



## About SIA Publishers

SIA Group, a modern publishing company, was initiated in the year 1979. We are the leading publishers and books Distributors across South India. With decades of experience, SIA became as one of the finest destination and a trusted brand for millions of students across India.

## Who are the target audience?

SIA aims to be a true companion, guiding students on their way to success through hardships and serving them in achieving goals. SIA specializes in publishing academic books for students pursuing professional courses like Engineering (B.Tech/B.E), MBA, M.Pharm & B.Pharm, Pharm.D, B.Sc, B.Com, Diploma (Polytechnic), and a range of Competitive examination books.



## What was the sales challenge?

Due to the digital revolution, the sales of ebooks has steadily got the momentum and pushed all the print publishers to embrace the digital change. But, moving the business from print publishing to digital publishing involves a lot of challenges, which could even cannibalise the current print sales business, if not a proper digital strategy is adopted. It requires a partner with the knowledge of digital publishing and ebook sales, also it requires huge investments.





## What did SIA Publishers do to achieve this success?

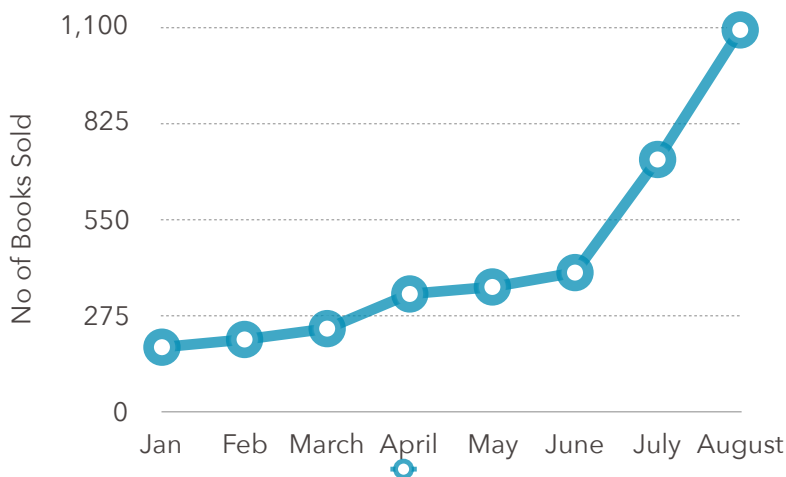
- SIA publisher has partnered with uLektz Books platform and created an SIA branded eBook Reader app, which helps them to allow end-users to purchase ebooks and access them both online and offline.
- uLektz Books platform has been used daily by more than 2,00,000 students, faculties, and other stakeholders of higher education across India, this got SIA a promotional value for their digital format of ebooks and they were now able to get reasonable sales through uLektz platform.
- Generated Coupon Codes for their ebooks and distributed them with their Print books as an alternative to Print Specimen Copies which can be redeemed on SIA Publishers branded eBook Reader app.

## What about the results?

- SIA publisher worked closely with the uLektz Books teams to maximize the value for their ebook sales using their branded ebook reader app. Results were hugely positive across the region with rapid-growth in India.

- SIA found immediate value in using uLektz platform for high-volume but highly targeted prospecting, with students able to engage successfully with the ebook reader app.

- Ebook sales have increased by more than 400% in a year and proved it is equally effective from the traditional way of learning in India.



- From an initial sales of 180 books in India, SIA has scaled more than 1000 books sales within a year, and will shortly reach twice as high in the upcoming months.