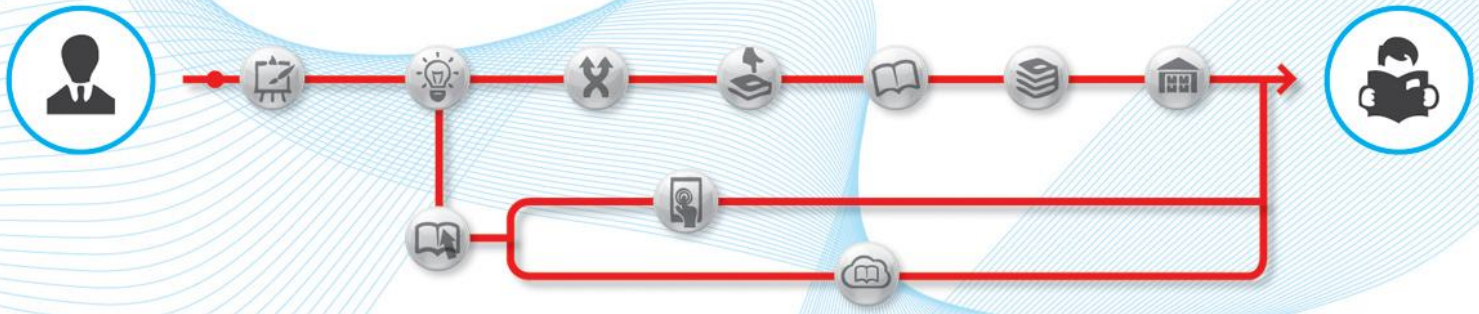
EDUCATIONAL CONTENT MANAGEMENT
TO DELIVERY SOLUTIONS

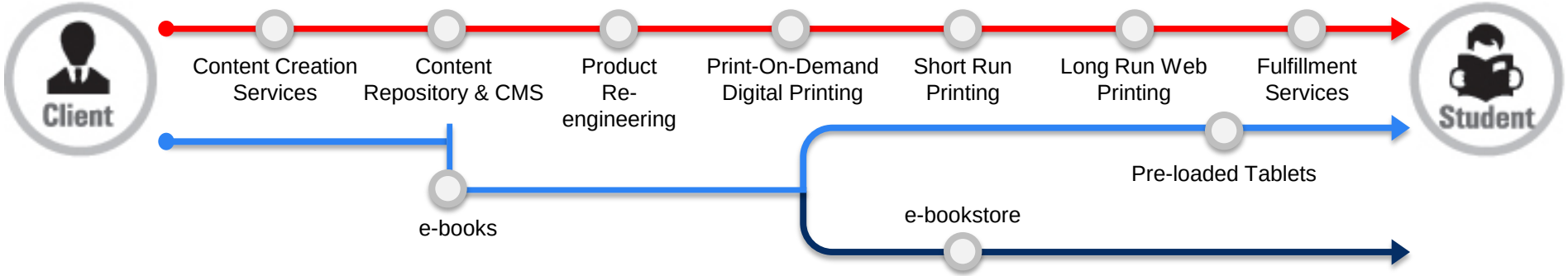


Repro India : FY 2013-14 Annual Results

May 2014

Repro's Educational Value Chain

Repro : Educational Content Management to Delivery Solutions



FY 2013-14 : Strategic Results

New Initiatives : The Investment Strategy

- Strategic Objective : **Investment and development of RAPPLES**
- Rapples : The **360 degree multi-sensory learning** experience with **pre-loaded textbooks delivered on tablet**
- Heralding "Bagless Education"
- **Enhanced leaning experience** through the **Rapples Ecosystem** - 1 to 1 education for each child
- **Benefits of Multimedia** and **Interactive learning** - Animations, photos, videos and voice in lessons
- Rapples Key Differentiators :
  - ***Minimally Disruptive***
  - ***Teacher determined content***
  - ***A Teachers Assistant***
  - ***Independent of Technology***

FY 2013-14 : Strategic Results

EDUCATIONAL CONTENT MANAGEMENT TO DELIVERY SOLUTIONS

New Initiatives : The Investment Strategy

- Rapples **launched at the Delhi Book Fair** (February 2014) with participation of over 100 schools jointly with Times of India
- Rapples – was at **pilot stage in current year**, is expected to roll out and grow in coming years.
- Pilots conducted in **10 schools** including Doon International School-Mohali,Excel Public School -Mysore,Rayat International School-Ropar Punjab etc.
- Rapples already has on board content from over 25 publishers
- Significant investments being made in the space keeping an eye on future.
- A total investment of Rs. 15 crs in the year :
  - Capex of Rs. 5 crs and
  - Revenue expenditure of Rs.10 crs (written off in the year)

