



# pratilipi.com

Online self-publishing for Indian Languages

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## Writers

Self-Publish on web-based platform

## Readers

Read anytime, anywhere, on any device

## Millions of Indians are starved for content

750 M

Indians can read

600 M

Can read in Indian Languages Only

**An extremely large market** - India has 4 times more Indian language readers than English language readers

**A rapidly growing market** - 127 Million local language internet users are growing at 47% CAGR

## Content Creators lack a distribution platform

400 K

Indian language books published per year

95 %

Vernacular Authors getting ZERO royalty

**Struggling Supply Side** - Most authors end up paying for being published, and do not reach wide audience

**No Satisfactory Solution** - Traditional publishers are expensive while larger players are hands-off with little Indian language support

In spite of these numbers, only around **0.5%** of the online content is in Indian languages. This gap needs to be closed.

# Pratilipi has the solution

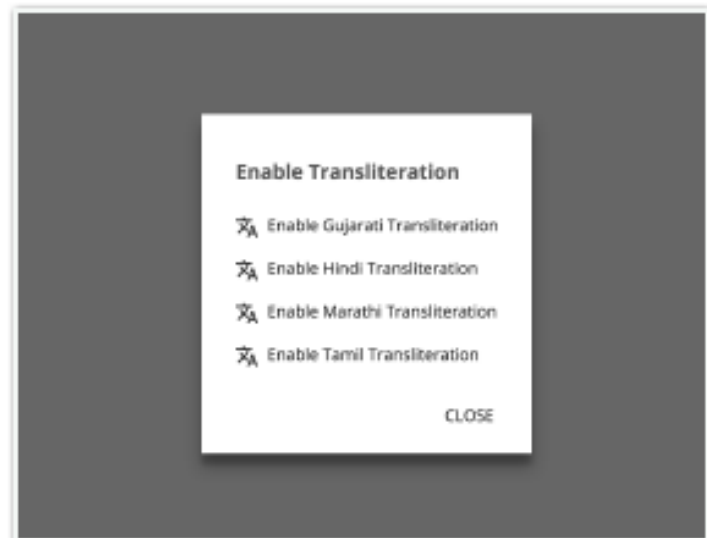
## For Readers



- Read in your own mother tongue, on any device, at any time, at any place
- Stories, poems, articles, books all at one place
- Connect with your favorite authors, follow them to read their next book before anyone else

**315 K** Readers use Pratilipi every month

## For Writers



- Self-publish your content via an easy to use, web-based self-publishing platform for FREE
- Distribute for Free, or sell at a price you choose
- Reach a wide audience, build your own brand
- See your analytics, author dashboard, connect with your readers all in real-time

**1.6 K** Writers use Pratilipi - largest in business

# Journey Till Now

- Aug 2014 • Began building first prototype
- Sep 2014 • Launched public beta in Hindi and Gujarati
- Nov 2014 • Started B2B Experiment
- Jan 2015 • Launched Tamil - our third language
- Mar 2015 • Joined TLABS accelerator, stopped B2B Experiment
- Apr 2015 • Self-publishing Starts
- Jun 2015 • Launched Marathi, 1000 Authors on-board
- Jul 2015 • 500k Content Pieces Read, Selected by Hay Group as top startup
- Aug 2015 • Launched Malayalam and Bengali

**In less than 1 year of launch, we have:**

- Largest number of Indian language authors for any for-profit platform
- Largest readership for an Indian language self-publishing platform

