



The Federation of  
Publishers & Booksellers Associations in India

# FPBAI Newsletter

Vol. 1 No. 8

AUGUST, 2024

*The world is that book which can't be read,  
but people-culture is that teacher which can teach everything.*

## EDITORIAL



We organised Masterclass on Book Marketing on 27 July, 2024, at India International Centre, New Delhi. The programme was well-attended and we received the following feedback:-

Thank you for organizing the recent book marketing programme. The programme was well-organized and provided valuable insights into effective marketing strategies for our books. The speakers engaged the audience with their experience and offered helpful, actionable recommendations. We are looking forward to more such programmes in future.

*Chander Mani Gosain*  
**Friends Publications (India)**

Please accept my heartfelt thanks for organizing such a wonderful event.

All the arrangements including the venue, food and invited speakers were amazing.

I learnt so many new things, and thoroughly enjoyed every bit of the event.

I humbly request the Federation to add more K12 publishers & school booksellers in the Federation, and arrange more such events in future.

*Gagan Agarwal*, Managing Director  
**Edusoft ITS Pvt. Ltd. New Delhi.**

Thanks For Invitation. Today we attended the entire programme and listened to every speaker. **Mr. Yuvraj Malik** Director NBT, said NBT will provide entire support to book publishing. Now our publications will also come in World Book Fair, with all types of titles.

**Mr. Sesh Seshadri** is a great speaker and the question-answer was also the best session but now we have challenge with internet and e-commerce

**Ms. Monica Malhotra** MBD Director also provided best knowledge for marketing and she told all opportunities pertaining to marketing strategies.

**Mr. Raj D Mirchandani** well said, there are many challenges, which we are facing in the book trade and many new business advertising methods are coming-up.

**Ms. Anusha Sundaram** gave ways to tackle business challenges. She also informed about e-marketing challenges.

**Mr. Ajay Jain's** idea is very good and new for retail stores, but it may be very expensive.

**Mr. Anuj Bahri** is the best speaker who told us about e-marketing and retail store difference. Retail market sale is going down. So for Federation and NBT, I want to give some suggestions:-

- 1- Federation should inform about all books tenders in universities and institutions.
- 2- Federation should arrange for a class on Gem Portal, NEP, E Marketing for book sellers, suppliers and publishers
- 3- Federation should also charge for these facilities.

Overall, I am grateful to Federation and NBT for the nice programme. I have taken best of knowledge through this class. I have to set my some goals also.

*Saurabh Kumar Singh*  
**Discount Book Stores, Gorakhpur, UP**

## IMPORTANT

We received requests from our members regarding using of GeM Portal and the difficulties they were facing. So we have arranged with the Training and Communication (GeM-SPY) a seminar at FPBAI office on **22 August from 2 to 5.30 p.m.**

Those interested to attend the programme may kindly send us their confirmation (Person name, Company name, Mobile no.). Only one person from a member firm/company is allowed to attend the programme. As we have a limited number of seats in the meeting room, limited participants can only be accommodated.

**S. K. Ghai**  
**President**



# Master class on Book Marketing

**Saturday, July 27, 2024**

**Venue: India INTERNATIONAL CENTRE  
Conference Room No.2 & Terrace Pergola  
40, Max Mueller Marg, Lodhi Estate, NewDelhi-110003**

<b>PROGRAMME</b>		
<b>9:30 am</b>	<b>Registration and Networking Breakfast</b>	
<b>10:30 am</b>	<b>Inauguration by Yuvraj Malik, Director, National Book Trust</b>	
<b>SESSION I</b>		
<b>11:00 am</b>	<b>Book Marketing-School Education (K-12)</b>	<b>Mr. Sesh Seshadri</b> <i>Overleaf Books LLP</i>
<b>SESSION II</b>		
<b>12:00 noon</b>	<b>Book Marketing – Prep Books</b>	<b>Ms. Monica Malhotra Kandhari</b> <i>MBD Group</i>
<b>01:00 pm</b>	<b>Networking LUNCH</b>	
<b>SESSION III</b>		
<b>02:00 pm</b>	<b>Book Marketing Academic – University and Higher Education</b>	<b>Mr. Raj D. Mirchandani</b> <i>Capital Books (P) Ltd.</i>
	<b>Book Marketing-General Books</b>	<b>Ms. Anusha Sundaram</b> <i>Parragon Publishing</i>
<b>SESSION IV</b>		
<b>03:00 pm</b>	<b>Book Marketing – Trade and Retail</b>	<b>Mr. Ajay Jain</b> <i>Kunzum Books</i>
		<b>Mr. Anuj Bahri</b> <i>Bahrison</i>
<b>04:00 pm</b>	<b>Promotion of Books by NBT</b>	<b>Mr. Amit K. Singh(NBT)</b>
<b>04:15 pm</b>	<b>Vote of Thanks</b>	
	<b>Networking High Tea</b>	

The Federation of Publishers & Booksellers Associations in India (FPBAI), is the apex body of the Indian Book Industry. It is the oldest and the largest representative body of publishers, booksellers, wholesalers, publishers' representatives in the country. It has a membership of about 930 establishments spread all over the country.

