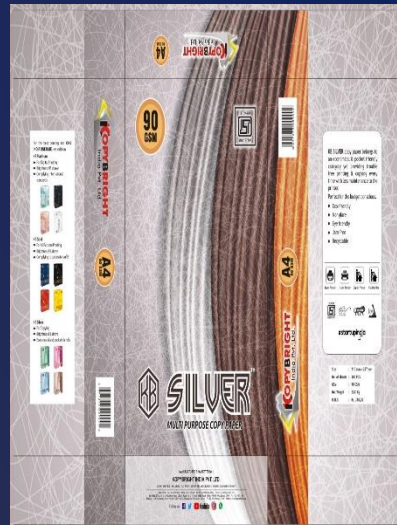


KopyBright India Private Limited

# YELLOW PLY PAPER

Distribution Partners Invited

KB SILVER



KB GOLD



KB PLATINUM



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About KopyBright

Industry Analysis

Opportunity Assessment

Value Proposition

Expansion Strategy



# ABOUT US

- We have great pleasure in introducing Kopybright India Private Limited as a NSIC, Udyam, BIS with Eco mark & Startup India Registered, DIPP Recognized and ISO Certified manufacturer of Plain/Printed Copier Paper, Computer Paper and Label.
- We have fully integrated production line of printing and processing including pre press, lamination, slitting, cutting and packaging with help of our state of the art machines imported from Spain, Germany and Switzerland to enhance our work efficiency and capability to meet better quality in lower price and fast delivery.
- We recommend our services in the field of multipurpose copy paper, digital printing paper, photo paper, bar code label, P.O.D, Invoice, MPCM Labels, Product Labels, G.R.N, G.D.N, Vouchers, Letterheads, Certificates, Railway Tickets, Charts, P.O.S Roll, Thermal Roll, Transport, Courier Receipt and many more.
- Our customers include post & telegraph, defence, railways, oil and natural gas companies, pay and account offices, municipal corporations, Electricity departments, EPFO, Coalfields and Educational Institutions through GeM & Government E Portals. Apart from above we have Distributors, Dealers, C&F and Corporate cliental in abundance.
- To cater our esteemed customers we have best and qualified team of Q.C., production supervisor, operators, and Sales team.

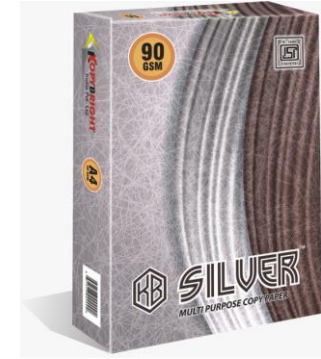
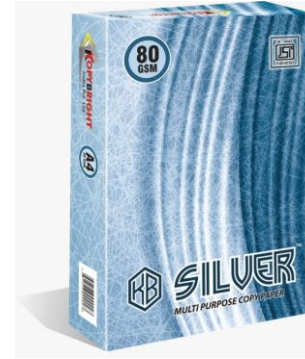
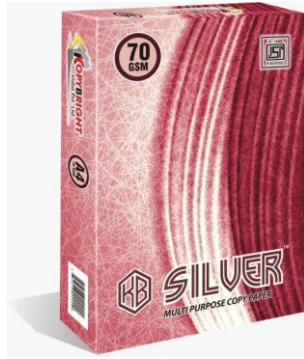


# KopyBright: Product Range

FEATURES	KB SILVER	KB GOLD	KB PLATINUM
<ul style="list-style-type: none"><li>• Brightness</li><li>• Printing</li><li>• Parameters</li><li>• Available GSM</li></ul>	Above 88 Copying Economical 65-100GSM	Above 92 All printing ISI standard 65-100GSM	Above 95 Digital printing International standard 65-100GSM
PRODUCTS			
A4 65 - 100 GSM			
A3 size			
A5 size			
Full scape size			
Legal			

# Brand Packaging

SILVER



GOLD



PLATINUM







# Our Core Team



Rahul Behany

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CEO



Vedant Behany

---

Director



Neema Behany

---

Director



Sushil Kumar Goyal

---

Director



# Our Clients

- Airforce Gwalior
- Visvesvaraya Iron and Steel Plant
- Andaman Transport Department
- Postal Store Depot Nagpur
- Southern Railway
- Clothing Factory Shahjahanpur
- Ordnance Factory Badmal
- Eastern Coalfields Limited
- North Eastern Railway
- North Western Railway
- Western Railway
- Coal India Ltd
- Heavy Vehicle Factory
- Atomic Energy Kalpakkam
- Modern Coach Factory
- Integral Coach Factory
- Rail Coach Factory
- Airport Authority of India Mumbai
- IOCL Haldia
- Electricity Department Admin, Port Blair
- Indian army-Jammu & Kashmir
- Airport Authority of India
- Advance Weapons & Equipment India Ltd
- Ammunition factory, Kharki
- Bharat Heavy Electrical Ltd
- Bharat Petroleum Corporation Ltd
- Central Coalfields Ltd
- Chief Engineer Airforce
- Central Organization for Railway Electrification
- Gail India Ltd
- Gujarat Urja Vikas Nigam Ltd
- Hindustan Aeronautics
- Hindustan Insecticide Ltd
- Hindustan Petroleum Corporation Ltd
- Indian Costguard
- IOC Haldia Refinery
- Kerala Postal Circle Department of Post
- Maharashtra Postal Circle Department of Post
- Nuclear Power Corporation of India Ltd
- Oil & Natural Gas Corporation Ltd
- Solapur Municipal Corporation Ltd
- Western Railway
- South Western Railway
- Northern Railway
- Tamil Nadu Postal Circle Department of Post
- Ferro Scrap Nigam Ltd
- Food Corporation of India
- Food Safety & Drugs Department
- Himachal Pradesh Staff Selection Commission
- Indian Airforce
- Indian Railway Finance
- Konkan Railway Corporation Ltd
- Kioc Ltd
- Life Insurance Corporation
- Ministry of Housing & Poverty Alleviation
- National Institute of Fisheries
- North Eastern Electric Corporation Ltd
- Numaligarh Refinery Ltd
- Steel Authority of India
- Terminal Ballistics Research Laboratory
- Transport department Andaman & Nicobar

