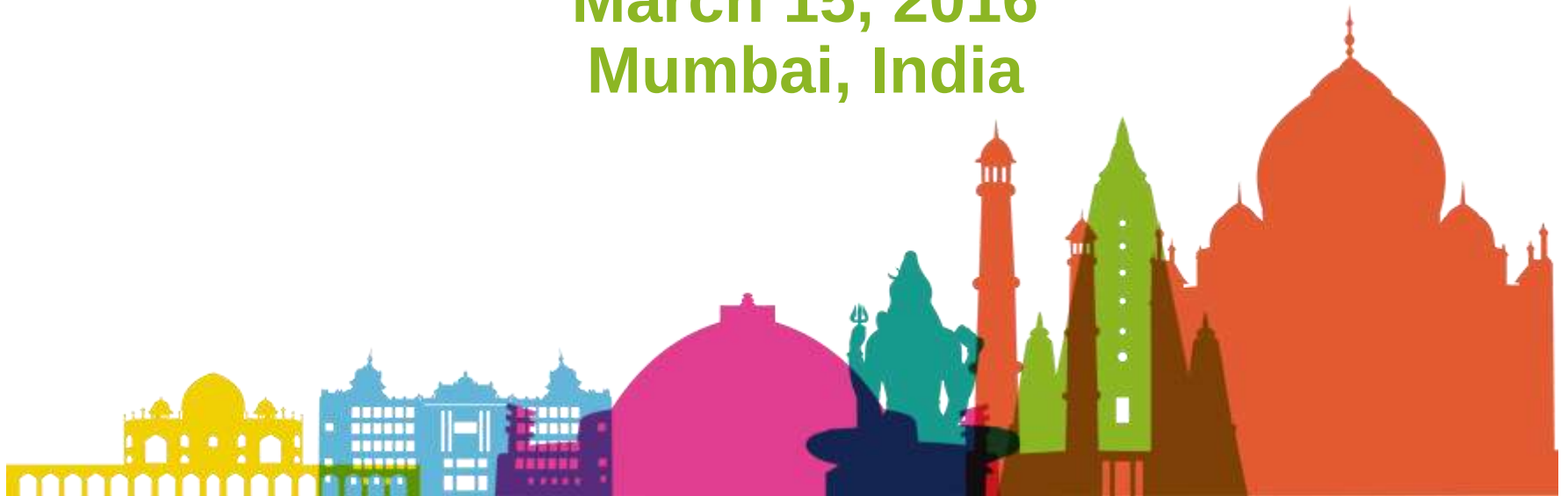


CREATING FUTURE PRINT THROUGH TECHNOLOGY AND INNOVATION



PRINT BUSINESS OUTLOOK CONFERENCE 2016

March 15, 2016
Mumbai, India



Opportunities with Digital Printing

By:

V.Balakrishnan

EGM – Marketing & New Business Development

Konica Minolta Business Solutions India Pvt. Ltd



- Reduction in Run Length/ shorter lead times
- Cost Reduction Pressures
- Full Color, total variable printing
- Versioning and Personalisation
- Web to Print System
- Technology Development & Adoption
- Digital Print