# Founders

Author Engagement



**Sankar**

**Experience**  
Citibank, Vodafone

**Education**  
FMS Delhi | MBA  
Anna Univ | B.E.

Development Lead



**Rahul**

**Experience**  
TCS

**Education**  
KIIT Univ | B.E.

Chief Executive Officer



**Ranjeet**

**Experience**  
Citibank, Vodafone

**Education**  
FMS Delhi | MBA  
KIIT Univ | B.E.

Chief Technology Officer



**Prashant**

**Experience**  
Amazon, Symantec

**Education**  
BITS Pilani | M.E., B.E.

Author Engagement



**Shally**

**Experience**  
Vodafone, AIIMS

**Education**  
SP Univ | MBA,  
M.Sc, B.Sc

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## Areas of Experience

Product Development

Corporate Strategy

Retail

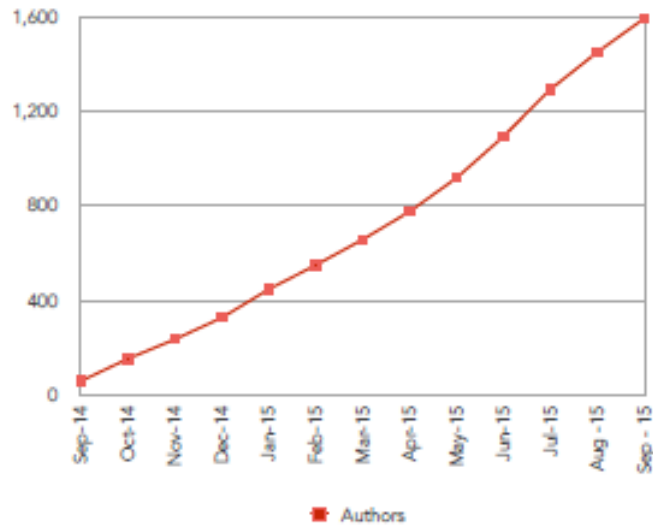
Channel Sales

Consumer Marketing

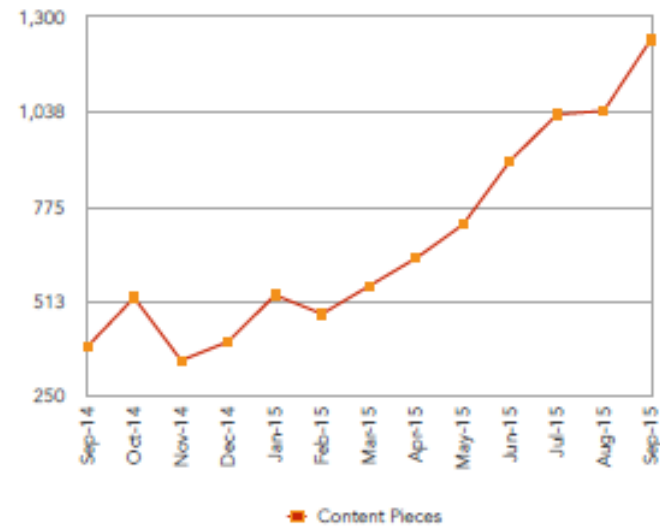
Finance

# Traction: Supply Side

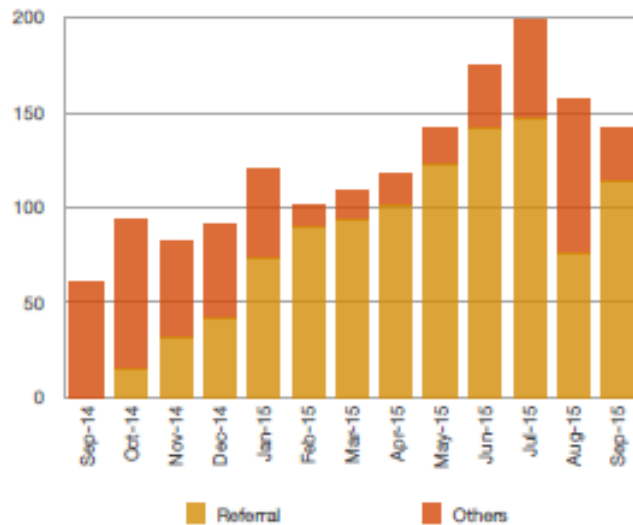
No. of Authors has grown 5x in last 9 months