# Logistics Partners



Harsh Logistics



Safexpress Pvt Ltd



TCI Freight



VRL Logistics Ltd



Inland World Logistic Pvt Ltd

Goyal Logistics

Nagesh Roadlines

Tatkal Freight India

Celeritate Logistics Pvt Ltd

Subham Roadways



# Professional Partners



Manish Chandak  
&  
Associates



B Jain & Company



Merfin Consultants Pvt Ltd



Vikash Goyal & Associates

R.S. Raj Purohit & Companies

Goyal Consultancy

B. Sharma & company



Choudhary Law Office



# Social Media Partners



The IT Heavens



Ally Info Solution



Panther Pechnologies Pvt Ltd



Charu Graphics



Tara Solution



Software Support by Tally e.r.p

BMD Computers

Sakshi Creation



# Production Capacity at a Glance

(Tons per month)

Name of machine	Capacity	One Shift	Second Shift	% of Production
Line-o-matic	1,000	400	350	75%
Automation rotary offset	100	40	35	75%
Rotatech rotary offset	100	40	35	75%
Starcut multisize seater	200	80	70	75%
Protech cutting machine	300	120	105	75%
Wavetech multipart colatros	200	80	70	75%



# Key Highlights at a Glance

(Figures in Lakhs)

	31.03.20	31.03.21	31.03.22
Revenue	214.38	230.94	1,200.00
Gross Profit	8.43	20.78	200.00
Profit before depreciation	7.41	9.88	295.00
Net Profit	1.32	4.14	25.00
Capital	37.00	88.29	150.00
Reserve & Surplus	0.29	3.44	20.00
EPS			

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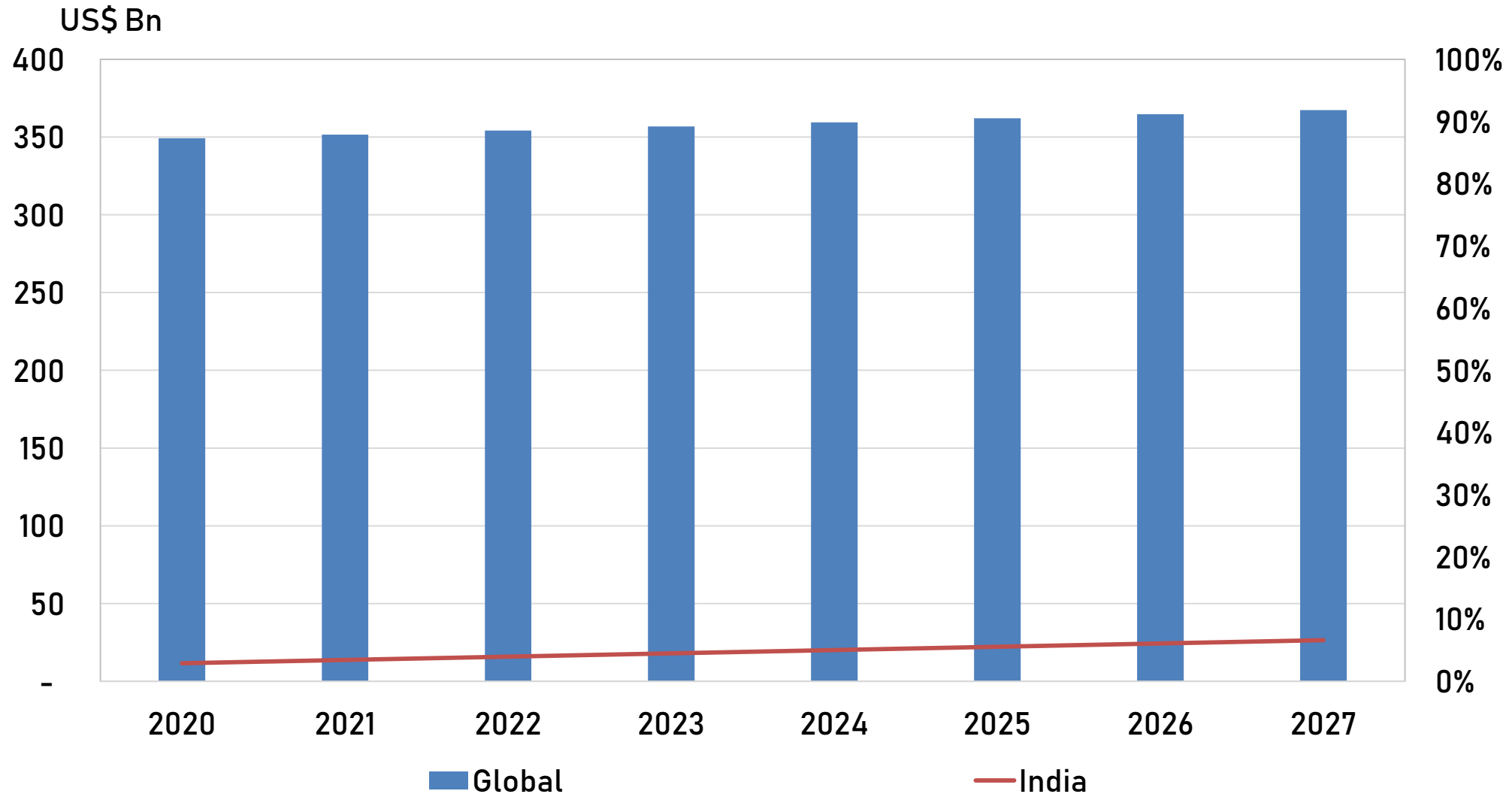
**Industry Analysis**