Rapples : The Eco-system

REPRO
EDUCATIONAL CONTENT MANAGEMENT TO DELIVERY SOLUTIONS

For Students

- Interactive textbooks
- Animations & video for better retention
- No heavy bags
- Makes learning fun!
- An immersive experience

For Teachers

- Quicker lesson plans
- Online assessments
- Better teaching via multimedia assets
- Faster student reports
- Reduced paperwork
- Better student attention

RAPPLES
REPRO APPLIED LEARNING SOLUTIONS

Pre-loaded interactive textbooks on tablets

For Parents

- Online tracking of child performance
- Better quality of education for child

For Schools

- A new way of learning
- Better teacher output
- Better student performance
- Environment friendly

FY 2013-14 : Strategic Results

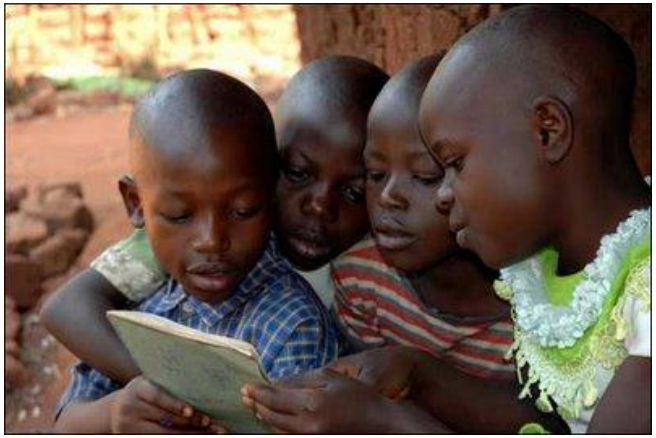
EDUCATIONAL CONTENT MANAGEMENT TO DELIVERY SOLUTIONS

Domestic Market : Strategy of Value Addition and Growth

- India market has **grown by 39%** over last financial year
- PAN India strategy continues to be successful.
- Margin growth due to the following Strategies :
  - **Value Engineering** – leading to better planning, sourcing and deliveries
  - **POD** – Clients benefitting due to value added service and for Repro a higher margin business
  - **Production Efficiency** – Products structured for smooth and optimum production
- Focus on **contractual tie up with large publishers** for continued and **sustained** business

FY 2013-14 : Strategic Results

Exports Market : Strategy of Higher Cashflow and Realisation



- Toward the strategic objective of investing in new initiative and decreasing the debt the focus objective was on **collections and mitigating potential risks** on the financial terms
- **Diligent selection of orders** from private publishers – balancing lower turnovers but better **cashflow.** This resulted in negative growth of around 10%
- **Realignment of exports team** for better focus across international markets

FY 2013-14 : Strategic Results

Finance : Strategy : Reduction of Debt

- Total long-term and short term debt reduced from a peak of Rs.206 crs to Rs. 174 crs

Quality, Environment and Infrastructure : Strategy : Improvement and Benchmarking

- Mahape Plant FSC certified
- ISO 27001:2005 certification for ISMS to be completed in current financial year.
- Infrastructural upgrades mostly complete in the manufacturing facilities.
- New machines installed - up and running.

Repro – The Focus for the Journey Ahead

REPRO
EDUCATIONAL CONTENT MANAGEMENT TO DELIVERY SOLUTIONS

EDUCATION! EDUCATION! EDUCATION!

- Leverage our **understanding** and **our industry leadership status** to capitalize on the one Billion dollar, addressable India education opportunity
- Leverage our **relationship**s, our **understanding** and our **leaderships status** to capitalize on the half-a-billion dollar Africa education opportunity
- - Leverage our strengths - **digital content management, publishers' relationships**, & **overall experience in education** - to pioneer a 'one-to-one', 'multi-sensory' digital learning experience

…… AND

….. Make a difference!!!

