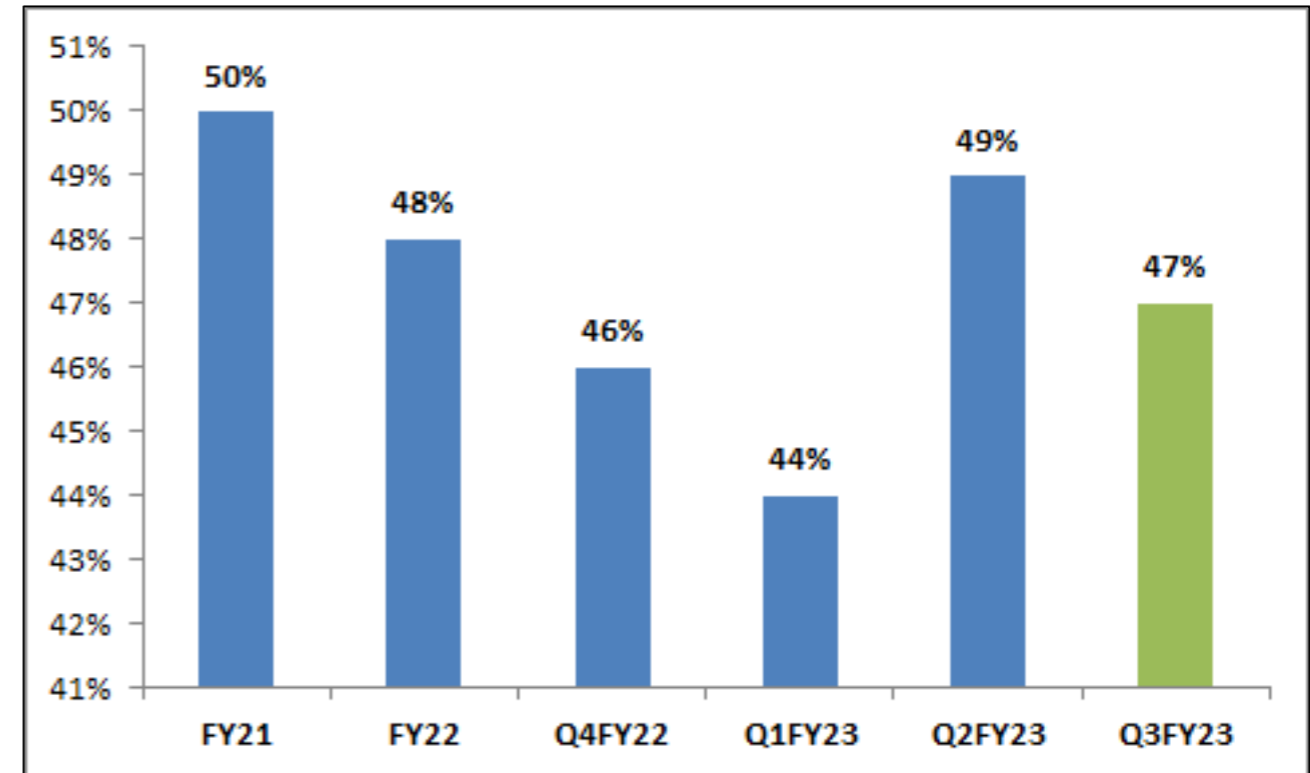
**Additional 100 lakh titles via the exclusive partnership with Ingram Content Group**