Drivers to the Adoption of Digital Printing

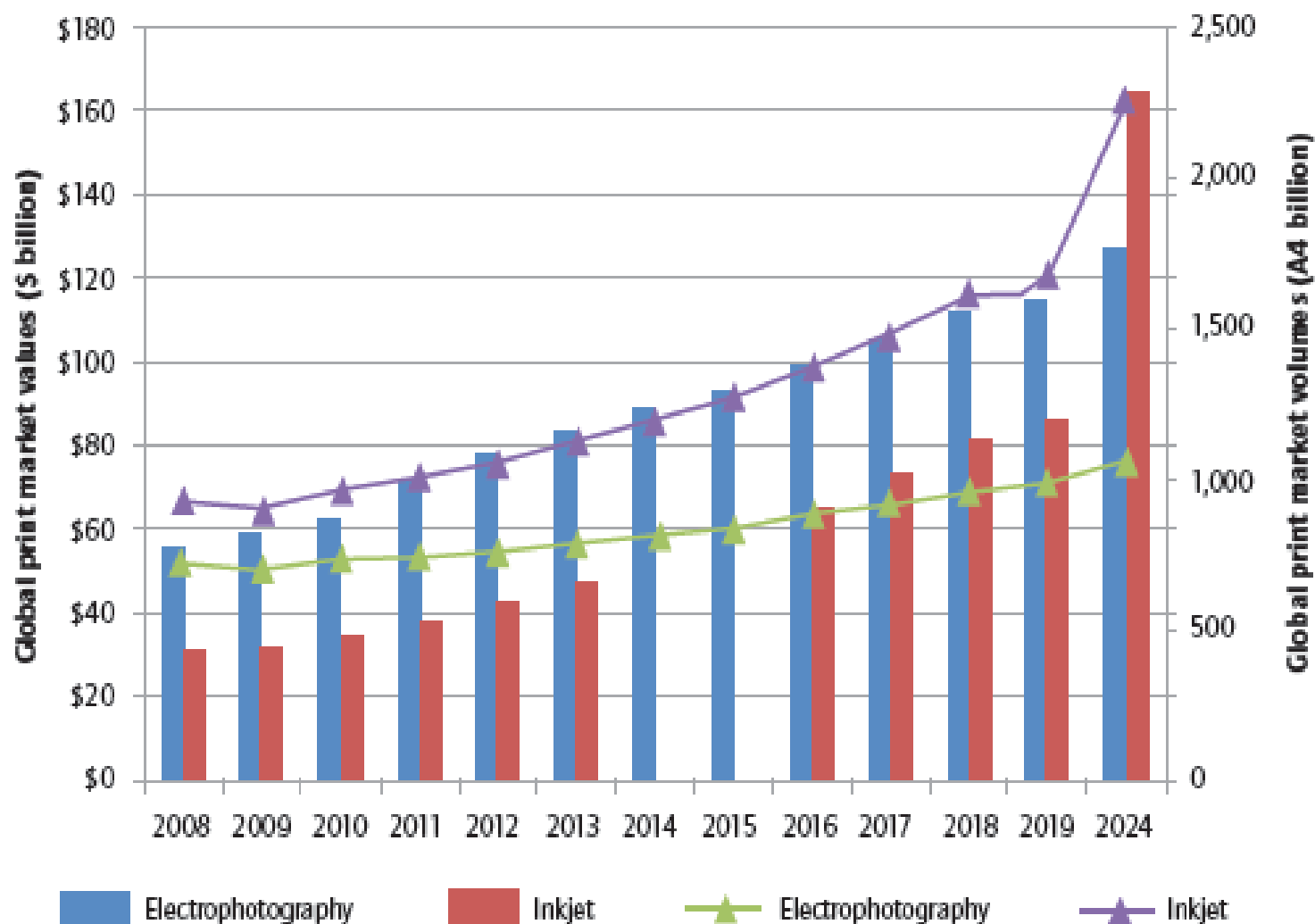
Factors	Not at all Imp.	Relevant but not imp.	Fairly imp.	Very imp.	Critical	*Rating Average
Rising requirement for short runs	0.8%	6.1%	17.6%	49.8%	25.7%	2.93
Recent improvements in digital printing technology	1.2%	2.9%	18.2%	57.4%	20.2%	2.93
Low initial set-up costs for print jobs	0.8%	6.9%	20.7%	42.0%	21.5%	2.85
Rising requirement for personalisation	2.9%	9.5%	30.0%	40.0%	15.6%	2.58
Rising requirement for variable data	4.1%	10.3%	28.8%	40.3%	16.5%	2.55
Environmental issues	12%	38.6%	25.7%	18.3%	5.4%	1.66

Note: *averaged response whereby 0=not at all important; 1=relevant but not important; 2=fairly important; 3=very important; and 4=critical

