Bite-Sized Books signs partnership agreement with Copper Coin Publishing for India distribution

Monday 28 February, 2022

Bite-Sized Books, the fast-growing UK publishing house, has formed a partnership with Delhi-based Copper Coin Publishing to facilitate book production, printing, and distribution throughout India.

The first book to be published under the new agreement will be acclaimed author Farrukh Dhondy's Hawk and Hyena - What Really happened to the Serpent, a blockbuster that carries forward the story of serial killer Charles Sobhraj, the subject of the 2021 Netflix/BBC 8-part mini-series.

Julian Costley, CEO of Bite-Sized Books commented, "Working with Copper Coin will give us a significant boost in reach and revenue. In addition to an increasing stream of new titles, we have a back catalogue ripe for republishing. I feel we've landed on our feet – Copper Coin Founder and Editorial Director Sarabjeet Garcha shares our entrepreneurialism, passion for books, and ethics." See: Bite-Sized Books/about

"We have the creative infrastructure that Bite-Sized Books needs to make an impact in the Indian book market," added Sarabjeet Garcha. "We are dedicated to ensuring not only the careful curation of serious authors but also the democratization of readership. The curious yet hesitant reader dreaming about books in Haldwani is just as important to us as the glib bibliophile strolling upmarket avenues in Bangalore. Our well-knit team built over 8 years makes us confident of success. But equally, we have conscientious authors that Bite-Sized Books are well placed to promote in their own markets." Copper Coin Publishing/about

Bite-Sized Book's Chairman and founder, Dr Paul Davies, who has lived and worked extensively in India, made reference to the scale and growth of the India book market. "A Nielsen survey has pointed to a Rs 739 billion (£7.3Bn) market growing at CAGR 19.3%. With a growing middle class, and an ever-present significant number of SME businesses, we'll be emphasising our literary and business books titles."

END

About Bite-Sized Books

Bite-Sized Books, now in its 8th year, has built a well-regarded reputation for publishing shorter (10-12,000 words) books that fit our modern reading habits and lifestyles. People are demanding condensed but still comprehensive books that go to the essence of their subject matter. The genre has inspired new authors previously daunted by the prospect of writing full-size typescripts and facilitated a radically shorter journey from 'concept to bookshop'.

Bite-Sized Books, whilst smaller than its big industry rivals, has an enviable roster of authors and contributors. They include politicians such as Vince Cable, Sir John Redwood, Lord Heseltine and Ed Vaisey, and high-profile media leaders, broadcasters and journalists such as Mark Thompson, Clive Myrie, John Mair, David Elstein and Jon Snow. Academics and economists are also in the mix with publications by Vicki Pryce, Patrick Minford, Dr David Bailey, Victor Hill, Alex de Ruyter and Professor Graham Gudgin.

About Copper Coin Publishing

Copper Coin is an independent multilingual publisher. We are devoted to celebrating, nurturing and preserving the finest voices in Indian as well as world poetry, nonfiction and fiction. While our obsessions traverse multiple genres, our love remains precise in its passion for extraordinary poetry, and everything related to it. We publish in English, Punjabi, Marathi and Hindi. The company was founded in December 2013 by the poet and translator Sarabjeet Garcha with a view to enabling fair representation of poets and artists in the publishing ecosystem. We believe in offering the best available opportunities to works that speak to us.

Media:







Related Sectors:

Business & Finance :: Entertainment & Arts :: Government :: Lifestyle & Relationships :: Media & Marketing ::

Related Keywords:

Farrukh Dhondy :: The Serpent :: Hawk And Hyena :: Copper Coin Publishing :: Bite-Sized Books :: Sarabjeet Garcha :: Julian Costley :: Dr Paul Davies :: India ::

Scan Me:

Company Contact:

Bite-Sized Books

T. 020 3989 2549
E. julian.costley@bite-sizedbooks.com
W. https://www.bite-sizedbooks.com

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.bite-sizedbooks.pressat.co.uk