



## **India's Publishing Industries - Now, Next, and Beyond**

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# INDIA MARKET: QUICK OVERVIEW

- Market size estimation (Print Book Publishing) : **10 billion USD** (FY 2019-2020)
- **2nd** largest english language print book publisher in the world
- India's global rank in print book publishing: **6th Rank**
- A market with immense potential: India is the 2nd most populous country in the world: with **1.35+bn people**, a literacy rate of **75%+** and we target to achieve **100% by 2030**
- One-quarter of young people define themselves as book readers in India, comprising by themselves a larger group than the population of the UK
- **15,000+ publishers** in India who publish more than 100k+ new titles every year
- The Indian government allows **100% FDI** in publishing sector

# GLOBAL MARKET: QUICK OVERVIEW

- Book Market size estimation: **USD 138.4 billion**
- US is the top English language print book publisher country in the world
- China & USA globally rank on the top in print book publishing
- A global market with immense potential: China is the most populous country in the world: with **1.42+bn people**, Finland is the most literate country and has a literacy rate of **99%**
- MENA and Europe is a great market and Potential for the Indian Printing Industry.

# CHALLENGES & SOLUTIONS

## CHALLENGES:

- The Intellectual Property Policy
- Logistics – Struggle for the Industry |  
A result of collapsed distribution model

## SOLUTIONS:

- Shift to Print-on-Demand
- Don't Fear Technology, EMBRACE IT!
- Welcome Tech Companies
- Collaborate and grow: Create Consortia  
Printing Solutions Pan India
- Multiple Roles for Printing Industry

## Vol & ISBN ANALYSIS 2021

Vol. Description	ISBNs
Vol above 1k	5,983
Vol above 10k	422
Vol above 100k	11
Vol Below 1k	390,523
<b>Total Number of ISBNs</b>	<b>396,939</b>

# VISION

## MAKE INDIA A GLOBAL PRINTING & PUBLISHING HUB

- MODERATE CLIMATE
- WAREHOUSE
- PAPER MILLS
- SEMI-SKILLED & SKILLED LABOUR (low cost)
- GLOBAL CONNECTIVITY
- DIGITAL MARKETING
- EDITORIAL SERVICES
- SELF-PUBLISHING
- CONTENT CREATION
- LARGEST CREATORS & CONSUMERS

MAKE IN INDIA – MADE FOR THE WORLD