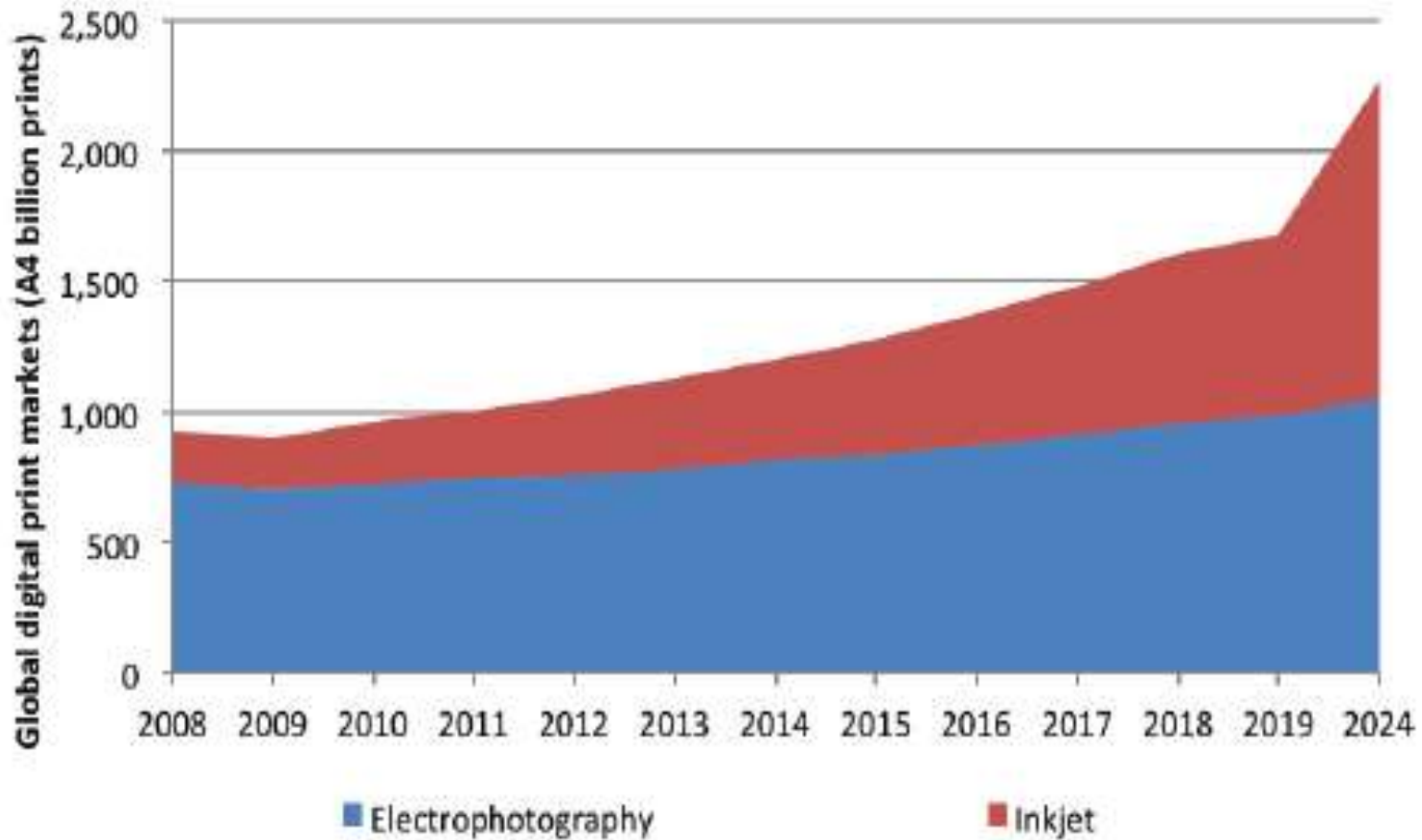
Source: Smithers Pira survey result



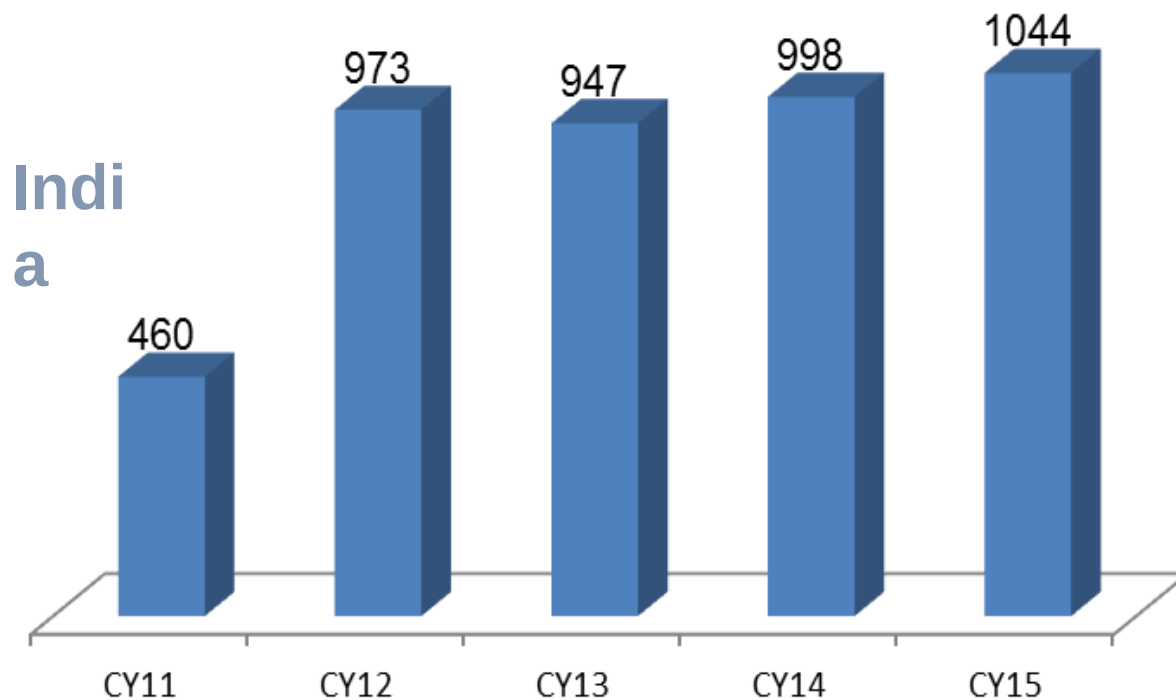
Global Digital Print Volumes



Global Digital Print Market Split 2009-2019 (billion A4)