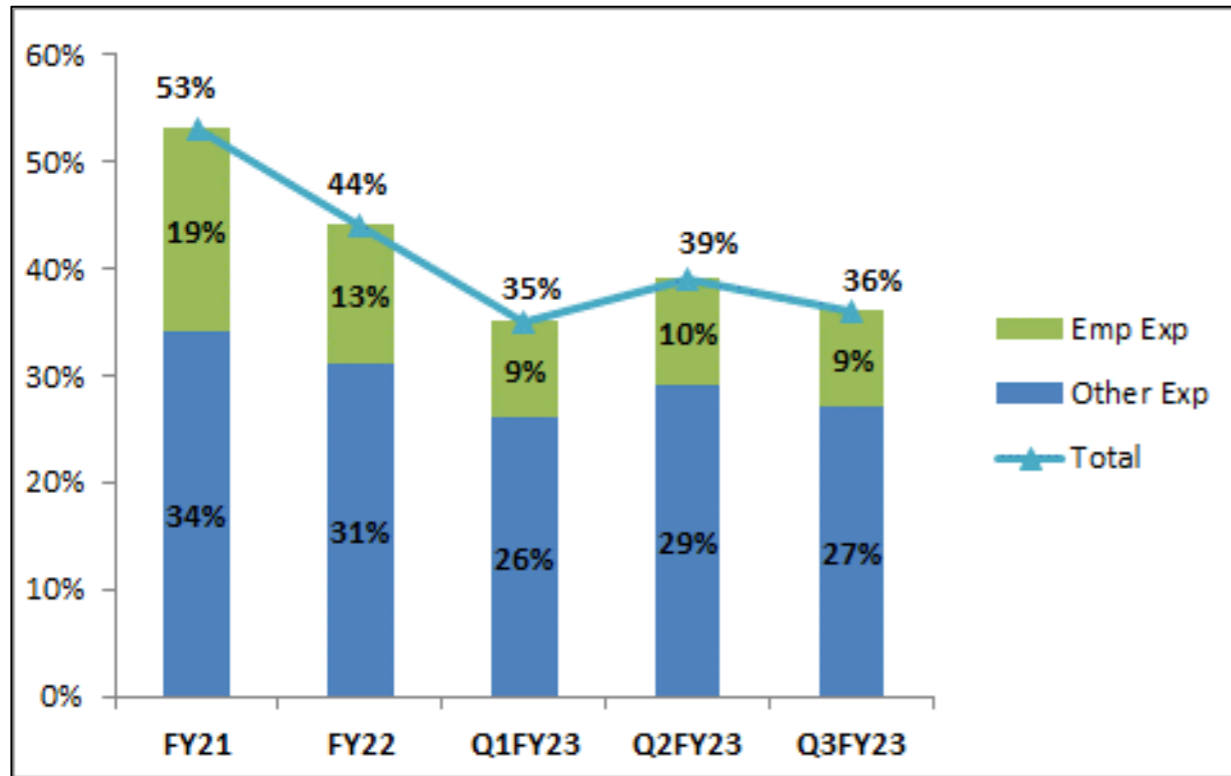
## Revenue run-rate



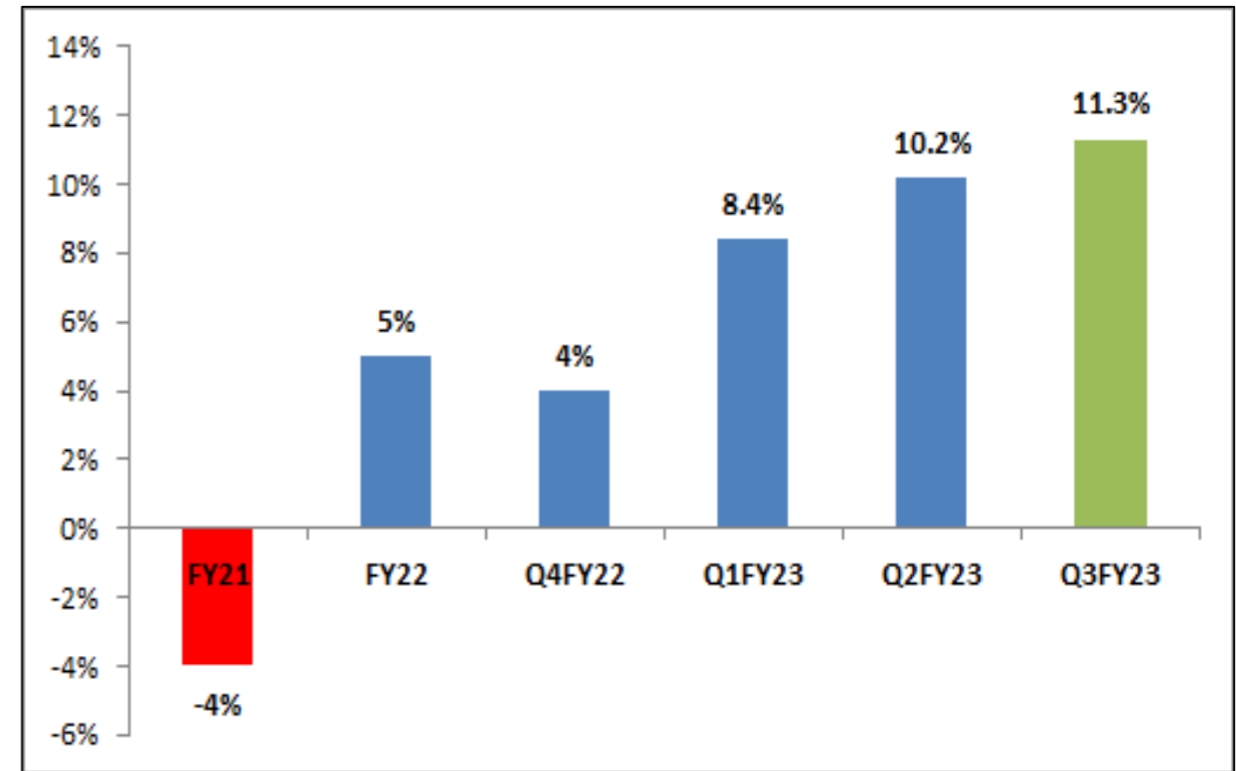
## Gross profit margin trends



## Operating Expenses as % of sales



## EBITDA Margin Trends



## Q2FY23 Vs. Q3FY23

- Revenue: Rs. 90.64 Cr → Rs. 105.17 Cr
- Operating Profit: Rs. 9.24 Cr → Rs. 11.86 Cr
- Profit Before Tax: Rs. 0.44 Cr → Rs. 3.07 Cr
- Profit After Tax : Rs. 0.44 Cr → Rs. 3.07 Cr

## Q3FY22 Vs. Q3FY23

- Revenue: Rs. 68.31 Cr → Rs. 105.17 Cr
- Operating Profit: Rs. 3.02 Cr → Rs. 11.86 Cr
- Profit Before Tax: **Rs. -6.43 Cr** → Rs. 3.07 Cr
- Profit After Tax : **Rs. -6.49 Cr** → Rs. 3.07 Cr





# Q3 FY23 Financials Consolidated

Rs. In lacs

	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
Particulars	Quarter Ended	Quarter Ended	Quarter Ended	9 Months Ended	9 Months Ended	Year Ended
	31-12-2022	30-09-2022	31-12-2021	31-12-2022	31-12-2021	Year Ended 31-03-2022
Revenue from operations	10,509	9,035	6,825	30,090	19,370	28,743
Other income	8.03	29	5	52	38	105
<b>Total Income</b>	<b>10,517</b>	<b>9,064</b>	<b>6,830</b>	<b>30,142</b>	<b>19,408</b>	<b>28,848</b>
Expenditure						
Cost of Materials consumed	6,571	5,309	4,218	17,595	10,203	14,963
Changes in inventories of finished goods, work-in-progress & stock-in-trade	(1,011)	(724)	(678)	(1,522)	(350)	(22)
Employee benefits expense	976	950	923	2,859	2,610	3,738