Opportunity Assessment

Value Proposition

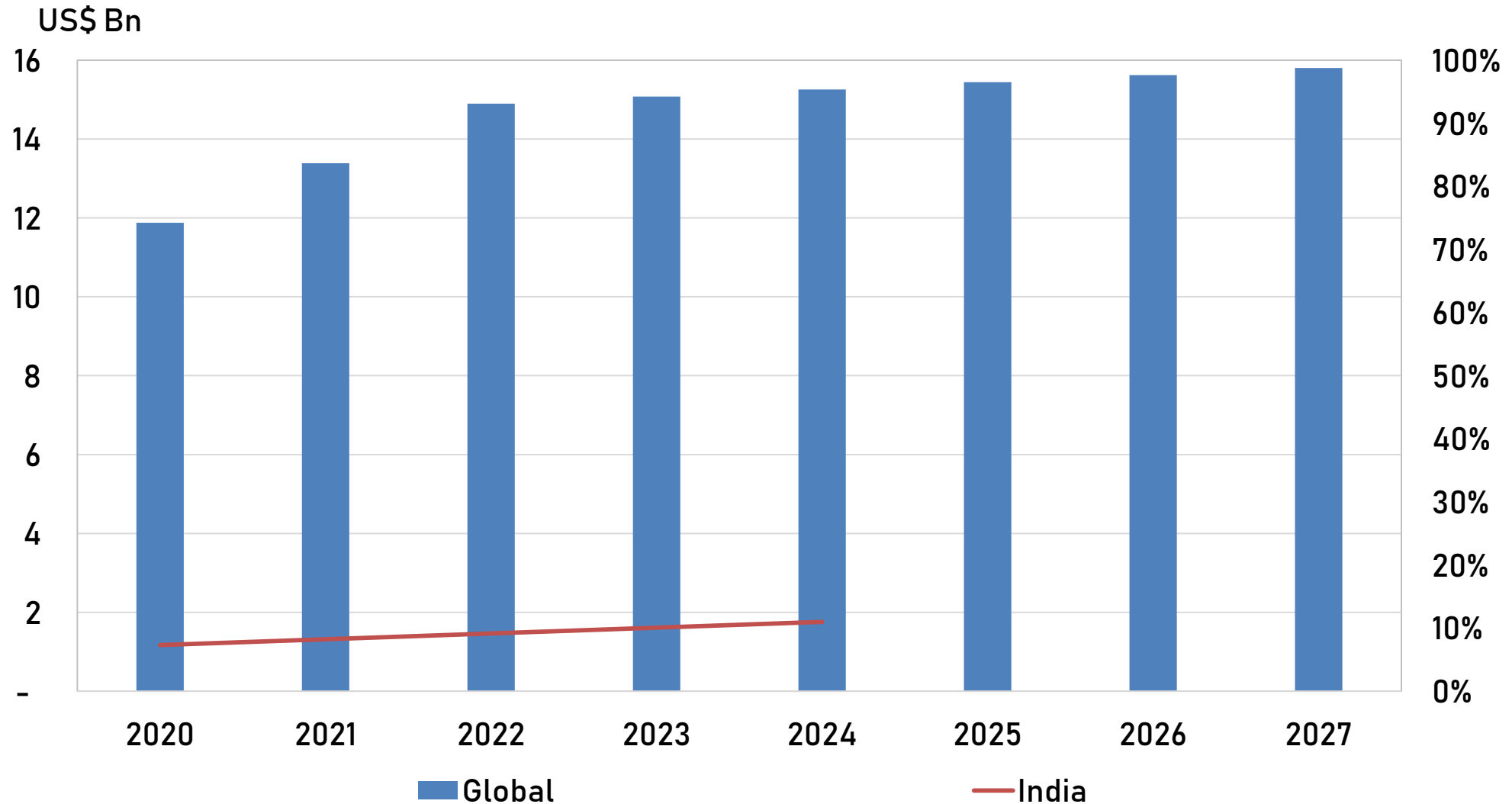
Expansion Strategy

# Indian Paper & Pulp Market





# Indian Copier Paper Market



# Indian Paper Industry: Key Statistics

Total Number of Mills	861
Total Installed Capacity (Million Tons)	27
Operating Installed Capacity (Million Tons)	22
Production of Paper, Paperboard & Newsprint (Mn Tons)	19
Capacity Utilization (%)	~89
Number of Operational Units	500
Number of Closed Mills	361
Idle Installed Capacity, Million Tons	5
Import (Million Tons)	3
Export (Million Tons)	2
Consumption (Million Tons)	21
India Per Capita Consumption (Kg)	16
Global Per Capita Consumption (Kg)	57
Global Share (%)	5

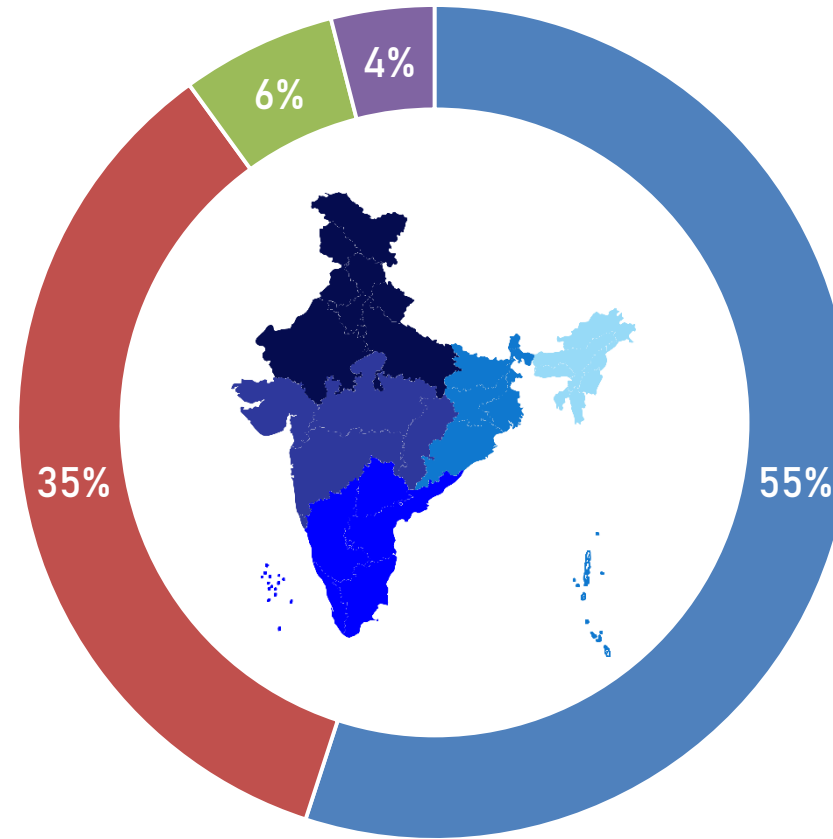


Source: Statistical Cell, CPPRI. IMPEX data taken from DGFT data base



# Indian Paper Industry by Segment

Writing & printing paper accounts for approximately 35% of the total paper produced in India.

