

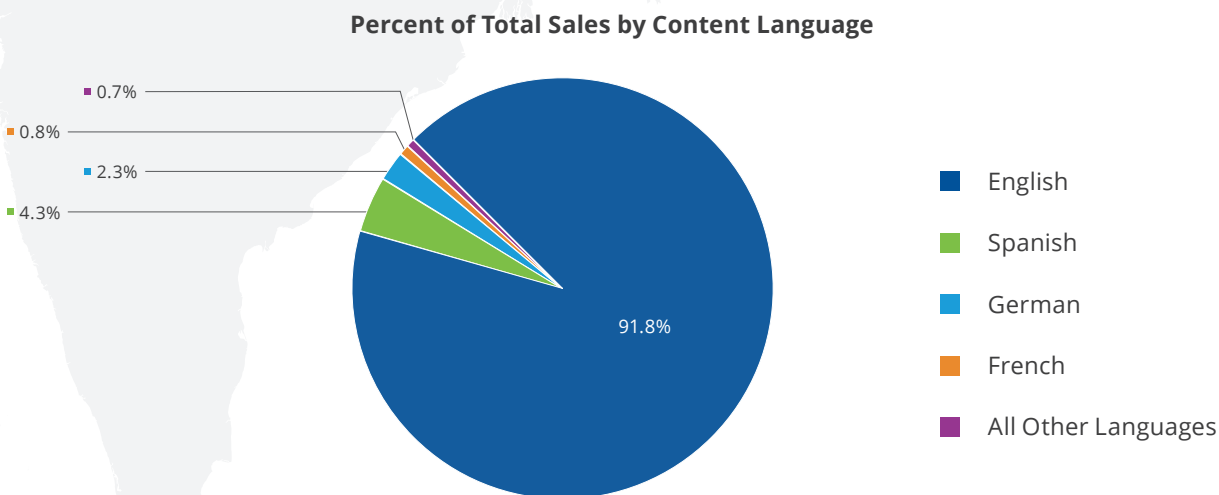
Global Connect[®] India

The Size of the Indian Book Market

The Indian Book market is worth approximately 7 billion USD and is growing significantly every year. There are more than 9,000 publishers in India but with a population of nearly 1.3 billion people, the country imports nearly 60 million USD worth of books yearly too.¹

Demand for English Language Titles in India

Ingram sells hundreds of thousands of books into the Indian market every year. Many of those titles are written in English.



Making Books Available in India

1. Publishers should sign our [Global Agreement](#) if they have not already done so.
2. Publishers must add a USD price and a discount level for India for each title via their Lightning Source account. Customer service representatives will provide a spreadsheet that enables multiple prices to be uploaded simultaneously to publishers with a large quantity of titles.

About Repro, Ingram's Print Provider in India

Repro is a publicly listed, major printer with links to hundreds of publishers domestically and outside of India.

Repro's Position in the Indian Market

Repro's corporate headquarters are in Mumbai, and they have facilities located in Navi Mumbai, Haryana, and Surat with a Digital (POD) Capacity to print more than 20,000 books daily.

Distribution and Connectivity

The Indian book market involves a highly fragmented distribution network and there is no major wholesaler operating in the market. International titles are usually purchased from offshore wholesalers, but these books take time to reach readers. Some publishers create international editions of their titles and print in-market to reach their consumers more quickly. Most foreign books are sold in the retail and academic institution segments.

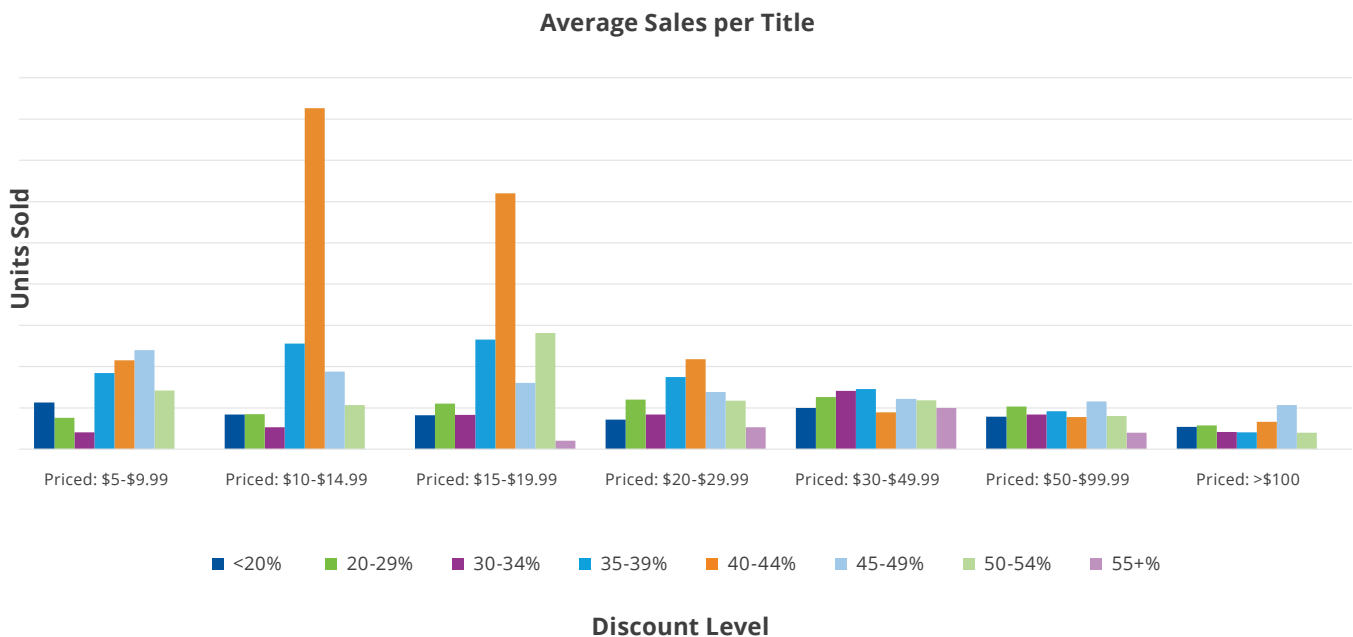
The start-up ecosystem in India is constantly evolving, and new retail avenues continue to emerge. Repro is always looking to update their network with the latest channels to reach even more readers in their market.