Content Published/Mth grew 4x in last 10 months



80% of New Authors referred by Existing Authors



## Authors: Profile Snapshot

**29%**  
publish with us Exclusively - expected  
to reach 90% in next 3 years

**23%**  
live outside India

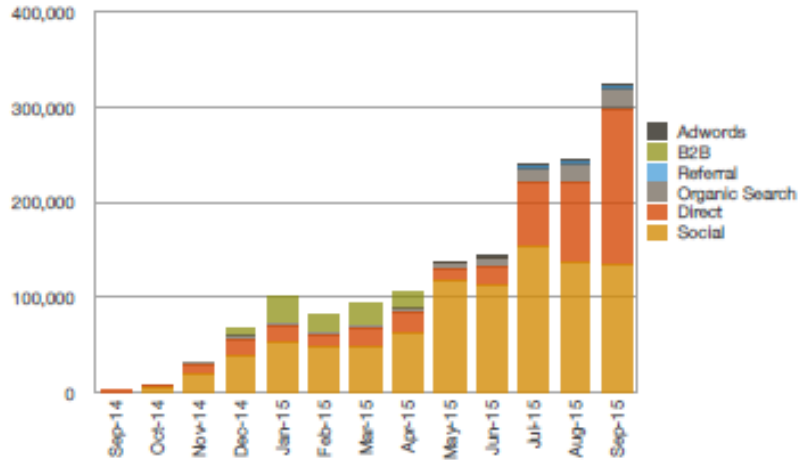
**59%**  
less than 30 yr old

**31%**  
content pieces published by  
top 6% authors

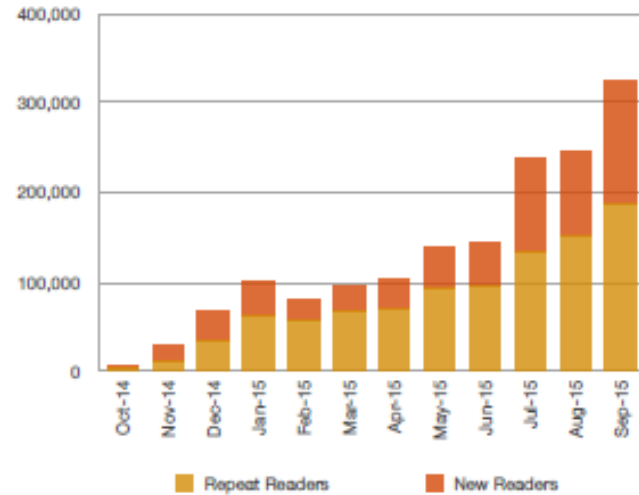
Expertise in Indian Language literature + large and exponentially growing reach + assisted self-publishing model -> increasing engagement

# Traction: Demand Side

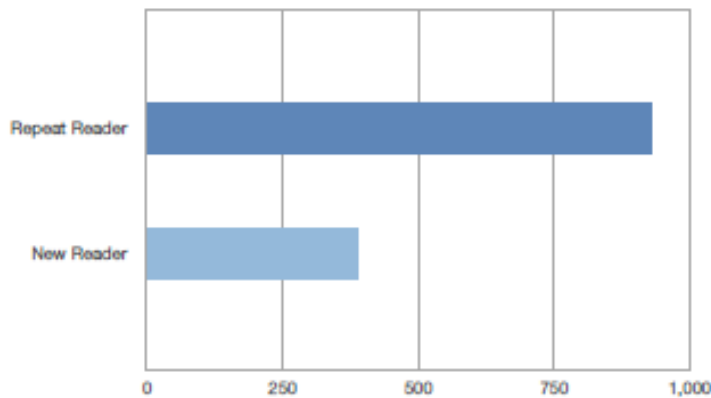
Over 95% of Reader Acquisition is Unpaid



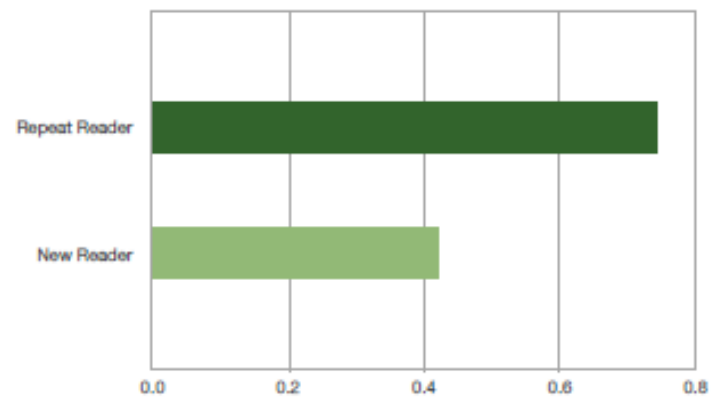
Repeat Readers grew by 61% over last 3 months



Repeat Readers spend 140% more time vs New



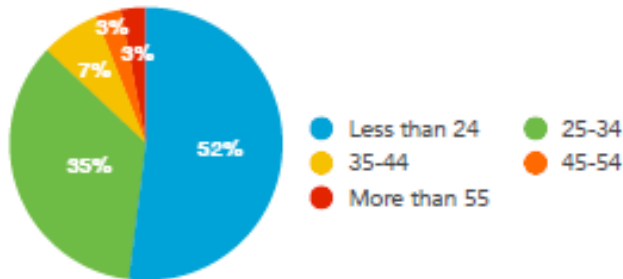
Repeat Readers read 76% more content/session