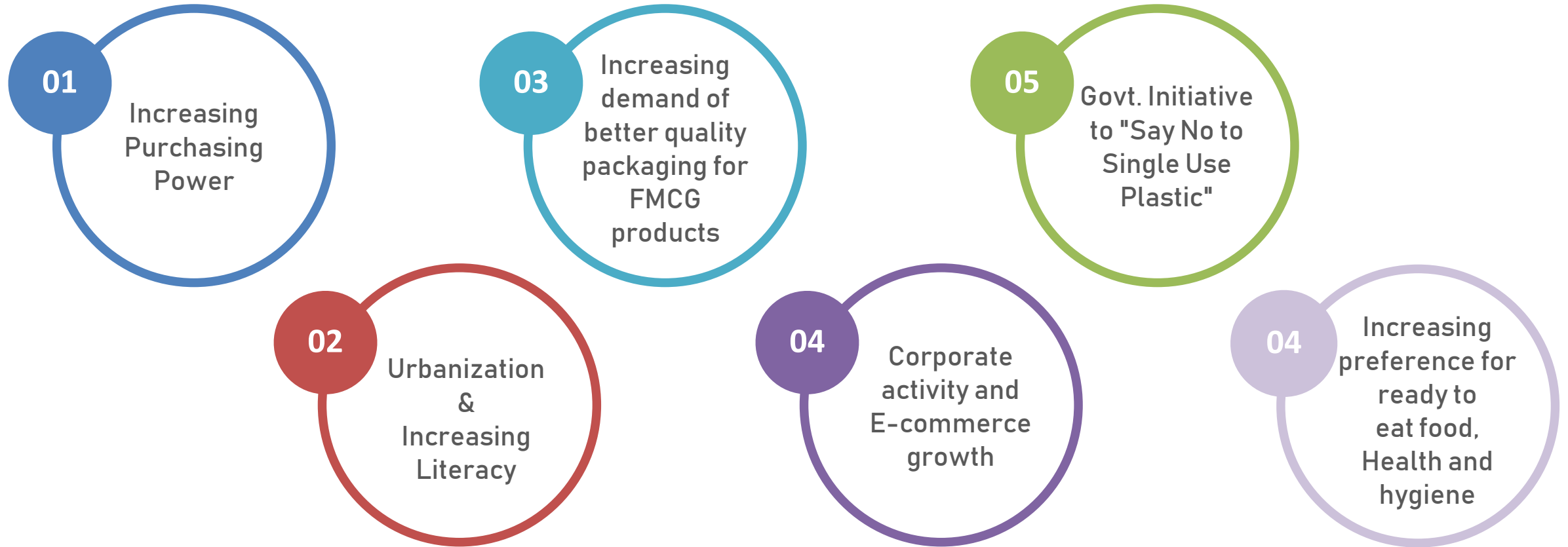


■ Packaging Paper ■ Writing & Printing ■ Newsprint ■ Others

*Source: Statistical Cell, CPPRI. IMPEX data taken from DGFT data base*



# Key Demand Drivers



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# Investment Opportunities

A4 is a paper size that is used for a wide range of documents, including magazines, catalogs, letters and forms. A4 paper is the size most used in the world. It is used as the classic paper sheet in all industrialized countries.

In the light of the internet revolution, massive inroads of digital printing and print on demand, the growth in demand for cut A4 size paper has been phenomenal. In India, the segment growth of cut size has been around 18-20% per year. Beyond that the economy value for money segment is growing 25% plus.

## Uses:-

- Catalogs
- Small Posters
- Magazines
- Letters
- Big Flyers
- Forms
- Printing
- Documents
- Schools
- Offices
- Colleges
- Hospitals







# Demand for Writing & Printing Paper

The size of the global paper industry is 425 Mn Tons and India's share is 4.3% 18.2 Mn Tons. In this, interestingly, the share of writing and printing segment has been steadily declining.

- Global share of writing and printing paper: 19% (30% a decade ago)
- India share of writing and printing paper: 28% (40% a decade ago)
- Global writing and printing paper demand: 105-mn in 2007
- Global writing and printing paper demand: 75-mn in 2020
- This is equal to 30 Mn Tons of demand destruction.

Mittal's projection for the future was, "After recovering majority of losses of 2020 in 2021, globally the writing and printing paper grades are expected to shrink by an average of 4.9% until 2024 wherein close to 13.8-mn tonne/ annum of demand will shrink during this period."

This is where India will break away from the world (barring mimicking the world in 2020) and its demand is expected to grow by an average of 3-4% pa till 2024 and reach Mn Tons / annum, thereby adding approx Mn Tons per annum to its kitty.

India's share in the global writing and printing paper was 4% in 2014 (3.56-mn) and by 2024, we will be 11% (currently, we are at 7.3%), thereby being the only major market in the world to grow in writing and printing paper segment.

Mittal said, "There are lot of positives in India's favour and we (the paper industry and the trade) should work together to cease the opportunity. We should not waste this crisis. Every crisis is followed by a huge opportunity."

Paper positive

India's per capita consumption is 12/kg against the global average of approximately 45/kg. Mittal felt, "the only way we can go from here is up". With 16% of world population, India's share in paper demand is a mere 4.3%.

The education sector will provide the biggest boost in demand for writing and printing paper segment with households allocating majority of their incomes on children's education.

<https://www.printweek.in/news/demand-for-writing-and-printing-paper-to-shrink-by-2022-in-2020-53869>



# SWOT Analysis

## Strength

- Fastest growing paper market
- Production of a wide paper variety range
- Enhancing farmer incomes
- High employability
- Recyclability of waste paper

## Weaknesses

- Low capacity utilization
- High water requirement
- Capital-intensive
- Most plants funded through higher debt
- Growing requirement of scale to survive

## Opportunities

- High growth from per capita consumption perspective and literacy rate
- Increase in consumption of packaging
- Room for socioeconomic development
- Growing demand from downstream sectors (mainly, kraft, corrugation, duplex)
- Innovative product create possibilities
- Use of clonal development centers
- Ban on single-use plastic, creating additional demand

## Threats

- Increasing raw material costs
- Rising competition from Imports
- Trends like Work from home, Online education accelerating the pace of digitalization
- Technological obsolescence
- Intermittent closures & lockdowns due to COVID-19 pandemic outbreak affecting demand.