Other expenses	2,795	2,605	2,065	8,209	6,013	8,830
<b>Total Expenditure</b>	<b>9,331</b>	<b>8,140</b>	<b>6,529</b>	<b>27,141</b>	<b>18,476</b>	<b>27,509</b>
<b>Gross Profit Before Interest, Depreciation and Tax (PBDIT)</b>	<b>1,186</b>	<b>924</b>	<b>302</b>	<b>3,001</b>	<b>932</b>	<b>1,339</b>
Depreciation	604	596	687	1,830	1,977	2,676
Interest	275	284	258	803	805	1,071
<b>Profit Before tax</b>	<b>307</b>	<b>44</b>	<b>(643)</b>	<b>368</b>	<b>(1,850)</b>	<b>(2,408)</b>
Tax Expenses	-	-	6	-	1	(89)
<b>Net profit after all taxes</b>	<b>307</b>	<b>44</b>	<b>(649)</b>	<b>368</b>	<b>(1,851)</b>	<b>(2,319)</b>
Other comprehensive income (net of tax)	4	3	4	12	13	6
<b>Total comprehensive income</b>	<b>311</b>	<b>47</b>	<b>(645)</b>	<b>380</b>	<b>(1,838)</b>	<b>(2,313)</b>







BOOKS ON DEMAND ANYTIME, ANYWHERE







## The Indian Book Market & Repro Opportunity

**Indian book market - 3<sup>rd</sup> largest in the World**  
*\$8.3 Bn in FY22; growing at a CAGR of 8.6% :*  
*Physical books are dominant and online sales are rising*

	Books Market Size FY22	Per Capita spend on books	Format
	<b>INR 10,56,000 Cr*</b> (\$ 132 Bn)	<b>\$ 17</b>	<b>79%</b> Is the share of Physical books. Remaining is e-books & audiobooks
	<b>INR 66,000 Cr*</b> (\$ 8.3 Bn)	<b>\$ 5</b>	<b>92%</b> Share of Physical books