Repro list international titles with a 'Prime' status on Amazon.in and 'Flipkart Assured' on Flipkart. This boosts the appeal of international titles and promises highly competitive turnaround times. Your books will also be available through both major and niche online retailers including:

- Amazon.in
- Flipkart

Optimum Discount Levels

Our data shows that titles with 40% discount or above sell considerably more copies on average than titles with a lower discount. This is true across nearly all price ranges. For titles in the higher price ranges, titles with a discount of 50-54% sell more copies on average. This is especially pronounced within the \$50-\$100 price range.



Most In-Demand Content Categories in the Indian Market

Below are the most popular categories by BISAC subject code over the past few years.

Rank	BISAC Subgroup	Approximate Thema Equivalent ²
1	REL – Religion	QR – Religion & Beliefs
2	FIC – Fiction	FB – Fiction – General & Literary
3	JUV – Juvenile Fiction	YFB – Children’s/Teenage Fiction – General Fiction
4	HIS – History	NH – History
5	BIO – Biography	DNB – Biography
6	BUS – Business & Economics	KJ – Business & Management
7	JNF – Juvenile Non-Fiction	YN – Children’s/Teenage General Interest
8	SEL – Self-Help	VS – Self-Help, Personal Development & Practical Advice
9	SOC – Sociology	JHB – Sociology
10	EDU – Educational	JN – Education

The categories of Business & Economics and Self-Help owe their chart position to having a comparatively high average number of sales per title, while categories like History and Biography have a wider range of titles generating more modest sales on average.

Top 15 Individual BISAC Codes Over the Past Three Years

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent ²
1	REL012120	Religious – Christian Living – Spiritual Growth	QRMP – Christian Life & Practice; QRVX – Personal Religious Testimony & Popular Inspirational Works
2	REL095000	Religious – Christian Education – Adult	QRMP – Christian Life & Practice; QRV3 – Religious Instruction
3	REL012040	Religious – Christian Living – Inspirational	QRMP – Christian Life & Practice; QRVX – Personal Religious Testimony & Popular Inspirational Works
4	FIC004000	Fiction – Classics	FBC – Classic Fiction
5	REL012000	Religious – Christian Living – General	QRMP – Christian Life & Practice
6	FIC019000	Fiction – Literary	FB – Fiction – General & Literary
7	REL012050	Religious – Christian Living – Love & Marriage	QRMP – Christian Life & Practice; QRV7 – Religious Aspects of Sexuality, Gender & Relationships
8	BUS050020	Business & Economics – Personal Finance – Investing	VSB – Personal Finance; KFFM – Investment & Securities

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent ²
9	FIC014000	Fiction – Historical – General	FV – Historical Fiction
10	BIO026000	Biography – Personal Memoirs	DNC – Memoirs
11	BIO018000	Biography – Religious	DNBX – Biography – Religious & Spiritual
12	REL010000	Religious – Christianity – Catholic	QRMB1 – Roman Catholicism, Roman Catholic Church
13	REL012020	Religious – Christian Living – Devotional	QRMP – Christian Life & Practice; QRVJ3 – Devotional Material
14	BIO006000	Biography – Historical	DNBH – Biography – Historical, Political, & Military
15	REL012030	Religious – Christian Living – Family & Relationships	QRMP – Christian Life & Practice; VFV – Relationships & Families – Advice & Issues

Please note that titles with a highly specific primary BISAC code typically sell more copies on average than those with a more generic designation. E.g. REL012120 (Religious – Christian Living – Spiritual Growth) performs better than REL012000 (Religious – Christian Living – General).