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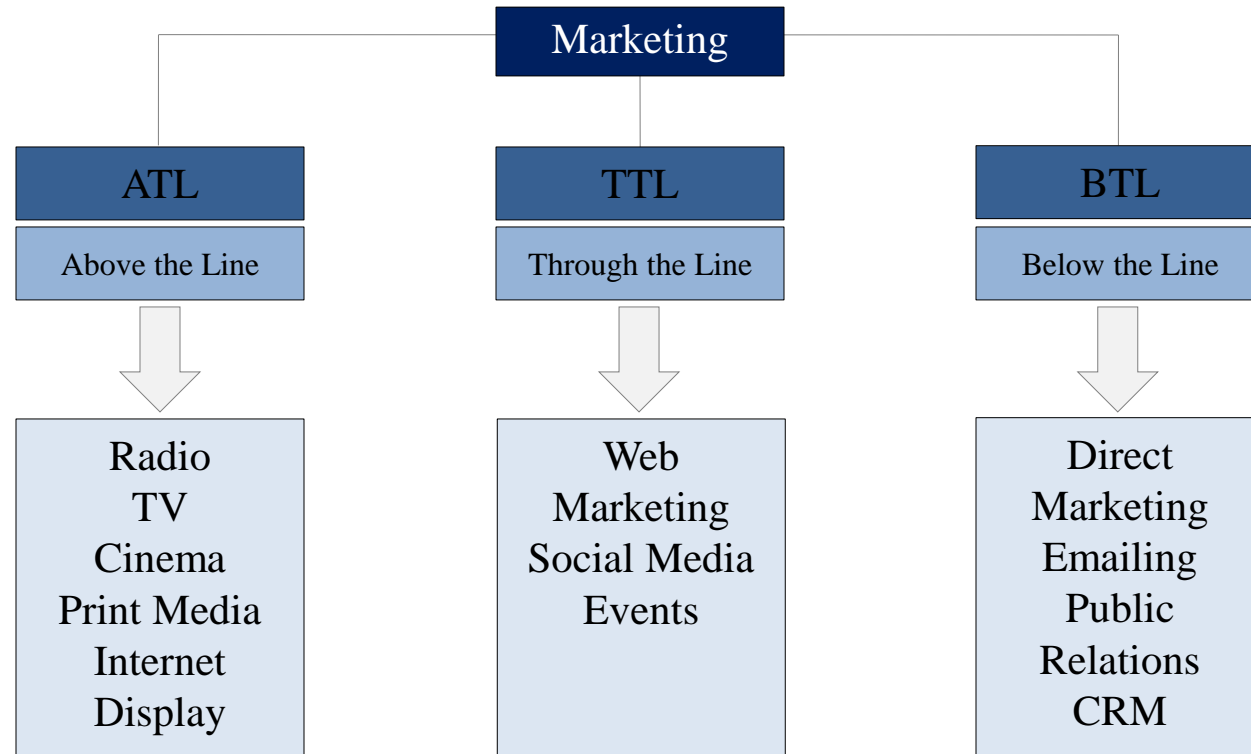
# Value Proposition: Time & Money



# Competitive Positioning

Quality	High	High Quality @ Lower Price		Competitors
	Mid		Mid Segment Players	
	Low	Local Players		
		Low	Mid	High
		Price		

# Products Marketing Strategy







# Sales & Marketing Strategies

Company trying to expand their market strength and generate awareness in the market. Company has taken some measure tie up with the following:

- **Franchise India** - We have tied up with Franchise India to promote our products pan India and help us create channel distributor network, use their services wherein they organize seminars, investor meets, social media publicity & also use their clientage data to promote our brand and generate volume sales
- **B2B Portal** - Company also explores B2B channel partners to be associate with companies
- **Indiamart** - Company has registered with Indiamart where materials can be acquired at a reasonable rate and our products can be promoted
- **Justdial** - where customers can get real time information of our company
- **Trade India** - Company has also updated their product info at Trade India portal to promote their products
- **Channel distribution** - company has made their channel partners all across India for their product presence
- **Social Media** - Company makes it's presence felt on social media platforms like YouTube, Facebook, Instagram, WhatsApp, Twitter
- **Website** - Company has it's own website where all the activities are regularly updated
- **E commerce** - Company is also going to develop their e commerce platform for online marketing
- **POP Materials** - Company frequently supplies pop products for their publicity & advertisement in the public or customer like writing pad, pens , wall clock, pencil, paper weight, calendars, diary, banners & hoarding.

\*\*\* Company is soon planning to tie up with Amazon, Flipkart, Udaan, Meesho, Blinkit and other related e commerce service providers.

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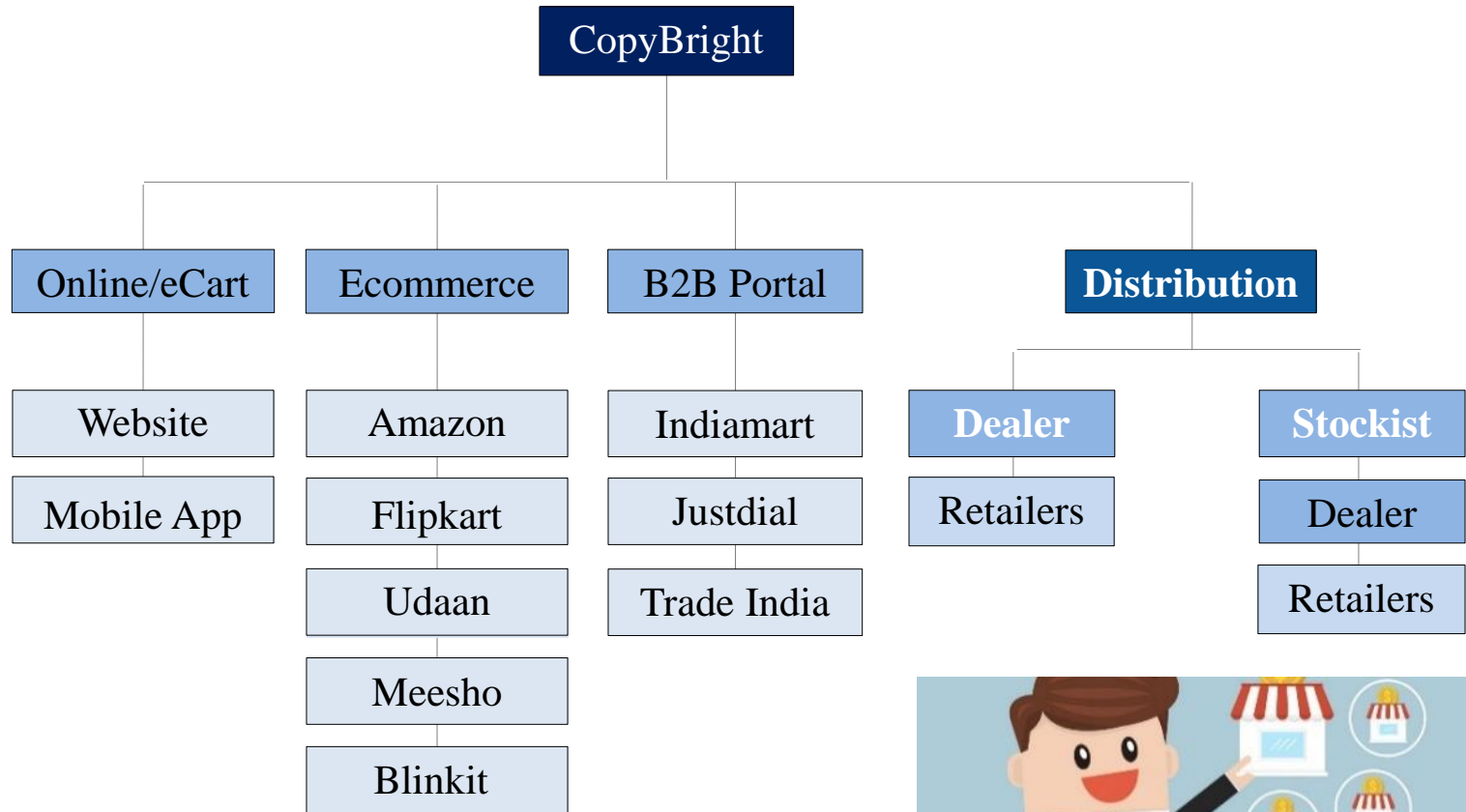
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# Expansion Strategy