The Federation in its Constitution has commitment of organizing Seminars, Conferences, Debates for promoting the trade and its activities. The Federation, on July 27, 2024, organised a Masterclass on Book Marketing at India International Centre, New Delhi, which was inaugurated by Mr. Yuvraj Malik, Director, National Book Trust, India (under the authority of Ministry of Education, Government of India).

**Mr. S.K. Ghai**, President-FPBAI launched the Master class on Book Marketing mentioning the importance of designing this programme. Mr. Ghai said that in his perception every person should have a book in his hand but how to have a book, that's the big question? To answer this puzzle, we have organized this seminar as to how a book should be marketed successfully. Mr. Ghai pointed out that an author may write an excellent manuscript and the publisher may print and publish the same with equal excellence but what will be the way out for carrying that excellent work of author-publisher combine to a reader. Here comes the problem of accessibility to the readers. Mr. Ghai pointed out that after the successful launch of a good book, the contribution of the marketing department plays a major role for giving that book in the hands of the readers. With this intention, we have organised this Masterclass on Book Marketing. The President then invited Mr. Yuvraj Malik, Director, National Book Trust, India, to deliver his inaugural address.

In his inaugural address, **Mr. Yuvraj Malik** expressed his willingness to closely work with associations like FPBAI. Mr. Malik lauded the contribution of Book Fairs in promoting the book industry as well as knowledge for the masses. He said, it is heartening to see that the Book Fair is no longer referred to as NBT's Book Fair, but an event of bibliophiles, booksellers and publishers.



Mr. Malik further said that during NDWBF 2025, Authors' lounge is being launched. He requested the audience to convey this message to all publishers and the authors should register themselves on portal which is likely to be launched. Authors will be given free entry passes, hospitality and good space to sit and also interact with other authors as well as publishers.

Mr. Malik further informed that NDWBF is getting enhanced significance on the global platform; as such, NBT is thinking to launch similar Book Fair in Mumbai. He asked for suggestions whether NBT should keep it open for B2B meeting, only for a few days instead of B2C on all days. He solicited suggestion, from FPBAI and other regional associations. He also emphasized importance of NEP/NCF. The Price, Quality, Relevance, and Accessibility are also important elements of marketing in books. If each student in Indian schools purchases books of a minimum amount of Rs. 2000/- a year, one can outline, evaluate the size of this markets' potential.

Experts who deliberated during the Masterclass included Mr. Subrahmanian Seshadri (Sesh), who is a well-known face in the publishing industry and in schools; Ms. Monica Malhotra Kandhari, Managing Director, MBD Group, is a prominent leader in education and publishing; Mr. Raj D. Mirchandani, has to his credit a laudable experience of over

50 years in publishing; Ms. Anusha Sundaram, has an extensive experience in product marketing, development and management; Mr. Ajay Jain is an author, photographer, traveler and founder of Kunzum, a chain of boutique bookstores; Mr. Anuj Bahri is a bookseller, publisher and literary agent, he heads the group of BHRISONS Booksellers LLP and Mr. Amit Kumar Singh the Manager (Marketing & Communications) at NBT is also the Programme In-charge of Rashtriya E Pustakalaya of National Book Trust, India (Ministry of Education, Govt. of India).

**Mr. Seshadri's** talk was on "Marketing in K-12 segment" Master Class. He began by calling out a few important statistics within the segment, in order to identify the target audience for marketing. Students in the school system- 247.85 million; Private sector enrolment - 33%; Number of schools - 1.5 million (urban percentage 17%); How many exam boards - 5 International, 2 National & 23 State; Birth rate per day - 67000+.



Marketing cannot be "one size fits all" - it has to be segmented based on who the decision maker is; need to be conscious of (i) Exam Board (ii) Fee Structure (iii) A/B/C class city (iv) ability of the teacher/s. India continue to be print driven market - there is little absorption of Hybrid & very little intake of Digital only. Mass email marketing not producing any ROI with poor results. Participation in Book Fairs for school publishers brings no result-since most fair are B2C.

Participating in school conference is very useful. NCF moving towards mother tongue education (medium of instruction) is to be watched -Hence marketing may move to deliver in Indian languages. Could we change the way we provide sample copies to schools-Significant cost is incurred by publishers with very little effect. Social Media-Linkedin is useful; FaceBook is not a great platform for this purpose; AI driven tools are now available for effective marketing; YouTube videos. Author talks would help.

