

India Book Market Report to be published later this year by Nielsen BookData and the Federation of Indian Publishers

Nielsen BookData and The Federation of Indian Publishers (FIP) are delighted to announce they have partnered to produce the second edition of the Nielsen India Book Market Report.

New Delhi, 21 February 2022—Nielsen BookData has partnered with FIP to produce the long awaited second edition of the Nielsen India Book Market Report. The first edition was published in 2015 and since then the publishing industry has changed enormously, not least withstanding a global pandemic. Nielsen BookData and FIP recognise the need for an updated report to provide the industry with an understanding of the current dynamics and the changes that have occurred over the last few years.

The partnership brings together two critical players, and their collaboration promises to deliver a report that provides a business-critical analysis of the market to inform and support the stakeholders of the Indian publishing industry.

Vikrant Mathur, Executive Director of Nielsen BookData, India said: *“It is my great pleasure to announce our partnership with FIP and I’m delighted to be working with them on the second edition of this report. FIP is the leading federation for Indian publishers and our association with them will bring a new synergy to the report which will benefit the whole industry.”* He went on to say: *“The first India Book Market Report was released over 6 years ago but is still considered the “bible” for the Indian publishing industry. We are confident that the second report will not disappoint and will continue to provide a unique picture of the industry.”*

Pranav Gupta, Joint Secretary of the Federation of Indian Publishers [FIP], who has been appointed as the Project Leader for this initiative from FIP said *“It will be a unique report that will study the contribution the Indian literary publishing industry makes to India’s economy. It will help everyone in the publishing ecosystem to get deep insights into the Indian industry and align their business plans accordingly. This will significantly boost innovation. I want to thank the entire leadership of FIP for trusting me with this huge responsibility.”*

The report is expected to be available towards the end of the third quarter, 2022.

Notes to editor:

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About FIP

The Federation of Indian Publishers is the representative body of publishers in English, Hindi and other regional languages with its membership from all over India, representing more than 80 percent of the publishing industry. All the leading publishers of the country are its direct members, other publishers being represented through various local associations. Since its inception, the Federation has become the national representative body of the Indian Publishing Industry and is growing stronger and stronger day by day. Internationally also, the Federation has played an important role. India is considered and respected as a great publishing nation all over the world.

The great characteristic of the Federation is that it is a deliberative and consultative organization with the principal objective to strengthen and promote professional standards among our members and create a forum not only to discuss their problems but also to address them satisfactorily.

About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. Nielsen BookData is responsible for the ISBN and SAN Agencies for UK & Ireland as well as providing search and discovery services for booksellers and libraries. Its electronic trading solutions, including Nielsen Pubeasy, help everyone involved in the book supply chain trade more easily and its Research services provide retail sales analysis for both print and e-books alongside research from the Books and Consumers Survey. For publishers Nielsen BookData offers a range of services from assigning an ISBN to a book to adding metadata to its database and providing promotional tools to help market books. The company is wholly owned by NielsenIQ. For more information, visit nielsenbook.co.uk

About NielsenIQ

NielsenIQ is the leader in providing the most complete, unbiased view of consumer behavior, globally. Powered by a

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groundbreaking consumer data platform and fueled by rich analytic capabilities, NielsenIQ enables bold, confident decision-making for the world's leading consumer goods companies and retailers.

Using comprehensive data sets and measuring all transactions equally, NielsenIQ gives clients a forward-looking view into consumer behavior in order to optimize performance across all retail platforms. Our open philosophy on data integration enables the most influential consumer data sets on the planet. NielsenIQ delivers the complete truth.

NielsenIQ, an Advent International portfolio company, has operations in nearly 100 markets, covering more than 90% of the world's population. For more information, visit NielsenIQ.com.