

FICCI Represents Indian Publishing Sector at The London Book Fair

London, 17 March 2017: In order to showcase the promise and the potential of the Indian publishing sector, FICCI partnered with The London Book Fair held from 14-16 March 2017 in London, United Kingdom.

The London Book Fair opened a '**Spotlight on India**' series as part of the UK-India Year of Culture celebrations in the two countries. The spotlight marks the first event under this initiative.

The UK-India Year of Culture follows a joint announcement in 2015 by the Prime Minister Mr. Narendra Modi and the then British Prime Minister Mr. David Cameron of a bilateral initiative to mark India-UK cultural ties and the 70th anniversary of India's Independence. FICCI organized an interactive seminar at The London Book Fair "**How to Access Indian Book Market**", to highlight the opportunities to foreign publishing houses to invest in India.

Mr. Baldeo Bhai Sharma, Chairman, National Book Trust, India, Ministry of HRD, Govt. of India mentioned about the initiatives that NBT has taken to promote international co-operation in publishing, and also highlighted some of the funding schemes for foreign publishers. He emphasised that Govt. of India is committed to not only create an overall culture of reading but also to provide a conducive environment for book trade to happen.

Mr. Vikrant Mathur, Director, Nielsen India in his comprehensive presentation presented the market size and the opportunities. He mentioned that the size of the Indian publishing sector, which stands at USD 5.5 billion is bigger than the film industry. With a CAGR of 20%, Indian publishing sector offers major opportunities in the educational publishing, K – 12 publishing in particular.

Mr. Sesh Seshadari, Mg Director, Overleaf emphasised Govt. of India's focus on 'Ease of doing business'. He stated that Digital India and Skill India offers tremendous opportunities. He made a strong pitch to the overseas publishing houses to come and invest in India.

Mr. Sumeet Gupta, Director, FICCI, who chaired the session, highlighted the regulatory framework pertaining to the sector and some of the upcoming policy initiatives. He also mentioned that in addition to English, the Indian languages offer prospects for translation. With so much happening in the technology space in India, the time is just opportune for creation of digital content and also to monetize it across multiple platforms, he opined.

FICCI also launched the "**Rights Catalogue of Indian writings**" across languages and genres, which has been created in partnership with The London Book fair. It is an endeavour to find the business collaborations for the Indian publishers and authors with International publishers / distributors across the globe.

FICCI MEDIA DIVISION