Teacher workshop - better done for user schools after adoption than utilized for launch. Seshadri also discussed about "screen time" for children under the age of 8; UN advisory on banning mobile phones in classrooms for students and teachers.

**Ms. Monica Malhotra Kandhari** emphasized the critical role of preparation of books, particularly for board and competitive exams. She highlighted the importance of these resources in providing structured learning, detailed explanations, and practice tests, essential for effective self-study and academic success. Students can simulate real-time examination scenarios and practice using both traditional teaching methods and textbooks.

Ms. Monica outlined various types of books preparations, including help books, question banks, and digital resources like ebooks and mobile apps. She further emphasized the significance of these books and tools in supplementing traditional learning, especially in bridging the substantial teacher gap in India, with over 8% of total teaching positions vacant. Recognizing the deficiency of trained teachers, the focus is now shifting towards enhancing teacher training and skill development. NEP2020 underscores the importance of comprehensive teacher training, and the 2024-2025 budget has increased the allocated funds to support these crucial initiatives. The role of publishers was a key focus. They are

responsible for conducting robust marketing campaigns, establishing extensive sales and distribution networks, and maintaining connections with schools. Publishers must produce high-quality, affordable books that promote educational equity and make learning accessible to all students.



A significant shift towards digital marketing campaigns was emphasized. With the increasing use of social media, webinars, and content marketing, publishers are now focusing on reaching a broader audience online. These digital strategies are crucial for engaging students and parents, providing them with convenient access to high-quality preparation materials.

Distributor and retailer networks remain vital channels for students

to access preparation books, with retailers offering personalized advice on the most relevant materials. To maximize effectiveness, retailers should stay informed about upcoming exams and new book releases. She also highlighted the role and importance of the traders especially in the last mile of the sales.

Ms. Monica concluded by underscoring the indispensable role of preparation books in today's educational landscape, highlighting their affordability, quality, relevancy and accessibility as key factors in promoting academic success and lifelong learning.



**Mr. Raj D. Mirchandani** discussed the meaning of "higher academic books" with emphasis on its salient features vis-a-vis price, specialised interest, and limited market.

He then broached on the conventional marketing strategies of the last 50 years which continues to be adopted even today to a great extent. They include (1) campus calls; (2)

Mailing by post/email leaflets on the projected books; (3) Displays at conferences.

The more modern approach is to build a data bank of experts in their respective areas of interest and thereby coordinate mailing of hard copy brochures or by email to the targeted audience. Finally he dwelt in length of reviews in reputed learned journals and paid advertisement can create great and unique marketing opportunities.

Mr. Mirchandani concluded while saying that in years to come e-books can also be cultivated as a marketing break coupled with the open access system gaining a larger foothold in the spread of specialized knowledge.

**Ms. Anusha Sundaram** is the head of Product Marketing at Parragon Publishing India, having a 13 years experience in publishing industry, emphasised the need of book marketing, its development and management. She said that marketing is an industry in itself. Through marketing, publishers send their brand image to users. Ms.



Sundaram regretted that India does not lie in the top 10 category of book publishers. She also discussed the need of e-books and the precautions for publishing e-books.



**Mr. Ajay Jain** is an author, photographer, traveler and founder of Kunzum Book Art Coffee. During his lecture, he informed the audience that he has over 50 published and electronic books to his credit. He has a unique way of marketing books through Kunzum Travel Café by sharing your love of traveling and walking out without shedding a panny. The Café set-up by Mr. Ajay Jain is a place where

travelers meet new people, exchange travel story and event connect with future travel partners read books and when they leave the café, their wallets are as happy as their hearts and minds. Mr. Ajay decided to call it Kunzum, after the high-attitude mountain pass in the Himalayas. Four years back he had set up an Online community called Kunzum.com for like-minded travelers and books lovers.



**Mr. Anuj Bahri** is the head of legendary Bahrisons Booksellers LLP. Mr. Bahri informed the audience the unique way of the Hindu Group of selling their books. Mr. Bahri pointed out that most of the people are not aware of the fact that the Hindu Group publishes books also. The mode of promotion is that they publish a book and give it's advertisement in The

Hindu newspaper. By doing this they are easily able to sell one lakh copies of the books. However, during the past five years, the growth of social media has gone up significantly. As such, publishers are today bound to establish a dynamic marketing team for survival of their business.

**Mr. Amit Kumar Singh** said that NBT, India, on behalf of the Government of India is making significant strides in promoting a culture of reading and expanding the reach of books across the country. Our efforts focus not only on the physical distribution of books but also on Infrastructure Development; Digital Initiatives; Public Policy; Market Expansion and International Outreach; Event Marketing and Promotion of B2C sales.



