



How To Publish and Market Your Books in India

Resources

Information on Indian Book Market

Neilsen Book Report:

[Market for Book Publishing in India](#)

Blog: Summary of Neilsen Book Report

<http://blog.prathambooks.org/2015/10/nielsens-india-book-market-report.html>

Selling Your Books in India

Flipkart (print Books):

<https://www.flipkart.com/books-store>

Matrubharti (eBooks, predominantly Hindi and English):

<http://www.matrubharti.com>

Dailyhunt (eBooks, multiple Indian languages):

<http://www.dailyhunt.in>

Pratilipi (eBooks, similar to Matrubharti, multi languages)

<http://www.pratilipi.com>

Self Publishing (Print)

Pothi Dot Com: www.pothi.com

To learn more about Pothi, listen to interview of Jaya Jha, Co-Founder: www.mykitaab.in/pothi

Cinnamon Teal: www.cinnamonteal.in

To learn more about Cinnamon Teal, listen to interview of Leonard Fernandes, Co-Founder of Cinnamon Teal: www.mykitaab.in/leonard



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Book Marketing Resources

Shabdanagari (Hindi): Crunchbase Profile

<https://www.crunchbase.com/organization/shabdanagari>

Sharechat (Predominantly Hindi, Link to Google Appstore)

<https://play.google.com/store/apps/details?id=in.mohalla.sharechat&hl=en>

Use of WhatsApp for Book Marketing:

Interview of Ritesh Kala: www.mykitaab.in/ritesh

(This page has link to post by Ritesh published on Alliance of Independent Authors website)

Cost of Translating Books

Interview of Author Anna Erishkigal

<http://www.mykitaab.in/anna>

Worksheet: Is translating your book worth it?

Worksheet on MyKitaab Podcast: www.mykitaab.in/worksheet

Pothi Dot Com: Cost of print books <https://pothi.com/pothi/estimate-price/distribution>

Amar Vyas: How To Price Your Book in India <http://www.amarvyas.in/price-your-book/>

Interviews: International Indie Authors Who Have Sold Books in India:

Garrett Robinson <http://www.mykitaab.in/garrett>

Rich Amooi: www.mykitaab.in/rich