

## ValueNotes' study of the publishing offshoring space in India indicates growing vendor maturity

Date: 05-14-2007 02:18 PM CET

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [ValueNotes Database Pvt. Ltd.](#)

# ValueNotes

Pune, India; May 2007 - Recent findings from a detailed study on publishing offshoring indicate that industry revenues for Indian offshoring stand at \$440 million in 2006. At an estimated growth rate of 35% per annum till 2010, the industry will be worth \$1.46 billion by 2010. The publishing offshoring space in India comprises over 100 vendors of various sizes, which employed around 26,000 people in 2006. The number of employees is expected to reach 74,000 in 2010.

This recent study is an update on the publishing outsourcing report published by ValueNotes in 2005. The study has focused on the key publishing segments: STM/Academic, Educational and Legal Publishing as these form the bulk of offshoring to India.

A vast majority, or 96% of the India-based vendors have capabilities to service the STM/Academic publishing segment. About 56% and 39% of the vendors have the capability to handle educational publishing and legal publishing respectively. The range of offshored services includes: Editorial, Data (operations), Design, Training and IT. Each of these has achieved varying levels of offshoring maturity, which is analysed in detail in the report. In the Indian offshoring space, the strongest capability is within the Operations space, followed by Editorial services.

Revenues of the Publishing outsourcing industry have grown faster than estimated and employees have grown slightly slower than estimated in the previous report. According to Arun Jethmalani, CEO of ValueNotes, "This demonstrates the increasing level of automation and shift to higher value services, which has helped Indian publishing vendors grow revenues faster than headcount." Adds Aradhana Kolhatkar, analyst and co-author of the report, "Going forward, newer high-growth niches in educational and legal segments will continue to provide opportunities for vendors to enhance their revenue mix towards higher value services."

The ValueNotes report: "Offshoring in the Publishing Vertical: An Update" provides an in-depth information and analysis of the Indian vendor space along with vendor profiles of all major and upcoming players in the STM/Academic, Educational and Legal Publishing segments.

### About ValueNotes

ValueNotes Database is a leading provider of business intelligence and research, with expertise across selected domains and types of customer needs. Working with clients across the globe we have significant understanding of international markets.

### About ValueNotes Outsourcing Practice

The ValueNotes Outsourcing Practice is one of the largest information providers on the outsourcing industry. Our Outsourcing Practice uses a comprehensive, analytical framework providing fresh insights into the fast emerging and yet, complex outsourcing space. We extensively track the outsourcing space in-depth through a regular analysis of news and events and continuous primary research and contact with the industry.

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