Repeat readers constitute of over 60% of our monthly readership.  
CAC per new reader is currently < INR 1

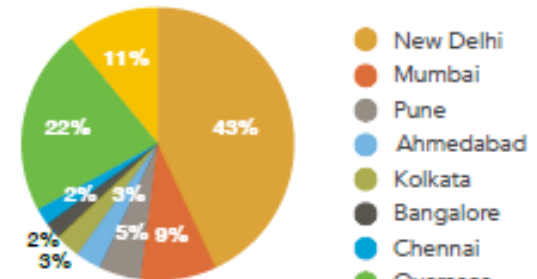
# Customer Profile

87% of users are less than 35 years old



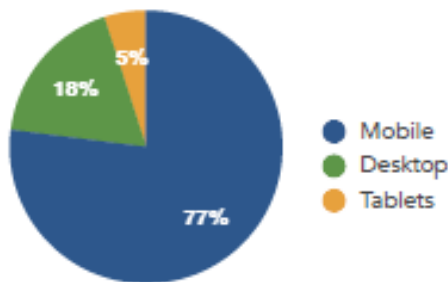
Age

22% readers from overseas, 67% readers from top 7 Indian cities



Geography

77% of reading happens on mobile devices



Device

- Readers aged less than 24 years read 19% more and have 43% more sessions per month
- Mobile users read 17% more and have 31% more sessions per month
- 57% readers from top 3 Indian cities (New Delhi, Mumbai & Pune)

Consumption is driven by Young Indians living in metros / Tier 1 Cities reading primarily on mobile devices.



# Competition - Indian Vernacular Space

	Business Model	Revenue Model	Supply Side	Demand Side	Stage of Operation	
<p><b>Legacy players</b></p> <p>We have surpassed them in less than a year by</p> <ul style="list-style-type: none"> <li>- a better business model,</li> <li>- deep market insights</li> </ul>	Gujarati Pride	Content Aggregation (News, Books, Shayari) for mobile consumption	99% content is free, revenue through advertising, 1% content is paid, revenue sharing	1383 E-books, 57% in Gujarati	50K MAU, 1M App downloads, 200K Reads	4 years old, no external funding
	Pothi	Publishing on Demand (Physical + E-books)	Charge authors for publishing (90%) Revenue sharing from paid books (10%)	2940 Books (Physical + E-books)	50K MAU (on web)	7 Years old, no external funding
<p><b>Tangential Market</b></p> <p>Aggregator for publishers. We disrupt the publisher channel by empowering authors (larger market with higher virality) to become publishers themselves</p>	Newshunt	Content Aggregation (News + Books + Magazines) for consumption on mobile	Advertisement for news, revenue sharing with publishers for books	60 publishers, 6500 books + 100 newspapers / magazines	21M MAU, 100M App downloads, 20M Reads	7 Years old, 60M in External Funding
	<b>Pratilipi</b>	Self-published content creation and consumption on web + mobile	Revenue Sharing with Authors	1300 Authors, 7000 content pieces	100K MAU, 700K Reads	1 Year old, 40Lakhs in External Funding

**We are the largest self-publishing platform in Indian Languages**

# Global Benchmarks

## Qidian - Chinese Self-Publishing platform

- Free & Paid content. Paid content priced at INR 20 for 10000 words
- Licenses top stories and uses them for movies, games, app, books etc
- Claims Over 100M paying customers
- Acquired by Shanda in 2004
- Expected Current Market value 600M USD

## Wattpad - English focused Self-Publishing platform

- Free self-publishing, no paid content yet, no revenue model in place
- Largest reader-writer community outside China
- Over 100M users
- 70M USD in funding

## Amazon Kindle Direct Publishing + Write On

- Both are Free for self publishing
- Kindle Direct Publishing Monetizes via revenue share on all sold e-books
- Write On is currently in beta and doesn't monetize
- Post-IPO

Every major Internet Technology Company in China has realized the value of self-publishing platforms like Qidian, resulting in multiple valuable acquisitions to build their own literature arms including **Tencent**, **Shanda**, **Alibaba** (Via Tao Bao) and **JD**