Repro
Kunal Vohra, Chairman
Country: India
Segment: Publishing

REPRO

India's Publishing Magnet

Repro India's 35,000 page-per-day empire

HP: How and why did Repro India start as a company?

KV: Repro started in the very early 90s. At that time, printing was a very fragmented and unorganized industry in India, which it still continues to be. But back then, there were hundreds of thousands of small printers in India that were doing specific tasks. So you would find a vendor that only has print engines, or other vendors that only have a binding capacity. Publishers would often have to go to three or four different vendors to get finally a book out, ready to be sent to their customer.

So in the early 90s, we had a vision of integrating all of this into one end to end solution. And that's when Repro was born, as a first of its kind, fully integrated print facility in India, where we provided solutions, from content management, to print and fulfillment services. So that was the birth of Repro India, but the more interesting journey has been over the past seven years. That's when Repro Books was born.

HP: Who are Repro Books' customers? And what services do you offer to them?

KV: Some of our big customers include Cambridge University Press, Springer Nature, Penguin Random House, Taylor and Francis, Harper Collins. The list goes on: Oxford University Press and other big publishers. In terms of solutions, we take a very unique approach. We don't look at ourselves in any way as a printer or a vendor to these publishers. We provide a couple of solutions.

The first focus, like I said, is to make entire catalogs available in India through the tech platform that we have built around our B2C distribution business. So that's where we've made heavy investments in IT infrastructure content management and security, where we aggregate content from these publishers. The second model is the B2B print fulfillment where publishers have existing distributor relationships in India, and that's where we act as a print fulfillment partner on behalf of these publishers.

HP: How has Repro Books grown over the past seven years since it was started? You can you share any type of figures? And would you What would you define as the secret to grow their success?

RI: When we started sort of flirting with the digital technology space about seven years back, we primarily started as a print fulfillment solution provider, where the publisher was generating the demand. And we were able to create shorter runs and fulfill that. However, the growth has come in many ways. One, the ability to now create a single book on demand, which has allowed us to branch into our distribution business over the past three years, as well as all the investments that we were able to make over the past seven years in content management, content, and security has allowed us to take integrate with all the publishers.

HP: Now thinking back on the technology journey, how were you introduced HP Inkjet technology?

We were always in discussion with HP. One of the things that stood out for us with HP was in our discussion with all other partners, we felt that HP was always sort of two steps ahead of everybody else in terms of understanding the opportunity, having a full-fledged solution, and trying to capitalize on the shifts in the publishing industry.

HP: What was kind of the deciding factor? Why did you decide to buy the PageWide Press?

KV: This was an absolute no brainer. There is nobody else in the market to go with, I think for multiple reasons. One, is when we talk about print on demand. And we talk about the tech integrations that we do with publishers' content, security and management. All the purchase orders, invoices, production related updates are all automated through the system integrations.

One of the things where we aligned with HP was the focus on aligning on all of these aspects and not just focusing on being able to produce a single book. So with HP, we've had a joint vision. That's helped us in sort of capturing the opportunity in its entirety. And that's where the partnership with HP has been extremely fruitful.

The partnership with HP has allowed us to look at products like premium single color, which are now printed on our HP PageWide Web Press T240 HD, we're able to do books with full color. So that's allowed us to branch into newer segments like medical and academic books.

HP: Is there a proud accomplishment that you'd like to share?

KV: I think the proudest accomplishment for me personally has been the New Delhi facility. It's allowed us to produce, combined with the Mumbai facility, 35,000 print-on-demand books in a single day. And 35,000 beauty books in a single day across four color single-color hardcase books with mixed color coated paper products.

To cater to so many different segments, across thousands of publishers from all over the world. And to achieve all this seamlessly, day in day out every day, whether it is shorter runs being printed and fulfilled to the publishers, customers, or whether it is generating demand in real-time on online channels and fulfilling that demand—with that sort of volume. I think creating that ecosystem has been a vision of five years, which we have now been able to actualize.

> " **Seven years back when we started the company, and even today, we don't face any competition in this space.**"
> – Kunal Vohra