Publishing Powerhouse

How Repro India became a big press go-to

REPRO

Repro
Kunal Vohra, Chairman
Country: India
Segment: Publishing

When Repro started in India in the early 1990s, printing was a very fragmented and unorganized industry. There were hundreds of small printers delivering specialized tasks, but no one printing complete books for customers from start to finish. This was the opportunity Repro saw, and thus came a vision of bringing a full integrated, end-to-end printing to India. And that's exactly what they did, as the first of its kind, full-solution facility.

But if you ask Kunal Vohra, the Head of Content Aggregation, this mighty origin story is hardly the peak of his work, "The more interesting journey has been over the past seven years. That's when Repro Books was born." Vohra has a unique ability to feel out the market—to truly listen to what kind of innovation is needed, and when. That's allowed him to make strategic decisions that are fueling multi-directional growth for Repro.

With massive changes going on in India, from the rise of e-commerce to shifting population dynamics, Vohra again saw opportunity amid the movement. With 90% of India's $6 billon book market coming from local content, Vohra knew he could garner more international content and also help customers take advantage of these critical shifts in the publishing business with a strong digital initiative.
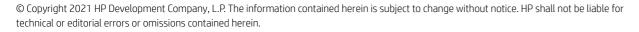
That vision came to reality, too, when Vohra began working with HP and created two new core business models to run Repro books. "In terms of solutions, we take a very unique approach. We don't look at ourselves in any way as a printer or a vendor to these publishers," he explains. And they are so doing so much more — beyond finishing quality products for customers, they're also helping to lift revenue for them through their B2C distribution business.

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

"And when it comes to B2B customers, we focused on creating a B2B print fulfillment platform," says Vohra. "We completely integrate with the publisher, connect with their DLP systems, and have their catalog and content with us in our repository. As soon as an order is placed by a distributor to the publisher, we're able to get access to that order, and we're able to print and fulfill that order in real-time." Not only has Repro been able to achieve amazing speed and completeness of service for their clients, they've also been able to automate the entire process from start to finish—from the time an order is received to when it reaches to the customer.

Innovations like this have launched Repro Books into new heights of productivity and boosted their bottom line. "The growth has come in many ways," Vohra tells us. It's natural to want to know some secrets to this growth. He attributes it to a few main things—though we feel his passion, tenacity, and market pulse have something to do with it, too. "The investments that we were able to make over the past year, jointly with HP, has allowed us to cater to unique product segments that we were not able to capture before."

"HP has allowed us to look at products like premium single color, which are now printed on our inkjet HP PageWide Web Press T240 HD," he says. With offerings like the ability to create a single book on demand and to print in single, full, and mix color, Repro has broadened their base of publishers and carved out more revenue. For all parties, this partnership seems to be an almost storybook fit. It turns out, when it comes to Kunal Vohra's unique talent to feel out the market and deliver, the feeling is mutual. "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 shifts in the publishing industry."

To learn more about HP PageWide Web Presses and introducing the new HP PageWide Web Press T250 HD with HP Brilliant Ink, please visit hp.com/pagewidewebpressT250.