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OF THE CONSUMER™

INDIA BOOK MARKET REPORT 2015

UNDERSTANDING THE INDIA BOOK MARKET



“A MARKET WHICH IS INTRICATE AND HAS HUGE POTENTIAL FOR GROWTH”

FOREWORD

UNDERSTANDING THE INDIA BOOK MARKET

NIelsen INDIA BOOK MARKET REPORT 2015

‘The india book publishing industry is intricate and unorganized.’

When Nielsen was asked to conduct a comprehensive new study of the India book market, we were very excited but also well aware of the challenges we would face to conduct research in such a large and complex country. However, we are a market research company and always relish a challenge. Nielsen’s research is independent and objective and whilst we have the support of the local associations – API (Association of Publishers in India) and FIP (Federation of Indian Publishers), this report has been conducted entirely using data from our research. The aim is to provide the India book publishing industry with greater insight into the market and their consumers, to enable the industry to meet the needs and demands of a well-educated nation that continues to grow.

This report looks at the fast-growing book market, from the perspective of local and international publishers, retailers and the book consumer. It is not insular and aims to give a view of the India book market to those in the book publishing industry whether they operate locally or at a global level.

Nielsen’s expertise in the global publishing industry ensures a comprehensive and objective view of the India Book Market and we would like to thank the API, FIP, FICCI (Federation of Indian Chambers of Commerce and Industry) and the UK PA (Publishers Association) for their support in producing the first edition of the India Book Market Report.



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CHAPTER 1

THE PUBLISHING INDUSTRY IN INDIA: AN INTRODUCTION

The book publishing industry has a long and illustrious history, and has made a significant contribution to the dissemination of knowledge, information, and literature in India. Quite apart from the cultural contribution, publishing clearly also plays a key role in the development of the economy not only by promoting learning and education but also more directly, by creating employment and generating revenue. Spread across the country, Indian book publishing is a diverse and dynamic industry: publishers range from large corporates, family businesses and university presses to smaller independent companies.

Indian authors - whether literary or academic - have been making an impact across the world for some time, and India today is a significant player on the global stage. In industry terms, there has been an enormous increase in the number of books being produced in India, as well as a growing presence of Indian publishers at international forums such as the Frankfurt Book Fair and the London Book Fair. The burgeoning book publishing industry in India is increasingly characterised by greater professionalism and collaboration within the industry; attempts at organising and investing in retail and innovations in marketing and distribution all add to the vitality of the industry. Advancements in digital technology have led to new developments such as print-on-demand, self-publishing, e-books, apps and enhanced e-book developments are creating huge opportunities for Indian publishers to develop their content in innovative ways as well as reach out to a wider audience directly through multiple platforms.

The number of books published in Indian languages is also perceived to have increased over time. India has 22 official languages and if we include the Indian languages and dialects from all states, the figure is more than 1,600. There appears to be an immense opportunity for Indian languages publishing as well as translations into and from various Indian languages.

VERSO

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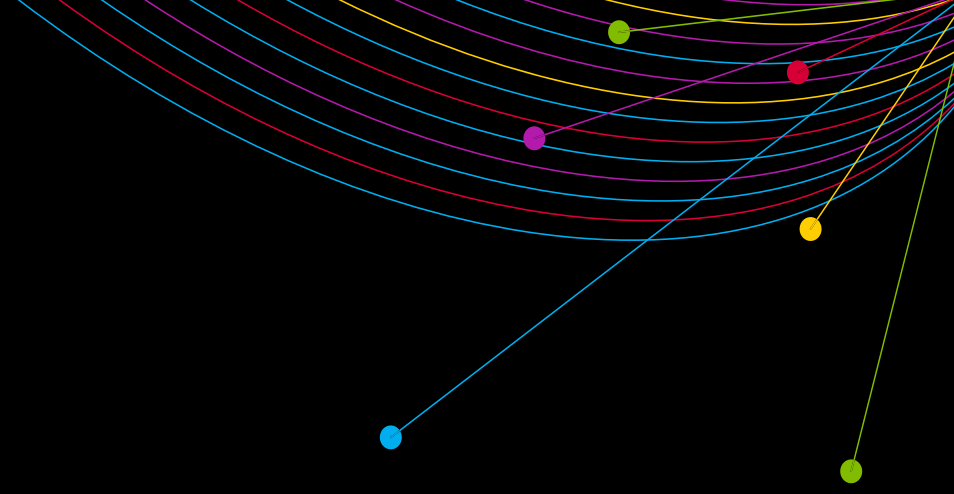
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