



The Federation of
Publishers' & Booksellers' Associations in India

FPBAI Newsletter

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*Believe it, God is not ignoring you,
He is preparing you for coming circumstances*

EDITORIAL

Audiobooks in India



From primarily serving the visually impaired when they started, audiobooks are a rapidly growing, important segment of the publishing market worldwide. The global audiobook market, estimated by some studies at over US\$5.3 billion, is growing at an impressive rate of 20% per annum, though it is only 6–7% of

the broader book market. This indicates the increasing popularity of audiobooks as a convenient way to enjoy content by consumers all over the world.

India has a rich oral storytelling tradition. Since centuries our religious and other stories have been transmitted orally. The Indian audiobook market has been the fastest growing market after the US and China. Many Indians tried the service during the Covid pandemic and the interest has remained thereafter, increasing the adoption levels.

Responding to the readers' demands and going beyond converting written books into audiobooks, authors have now started producing audio-only books or audio-first books. Besides, similar to global trends, Indian audiobooks are also seeing the involvement of celebrities and well-known voice artists, which add appeal and credibility, thus attracting more customers.

Several global audiobook platforms have expanded their presence in India, offering a wide range of audiobooks across various genres and languages. Additionally, a large number of local players and publishers provide audiobooks in a variety of titles in languages such as English, Hindi, Tamil, Telugu, Bengali, Marathi and many more, further fuelling the growth of audiobooks in India.

However, raising awareness and pricing remain the biggest challenges for the sector. Despite India being one of the largest countries to consume audiobooks, the per capita spends on audiobooks has been low. This has led to creative, multi-model revenue strategies which include ad-monetisation as well as micro-payments. With the increasing adoption of smartphones and digital infrastructure and low telecom/data prices, the Indian audiobook market is poised for significant growth in the coming years.

Audio Publishers Association, USA has reported a growth of 9% annually. Organising the first of its kind conference in New York city on 10th September 2024.

With Regards,
For FPBAI

S.K. Ghai
President

10TH INTERNATIONAL YOGA DAY

Yoga for Women Empowerment 21 June 2024



International *YOGA DAY* Yoga is a perfect holistic culture for soul, mind, and body . It outlines various Yogasans for physical health, meditation for the mind, and prayer for spiritual well-being. Let's find time to make use of this ancient science for our wellness.

The International Yoga Day is a global celebration that recognizes the 5,000-year-old ancient Indian practice of yoga that encompasses physical, mental and spiritual dimensions. Its origin lies in a visionary proposal made by India's Prime Minister, Narendra Modi, during his address to the United Nations General Assembly (UNGA) in September 2014. He emphasized yoga's numerous benefits and suggested 21 June as the ideal date for the celebration. The proposal received overwhelming support and was endorsed by 177 countries. The UNGA officially declared 21 June as the International Yoga Day. The first celebrations took place on 21 June 2015, with millions of participants worldwide engaging in yoga sessions and events.

Every year, on this day, numerous events and sessions are organized all over the world to promote the practice of yoga. These include mass yoga sessions, workshops and seminars, online

events and yoga competitions. These events highlight yoga's timeless wisdom and its role in cultivating a global culture of health, peace and unity because yoga is not just about physical postures. It is a journey towards self-discovery and harmony. The essence of yoga is a holistic path toward well-being.

The theme of International Yoga Day 2024 is 'Yoga for Women Empowerment', focusing on enhancing the physical and mental well-being of women.

Yoga transcends borders, cultures, and languages. Regular practice increases mental clarity, reduces stress and cultivates mindfulness. Yoga encourages self-awareness, compassion and balance. Whether you choose to participate in a local event, practise yoga at home, or simply reflect on the importance of unity and well-being, International Yoga Day offers a unique opportunity to enhance a commitment to health, harmony, and mindfulness.

LIMITED SEATS AVAILABLE

Register Now

Masterclass

on

Book Marketing

Saturday, July 27, 2024

Venue: INDIA INTERNATIONAL CENTRE

Conference Room No. 2 & Terrace Paragola

40, Max Mueller Marg, Lodhi Estate, New Delhi - 110003

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

FPBAI NEW MEMBERS TILL 19.06.2024

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Business Interests
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Paramount Book Distributors

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Head of the Organisation & Designation

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Business Interests
Wholesaler & Library Supplier

GOOD OFFICES COMMITTEE™

CONVERSION RATES EFFECTIVE July 01, 2024

(The rates are suggestive and not mandatory)

(NEW RATES MARKED WITH ASTERISK):

1. Australian Dollar	@ Rs. 57.90*
2. Canadian Dollar	@ Rs. 63.60*
3. British Pound Sterling	@ Rs. 110.80*
4. Japanese Yen per 100	@ Rs. 55.30*
5. Singapore Dollar	@ Rs. 64.50*
6. Swedish Kroner/ Norwegian Kroner	@ Rs. 08.20*
7. Swiss Franc	@ Rs. 97.60*
8. U.S. Dollar	@ Rs. 86.80*
9. Euro	@ Rs. 93.90*

CONVERSION RATES EFFECTIVE June 01, 2024

(The rates are suggestive and not mandatory)

(NEW RATES MARKED WITH ASTERISK):

1. Australian Dollar	@ Rs. 57.60*
2. Canadian Dollar	@ Rs. 63.70
3. British Pound Sterling	@ Rs. 109.80*
4. Japanese Yen per 100	@ Rs. 55.90*
5. Singapore Dollar	@ Rs. 64.40*
6. Swedish Kroner/ Norwegian Kroner	@ Rs. 08.10*
7. Swiss Franc	@ Rs. 95.70*
8. U.S. Dollar	@ Rs. 86.70*
9. Euro	@ Rs. 94.10

Kohinoor Book House

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