Year 13-14 over Year 12-13

- 11% growth in revenue : 380.34 crs → 420.70 crs
- Operating Profit before Rapples expense : 71.45 crs → 85.06 crs
- Operating Profit after Rapples expense : 71.45 crs → 74.94 crs
- PBT before Rapples expense : 41.57 crs → 47.19 crs
- PBT after Rapples expense : 41.57 crs → 37.07 crs
- PAT before Rapples expense : 38.44 crs → 37.80 crs
- PAT after Rapples expense : 38.44 crs → 29.71 crs
  (SEZ profits 50% taxable & Rapples Expense)

Year: 2013 – 14

	Year 13-14		Year 12-13	
	Rs.in Lacs	Contribution %	Rs.in Lacs	Contribution %
Revenue	42,070		38,034	
PBDIT before Rapples Expense	8,506	20%	7,145	19%
Profit before Depn& Interest-PBDIT	7,494	18%	7,145	19%
Profit Before Tax	3,707	9%	4,157	11%
Tax	737	2%	313	1%
Profit After Tax PAT	2,971	7%	3,844	10%

Segment wise Revenue Year 13-14

	Year 13-14 Sales		Year 12-13 Sales		Growth
Domestic	22,293		16,030		39%
Export	19,777		22,005		-10%
Total	**42,070**		**38,034**		**11%**
Export	47%		58%		
Domestic	53%		42%		

Q4 13-14 over Q4 12-13

- 18% growth in Revenue : 89.64 crs → 105.78 crs
- Operating Profit before rapples expense : 17.91 crs → 18.71 crs
- Operating Profit after rapples expense : 17.91 crs → 14.96 crs
- PBT before Rapples expense : 10.02 crs → 10.22 crs
- PBT after Rapples expense : 10.02 crs → 6.47 crs
- PAT before Rapples expense 9.32 crs → 7.67 crs
- PAT after Rapples expense 9.32 crs → 4.67 crs

Q4 : 2013 – 14

	Quarter 4 13-14		Quarter 4 12-13	
	Rs.in Lacs	Contribution %	Rs.in Lacs	Contribution %
Revenue	10,578		8,964	
PBDIT before Rapples Expense	1,871	18%	1,791	20%
Profit before Depn& Interest-PBDIT	1,496	14%	1,791	20%
Profit Before Tax	647	6%	1,002	11%
Tax	180	2%	70	1%
Profit After Tax PAT	467	4%	932	10%

Segment wise Revenue Q4

	Q4 13-14 Sales		Q4 12-13 Sales		Growth
Domestic	8,127		5,641		44%
Export	2,450		3,323		-26%
Total	**10,578**		**8,964**		**18%**
Export	23%		37%		
Domestic	77%		63%		

Year 2013 – 14 Key Financial Ratios

DESCRIPTION	31.3.2014	31.12.2013	30.09.2013	30.06.2013	31.03.2013
Return on Net Capital Employed (**ROCE**)-Annualised	15%	13%	14%	15%	15%
Earning Per Share(**EPS**)-Annualised	23	30	41	33	23
Long Term Debt Equity Ratio	0.20	0.35	0.33	0.22	0.24
No of days Raw material Inventory	0	26	15	17	13
No of days Finished Goods and Work in progress Inventory	3	10	8	2	0.48
Avg Collection Period in days	122	158	144	182	140
Proposed Dividend	100%				100%

Year 2013 – 14 Financials

Particulars	3 Months ended 31st Mar 2014 (Audited)	3 Months ended 30th Dec 2013 (Unaudited)	3 Months ended 31st Mar 2013 (Audited)	Year to date 31st Mar 2014 (Audited)	Year ended 31st March 2013 (Audited)
Net Sales	10,408	11,197	8,799	41,136	36,989
Operating Income	171	256	164	934	1,045
Total Income	10,578	11,453	8,964	42,070	38,034
Expenditure					
Cost of Materials consumed	4,419	6,666	4,176	21,423	16,713
Changes in inventories of finished goods,work-in-progress &stock-in-trade	1,597	(1,092)	232	(507)	133
Employee benefits expense	995	1,044	926	4,020	3,668
Other expenses	2,576	3,140	1,838	10,150	10,687
Total Expenditure	9,586	9,758	7,173	35,085	31,202
Other Income	504	291	1	509	313
Gross Profit Before Interest,Depreciation and Tax(PBDIT)	1,496	1,986	1,791	7,494	7,145
Depreciation	450	438	392	1,714	1,477
Interest	399	642	398	2,072	1,511
Profit Before tax	647	906	1,002	3,707	4,157
Tax Expenses	180	261	70	737	313
Net profit after all taxes	467	645	932	2,971	3,844

Thank You

Client
Content Creation Services
Content Repository & CMS
Product Re-engineering
Print-On-Demand Digital Printing
Short Run Printing
Long Run Web Printing
Fulifillment Services
Student
e-books
Pre-loaded Tablets
e-bookstore