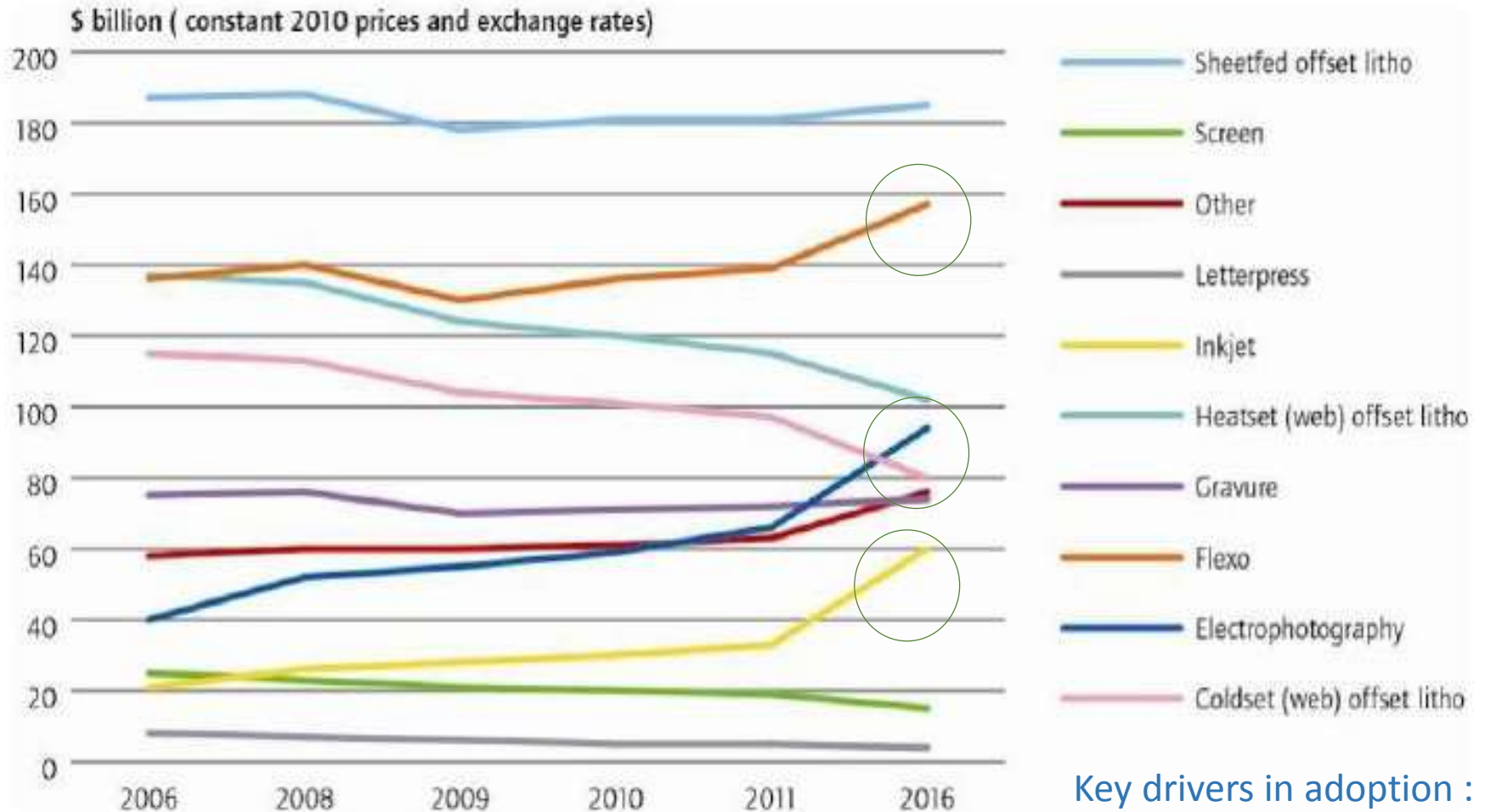
Digital Production Equipment Growth



Digital Equipment Placement	Worldwide	India
2009 – 2014	11.7%	28.2%
2014 – 2019	5.8%	7.8%