Parameters	FOFO
<b>Details</b>	Franchisee Owned Franchisee Operated
<b>Ownership</b>	Franchisee
<b>Inventory by</b>	Franchisee
<b>Operations by</b>	Franchisee
<b>Brand guidelines</b>	Mandatory
<b>Revenue to</b>	Franchisee
<b>Expenses by</b>	Franchisee
<b>Franchisee gets</b>	Net Profit
<b>Company gets</b>	Franchise Fee & Margin

# FEATURES



**BEST  
QUALITY**



**BEST  
PRICE**



**OUTSTANDING  
SERVICE**



**EASY PAYMENT  
OPTION**



**RETURN POLICIES  
MADE VERY SIMPLE.**



# PAYMENT OPTIONS

**paytm**

**VISA**



**RuPay**

**AMERICAN  
EXPRESS**

**sodexo**

**IMPS**  
IMMEDIATE PAYMENT SERVICE



# Distribution Network Strategy

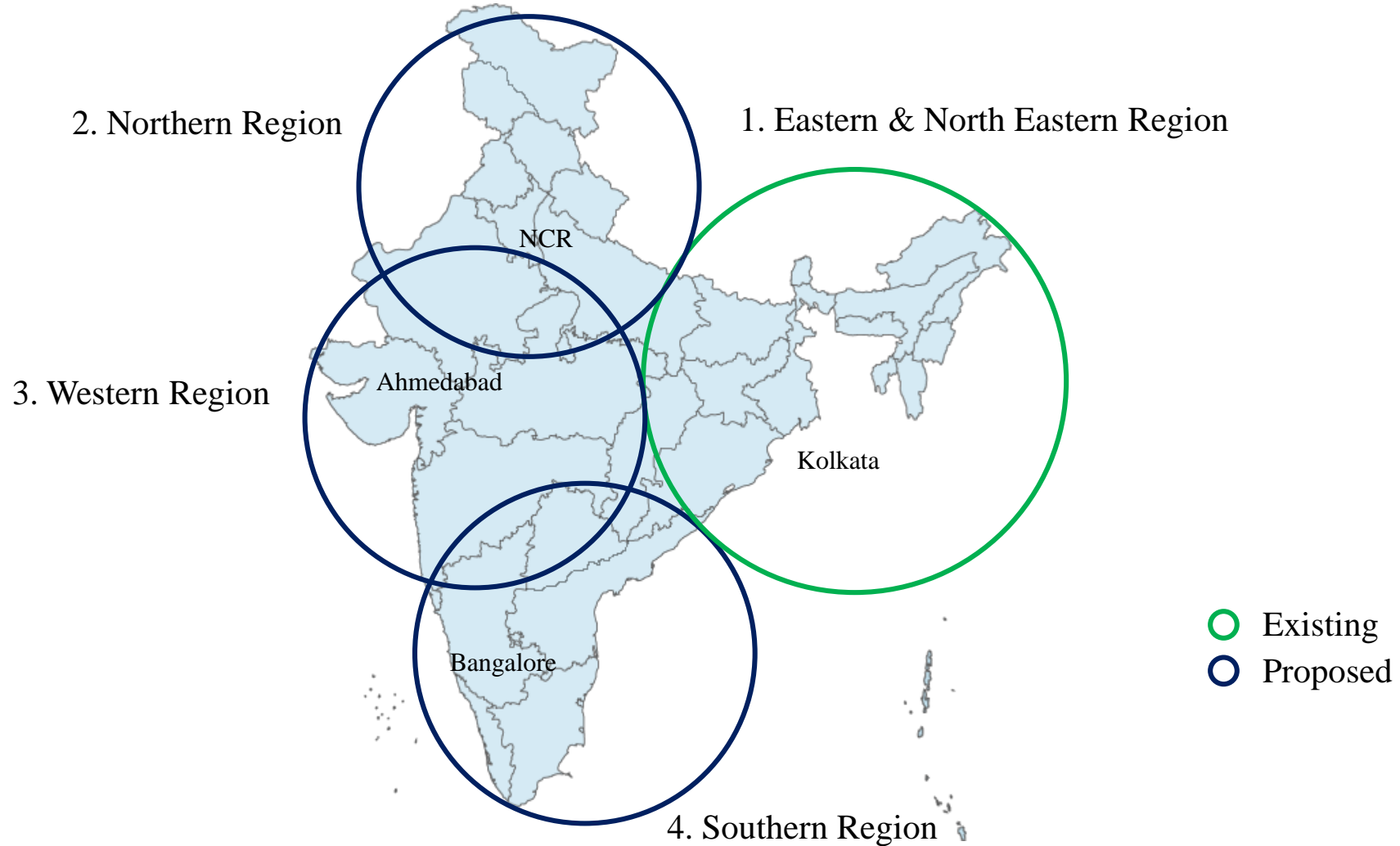
Product Flow: Manufacturing → Stockist → Dealer → Retailer → End Consumer