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

**Key Drivers**

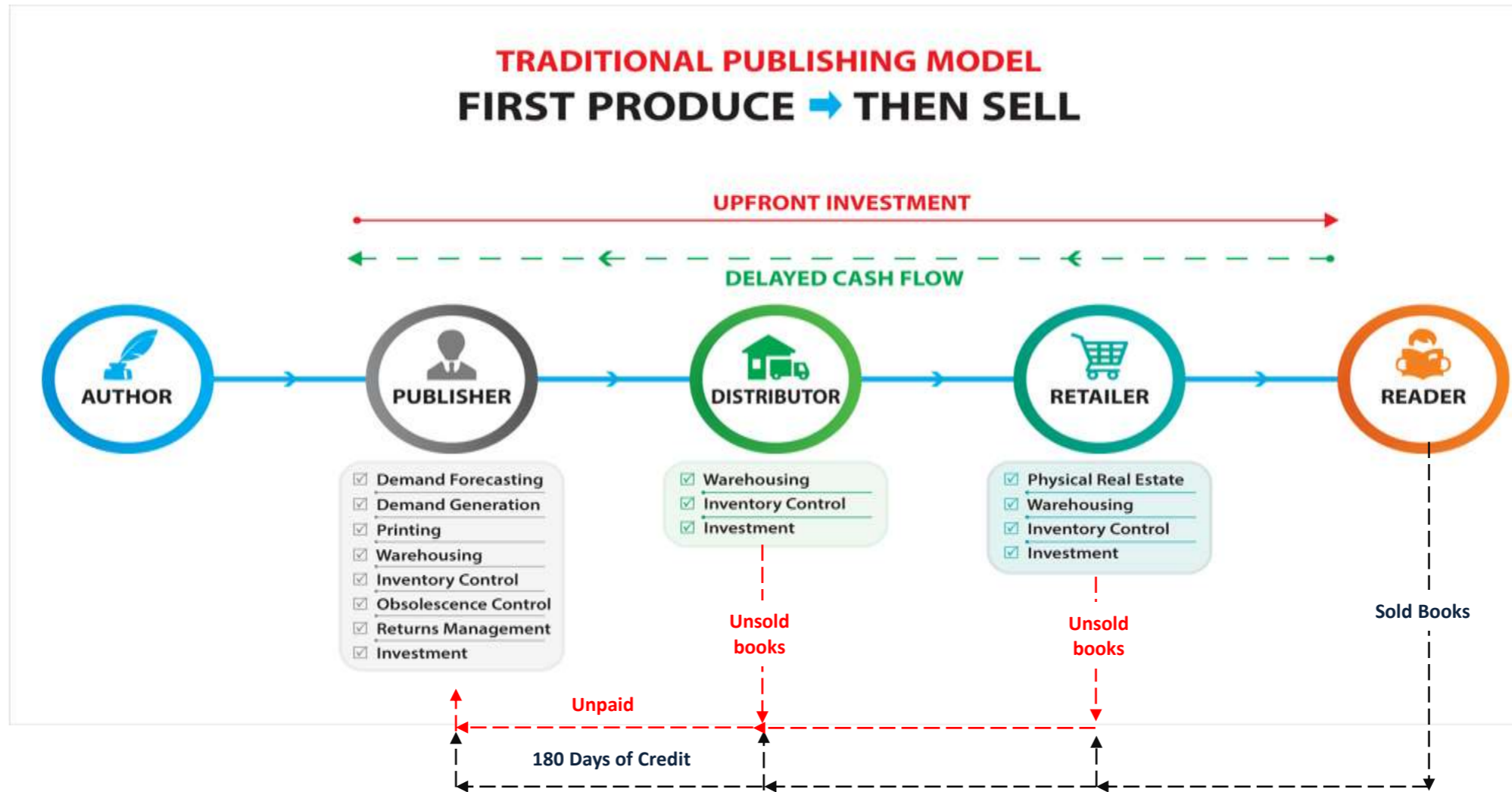
-  Increased International content distribution
-  2<sup>nd</sup> Largest English-Speaking Country
-  Increasing literacy rate
-  Increasing readership in Tier 2/3 towns
-  Lowest Data Prices @Rs. 18 in India Vs Rs 600/ GB Globally
-  Increased Consumer Spending