Mr. Singh further said that promotion of books, authors, new releases, and B2C sales will take place at Book Fairs where stalls are offered at subsidized rates. There are several book festivals planned this year, including the Chinar Book Festival in Srinagar, J & K (17-25 August), Nagpur Book Festival (September 2024), Sambalpur Book Fair in Odisha (November 2024), Pune Book Festival (December 2024), Gomti

Book Festival in Lucknow (November 2024) and Ahmedabad International Book Festival (December 2024). Each of these festivals, with an average footfall of 3-5 lakh creates opportunities for regional and national publishers.

The Festival of Festivals at New Delhi World Book Fair is a unique platform where any independent book publisher can conduct its own sessions under its own brand name. NBT India will take care of the entire onsite logistics cost.

# MASTERCLASS ON BOOK MARKETING IN PICTURES





## FPBAI NEW MEMBERS TILL 14.08.2024

### **The Browser – A Unit of J.G.S. Enterprises Pvt. Ltd.**

SCO 14-15(First floor), Sector8-C,  
Chandigarh-160009 (Punjab)  
Phone no: 9888017340

E-mail: deep@thebrowser.in

#### **Head of the Organisation & Designation**

**Mr. Pankaj Punit Singh, Ms. Jagdeep Kaur & Ms. Surinder Kaur (Directors)**

Business Interests

Publisher, Library Supplier & Retailer

### **Naveen Publications**

Shop No. 5, Ground Floor, Hanuman Building,  
306 Perin Nariman Street, Opp. RBI Bldg,  
Fort, Mumbai- 400001

Phone no: 022-22630074, 9819014677

E-mail: naveenpublication@yahoo.com

#### **Head of the Organisation & Designation**

**Mr. Naveen Subhash Chandra Malhotra (Proprietor)**

Business Interests

Publisher, Library Supplier, Retailer & Subscription Agent

### **Bombay Cases Reporter**

Shop No. 5, Ground Floor, Hanuman Building,  
306 Perin Nariman Street, Opp. RBI Bldg,  
Fort, Mumbai- 400001

Phone no: 022-46082228, 9819014677

E-mail: bombaycasesreporter@gmail.com

#### **Head of the Organisation & Designation**

**Mr. Naveen Subhash Chandra Malhotra (Proprietor)**

Business Interests

Publisher

### **Bharat Book Centre**

17, Ashok Marg, Lucknow – 226001 (U.P.)

Phone no: 9415102821

E-mail: bharatbookcentre@yahoo.com

#### **Head of the Organisation & Designation**

**Mr. Virendra Kumar Bahri (Proprietor)**

Business Interests

Publisher & Library Supplier

### **Book Park**

171, RKS Complex, Nehruji Road, Near Gandhi  
Statue, Villupuram-605602 (Tamil Nadu)

Phone no:04146-220266, 9698294418

E-mail: bookpark\_vpm@yahoo.com

#### **Head of the Organisation & Designation**

**Mr. Ahmad (Proprietor)**

Business Interests

Wholesaler, Library Supplier, Retailer

## GOOD OFFICES COMMITTEE™

### **CONVERSION RATES EFFECTIVE August 01,2024**

(The rates are suggestive and not mandatory)

(NEW RATES MARKED WITH ASTERISK):

1. Australian Dollar	@Rs. 58.30*
2. Canadian Dollar	@Rs. 63.70*
3. British Pound Sterling	@Rs. 112.10*
4. Japanese Yen per 100	@Rs. 55.30
5. Singapore Dollar	@Rs. 64.80*
6. Swedish Kroner/Norwegian Kroner	@Rs. 08.10*
7. Swiss Franc	@Rs. 97.80*
8. U.S. Dollar	@Rs. 87.00*
9. Euro	@Rs. 94.70*

### **V.M. Books Pvt. Ltd.**

C-2/88, Top Floor, Yamuna Vihar, Delhi-110053

Phone no: 9711186196

E-mail: info@vmbooks.in

#### **Head of the Organisation & Designation**

**Mr. Pawan Kumar Pathak and Mr. Roopak Sharma (Directors)**

Business Interests

Publisher and Retailer

### **Renu Publishers**

Plot No.24, Gali Number 6, Sainik Vihar

Uttam Nagar, New Delhi - 110059

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E-mail: renupublishers@gmail.com

#### **Head of the Organisation & Designation**

**Mr. Dipanjan Mukherjee (Proprietor)**

Business Interests

Publisher, Library Supplier & Subscription Agent

### **Little Bird Publications**

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#### **Head of the Organisation & Designation**

**Mr. Priyanka Anand (Proprietor)**

Business Interests

Publisher

### **Content Vibes**

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#### **Head of the Organisation & Designation**

**Ms. Shital Jain (Proprietor)**

Business Interests

Publisher, Wholesaler & Retailer