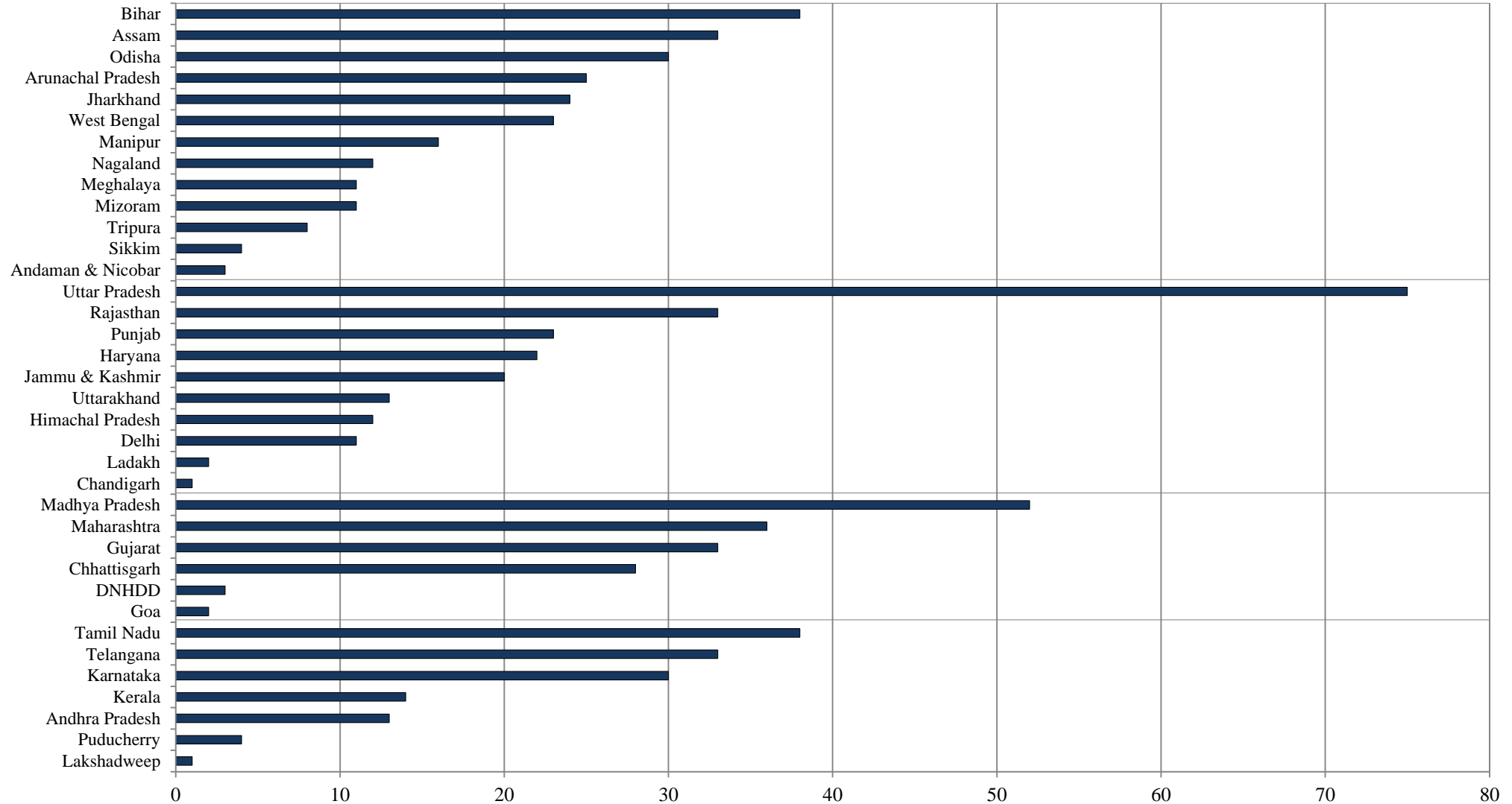


# Manufacturing & Storage

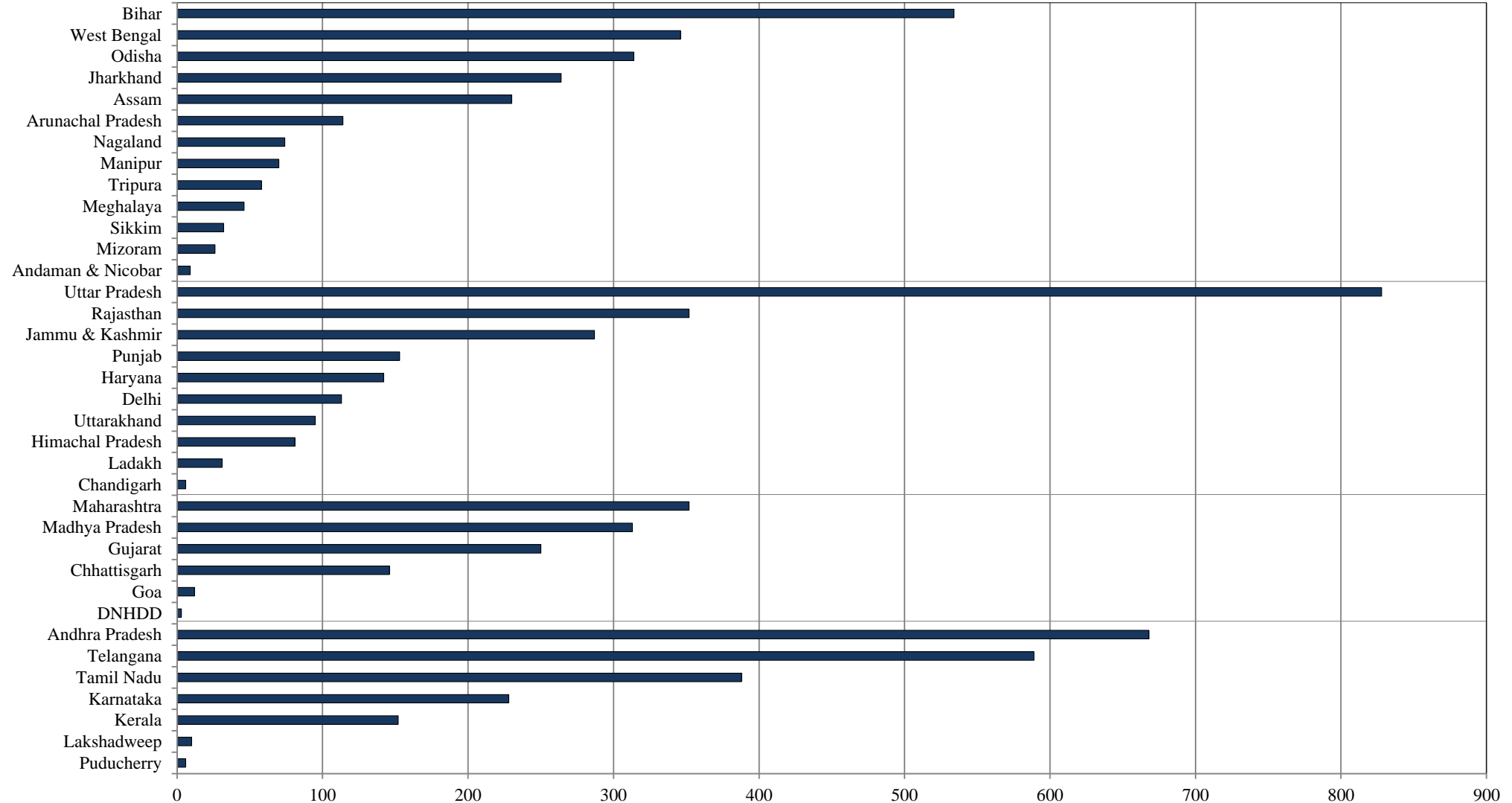
The Company has capacity of 1,000 Tons per year and planning to add 500 Tons in the next 2-3 years.