# The Traditional Publishing Model

Growth is stunted due to supply chain & working capital inefficiencies



BOOKS ON DEMAND ANYTIME, ANYWHERE



## Unsold Books : A Publisher's Liability

Unpaid by downstream partners, Holding Cost & Risk of becoming Obsolete

## Sold Books : Delayed Realization

Huge Credit balance with distributors, 180 days of Credit Terms



# The New Publishing Model – RBL Enabled

An efficient supply chain along with levers for market expansion



BOOKS ON DEMAND ANYTIME, ANYWHERE

## 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

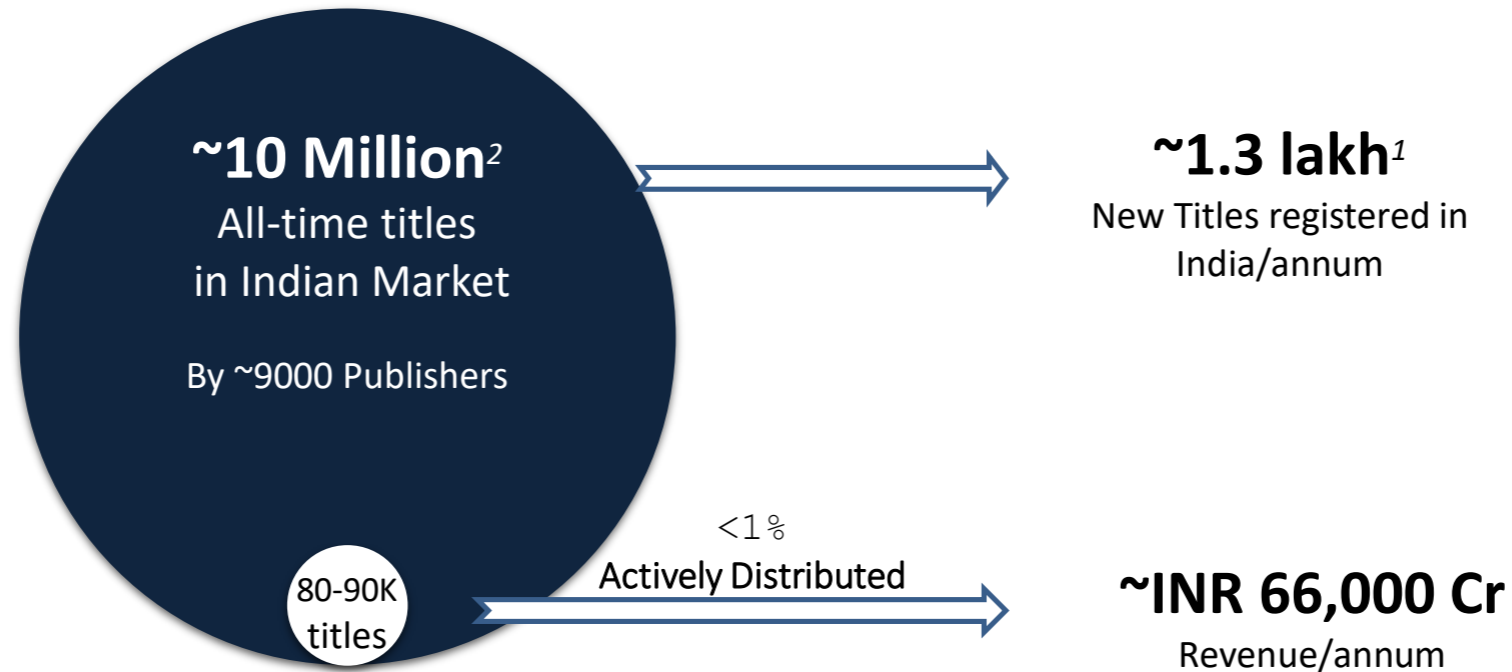
Zero Obsolescence Control



# The Domestic Content Opportunity – Market Expansion

Bringing the dormant content of Indian publishers into active distribution will expand the market

Lack of Content Digitisation in India has led to over 95% sales coming from merely 1 Lakh titles



## Opportunity:

- 1) **Monetisation** – Distribution of dormant titles across India & abroad
- 2) **Digitization / Translation** – Majority of content is stored in non-digital format; regional replication is the next frontier

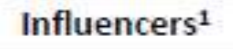
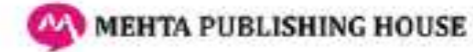


0.68 + Mn direct

MNC



Domestic



10+Mn Via partnership



Notes: [1] – Large captive audiences of millions, mainly based in Tier ¼ cities  
Source: Repro Internal MIS