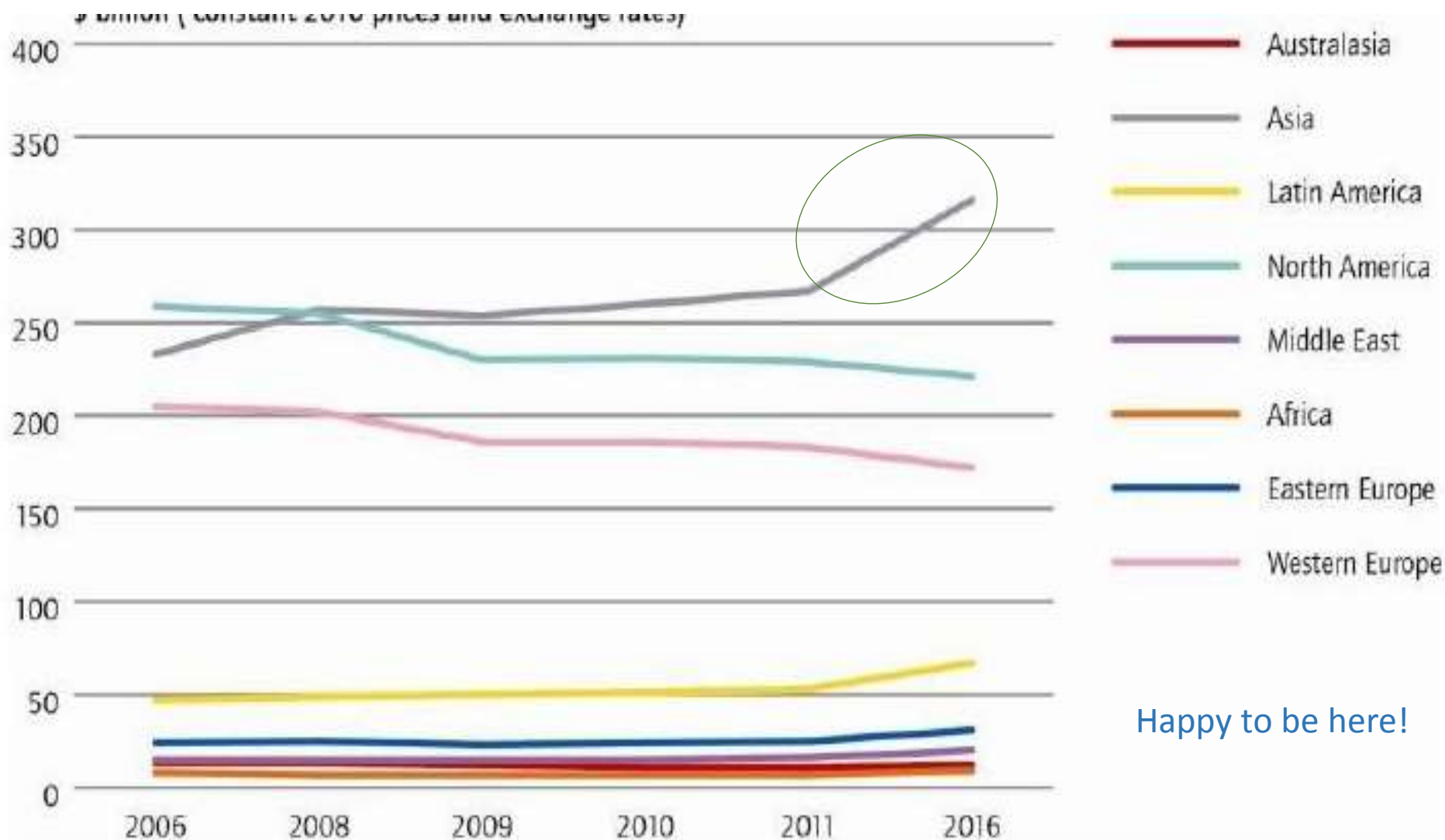
Print Process



Key drivers in adoption :
Reliability & Productivity



Geographic Regions



Happy to be here!



Source: Pira International



Sources of digital printing volumes, 2008–2018 (%)

	2008	2013	2018
Offset Transfer	72	60	40
Variable Data	10	18	29
Transactional	5	8	12
Web Generated	3	10	12
Other Processes	8	2	2
New Products	2	2	5
	100	100	100

Digital will continue to complement offset due to :

- Shorter runs
- Tighter schedules
- Hybrid printing
- Distribute and print.

Source: Pira International Ltd



Where will the Print be Produced in %

Segment	Percentage
Copy shops/ Quick Printers	20
Commercial printers	30
Sign / Photo shops	10
Photo labs	2
Newspapers	7
Mailers	1
Pre-media services	4
Packaging printers	9
Specialty printers	5
Industrial printers	5
In-plant and transaction printers	9
Home printers	1
	100