# Stockists Network @ District Level

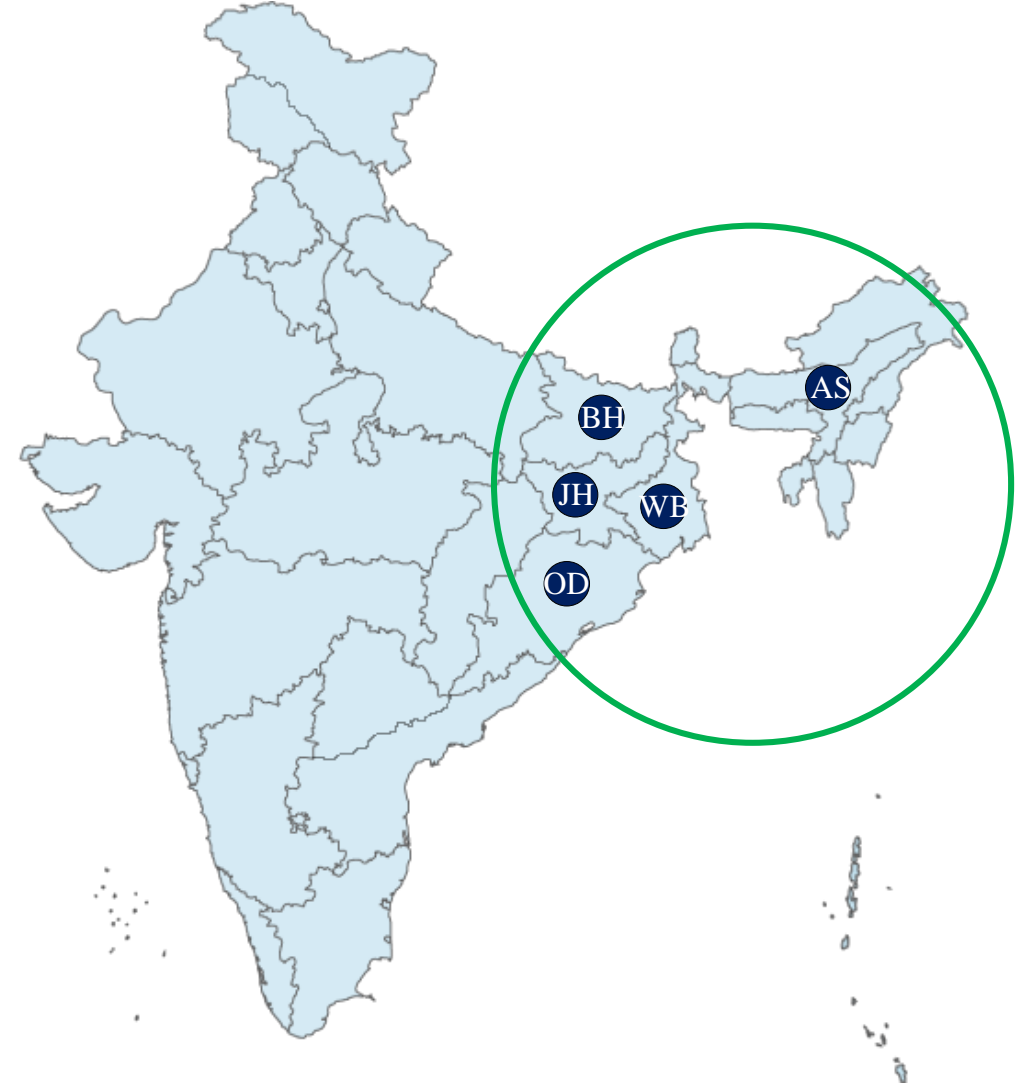


# Dealers Network @ Block Level



# Targeted Rollout Plan

City	State	Pop (Mn)	Stokist	Dealers
Kolkata	WB	18.54		15
Haora/Howrah	WB	1.14		5
Bardhaman	WB	0.35		2
Durgapur	WB	0.57		5
Asansol	WB	0.56		5
Hooghly	WB	0.20		3
Siliguri	WB	0.71		5
Malda	WB	0.35		3
Berhampore	WB	0.30		3
Kharagpur	WB	0.30		3
Haldia	WB	0.22		2
Guwahati	AS	1.14	1	10
Patna	BR	3.87	1	15
Dhanbad	JH	1.16	1	10
Ranchi	JH	1.13	1	10
Jamshedpur	JH	1.63	1	10
Bhubaneswar	OD	1.19	1	10
Cuttack	OD	0.61	1	6



# Support Functions

Selection & Approval for Distribution Partner



# Thanks!

**Any Questions?**

**Kopybright India Private Limited  
Kolkata  
West Bengal**