Examples of Bestselling POD Titles in India

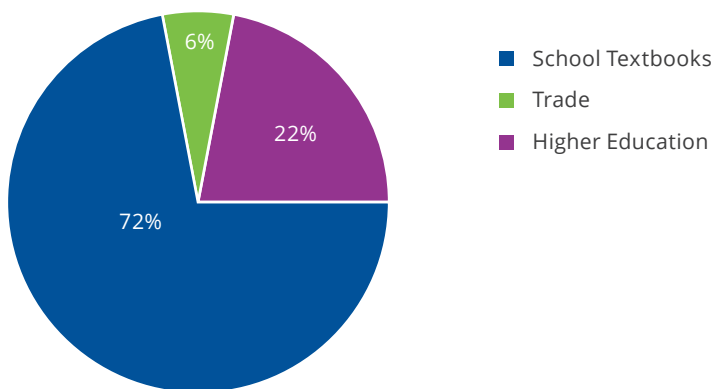
The titles below offer an insight into the wide range of titles bought by Indian readers.

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
Abstract Heart	Iron Word, J.	Monarch Publishing LLC	POE005070	Poetry – American – Hispanic American
What School Could Be: Insights and Inspiration from Teachers Across America	Dintersmith, Ted	Edu21C Foundation	EDU034000	Education – Educational Policy & Reform
Cracking the Coding Interview: 189 Programming Questions and Solutions	McDowell, Gayle Laakmann	CareerCup	BUS037020	Business & Economics – Careers – Job Hunting
Chasing Excellence: A Story About Building the World's Fittest Athletes	Bergeron, Ben	Ben Bergeron	SPO041000	Sports & Recreation – Sports Psychology
Wolf: A Suspense Thriller	Oliver, Kelly	Kelly Oliver	FIC019000	Fiction – Literary
ReMar Review Quick Facts for NCLEX (Added NCLEX Questions)	Callion, Msn Rn, Regina M.	ReMar Review LLC	MED058200	Medical – Nursing – Research & Theory
Secret	Preiss, Byron	J T Colby Company Inc	GAM010000	Games & Activities – Role Playing & Fantasy
Sasha Savvy Loves to Code	Alston, Sasha Ariel	Gold Fern Press	JUV049000	Computers & Digital Media

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
Art of Typing: Powerful Tools for Enneagram Typing	Lapid-Bogda, Ginger	The Enneagram in Business	PSY013000	Psychology –Emotions
Miracle Morning: The Not-So-Obvious Secret Guaranteed to Transform Your Life (Before 8AM)	Elrod, Hal	On Demand Publishing LLC Create Space	SEL027000	Self-Help – Personal Growth – Success
Pitcher	Hazelgrove, William Elliott	Koehler Books	JUV032010	Juvenile Fiction – Sports & Recreation – Baseball & Softball
Computer Science Distilled: Learn the Art of Solving Computational Problems	Ferreira Filho, Wladston	Code Energy LLC	COM014000	Computing –Computer Science
How to Live in a Van and Travel: Live Everywhere, Be Free and Have Adventures in a Campervan or Motorhome - Your Home on Wheels	Hudson, Mike	Mike Hudson	SPO009000	Sport & Recreation – Camping
Parent's Guide to Gifted Children	Webb, James	Gifted Unlimited LLC	FAM012000	Family & Relationships – Children with Special Needs
When Everything Is Missions	Spitters, Denny	BottomLine Media	REL045000	Religion – Christian Ministry – Missions

Reader Purchasing Habits in India

Percent of Book Sales by Sector³



Trends: Most books purchased in India are for academic purposes, and many of them are in English.³ Additionally, e-retail is right at the cusp of booming in India. There is currently only a 3.4% e-retail market penetration, but between a growing middle class and significantly cheaper access to data, the online retail marketplace is poised to grow “30% CAGR over the next five years serving 300-350 million shoppers annually by FY2025.”⁴

Repro is well-positioned to reach India's growing population of book buyers both through traditional retail channels and e-retail channels thanks to their well-connected distribution network, including direct links to Flipkart and Amazon India. Ingram's relationship with Repro helps get your titles sold into their dynamic distribution network, arriving more quickly into the hands of your Indian readers.

We hope you have found this overview of how Ingram connects you to the Indian publishing market helpful. If you would like more information, please contact your account manager.

¹ "India's Book-Buying Habits Say a Lot About the Country's Economy", The Economic Times (23 May 2017), <https://economictimes.indiatimes.com/news/economy/policy/indias-book-buying-habits-say-a-lot-about-the-countrys-economy>.

² Please ensure that all your titles have appropriate Thema codes as this improves their online discoverability. For more help with your metadata, please visit our [Resource Hub](#).

³ "India's Book-Buying Habits", The Economic Times.

⁴ "How India Shops Online: An insight into consumer trends and the future roadmap" by Arpen Sheth and Shyam Unnikrishnan, Bain & Company (16 June 2020), <https://www.bain.com/insights/how-india-shops-online/>.