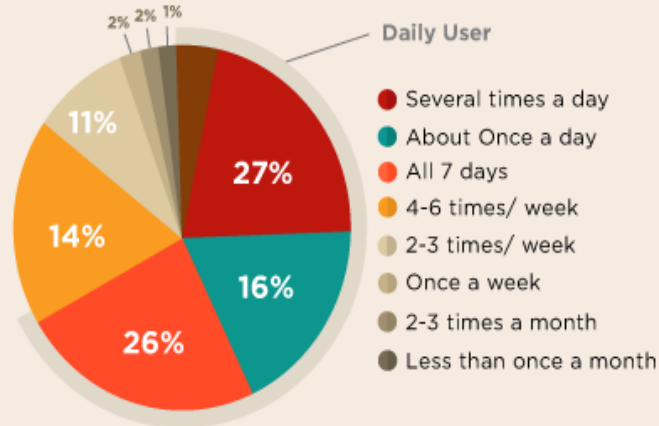
Adoption is the key!

Source: Pira International Ltd

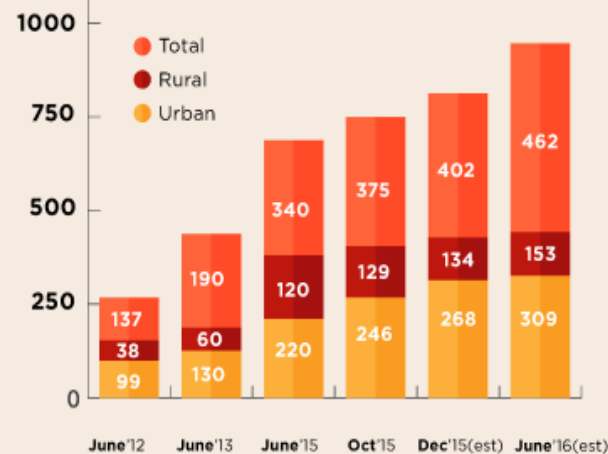


Internet usage impacting digital volumes

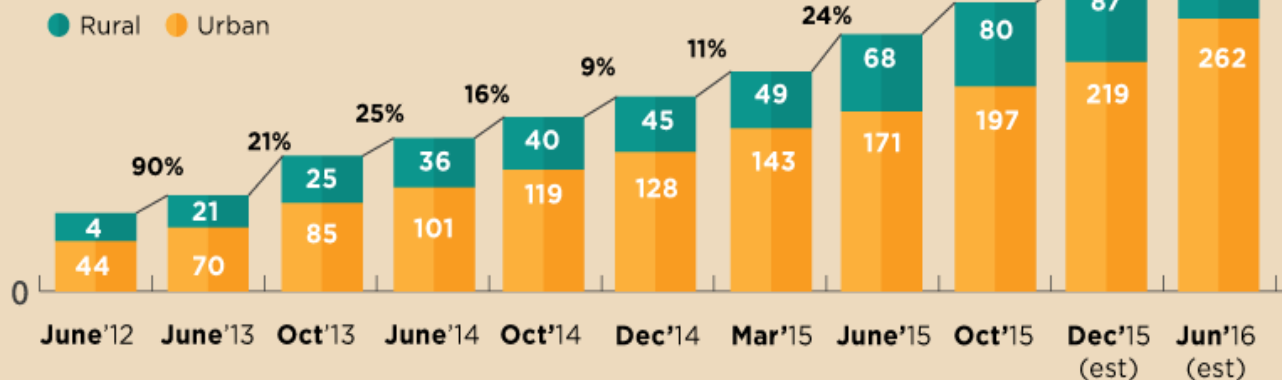
FREQUENCY OF INTERNET ACCESS IN URBAN INDIA