# The Widest array of Channels in India & Abroad

RBL is format & channel agnostic, being able to monetize content across India & Abroad

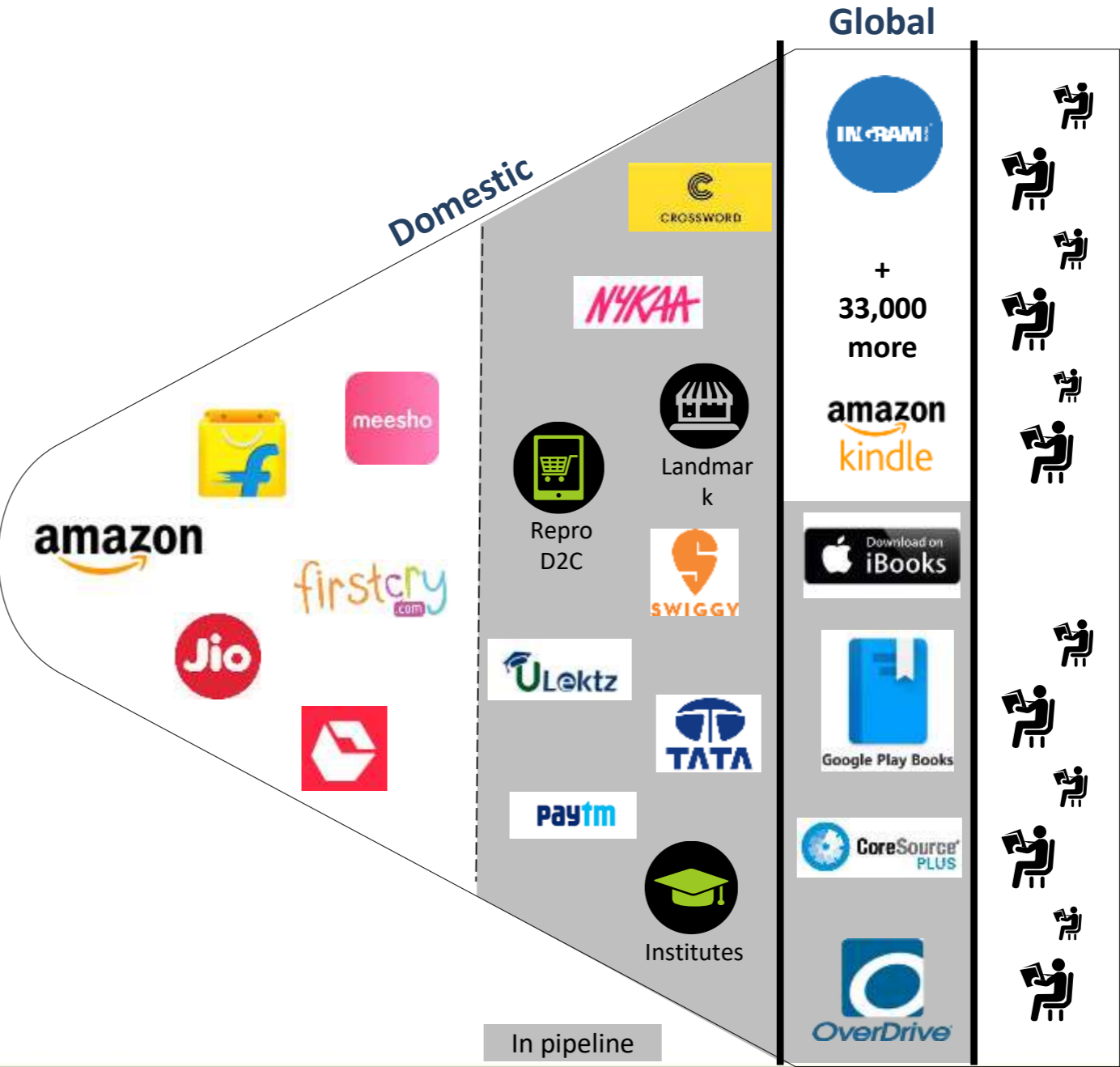


BOOKS ON DEMAND ANYTIME, ANYWHERE

-- NON-EXHAUSTIVE --

- P-Books
- E-Books
- Audio Books

**REPRO BOOKS**  
Books on Demand • Anytime • Anywhere





# Books on Demand... Anytime. Anywhere!



## The Future of the Publishing Industry is here!