INTERNET GROWTH IN INDIA



MOBILE INTERNET USERS All Figures in millions



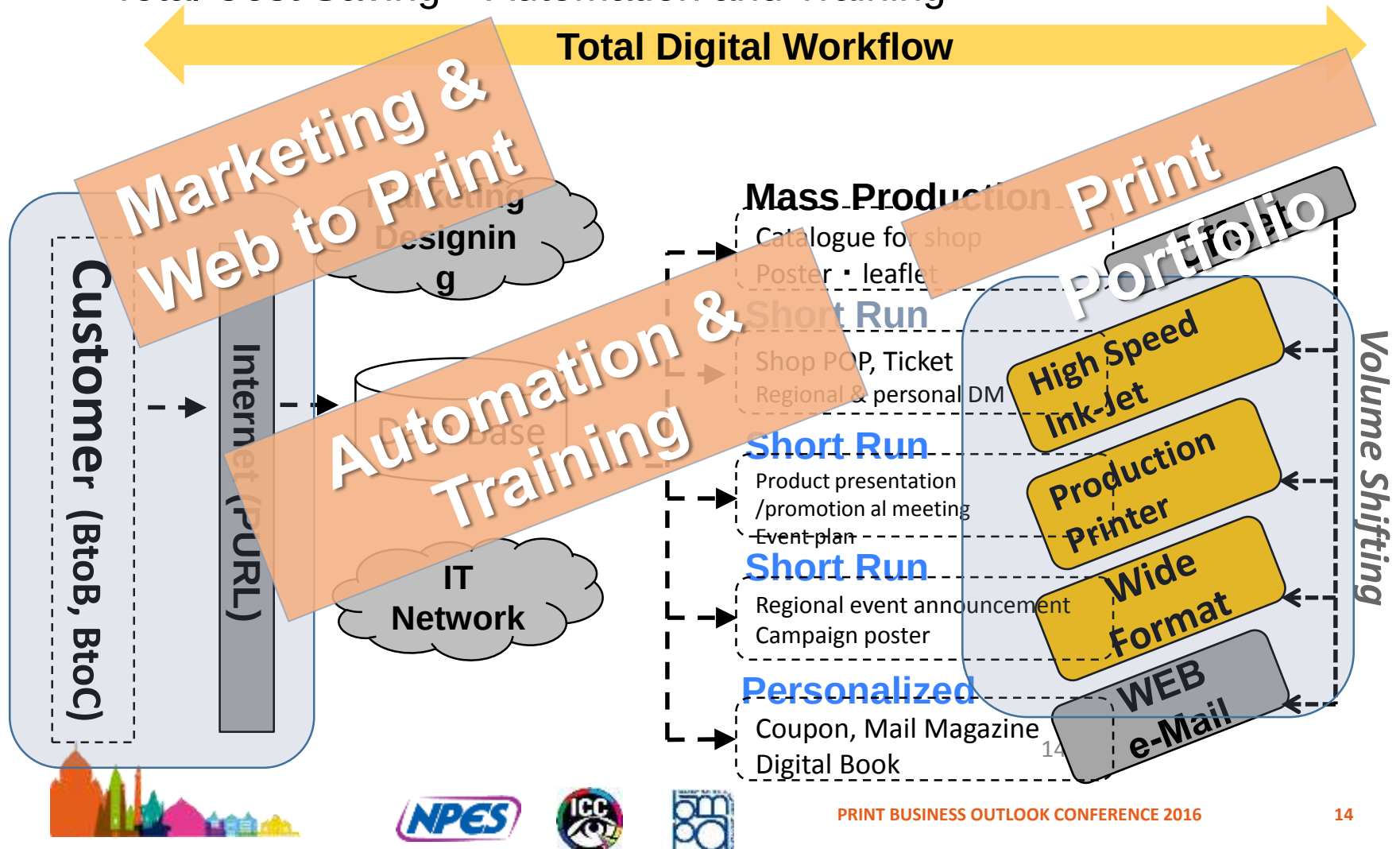
Source: 'Internet in India 2015' by the Internet and Mobile Association of India (IAMAI) and IMRB International

Design: Gokul.K



Business Success Factors

- One Stop Services = Print Portfolio
- Direct Communication with End User = W2P
- Total Cost Saving = Automation and Training



Digital Printing/Press = Marketing

- End User doesn't require “**Printing Service**”
- Just desire “**Marketing Products and its Support**”



Thank you



Lets Grow Together

