



Sanganak Prakashan, a reputed  
Amazon bookseller in India,  
has announced:

# KINDLE eBook Launch Scheme

for  
publishers  
and  
writers

**Kindle eBook services available for  
Marathi, Hindi, Gujarati, and English**



Authorised Seller



## SANGANAK PRAKASHAN

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# What is covered by the scheme?

## ■ Creation of a Kindle eBook version

Give us just a copy of your already published print. edition, and we'll turn it into a Kindle eBook that you can sell on Amazon in 13 different nations, including India, the USA, Canada, Mexico, Australia, UK, Brazil, Japan, Germany, Italy, France, Spain and Netherlands.

Your printed book may be written in English or any of the Indian languages, including Marathi, Hindi, Gujarati, etc. The scheme includes all books, regardless of size, colour, or monochrome, old or new.

## ■ Publication and sale on Amazon

The next step after creating your Kindle eBook is to register and upload it on Amazon servers for worldwide sale. We perform the registration procedure on your behalf and publish your eBook internationally. Then, it may be bought on the Kindle platform on the Amazon website and its mobile app in the above-mentioned 13 different countries across the world.

# What are the rates and charges for creating the Kindle eBook version?

The following tasks are involved in creating a Kindle eBook:

1. Creation of text for Kindle eBook.
2. Proof-reading of the created text.
3. Page layout or pagination in Kindle format.
4. Creating digital files that work with Amazon.
5. Coordination with the publisher or writer via. email or WhatsApp for final approval of the created Amazon Kindle eBook.

## ■ The Charges for creating the Kindle eBook :

₹ 32/- per original print book page (demi size, or. 5.5 " x 8.5").

**Bonus :** In addition to the Kindle format file, you also get extra PDF, EPUB and MOBI format eBooks as a bonus. You receive these bonus files by email.

## ■ The cost of creating a Kindle edition ( at a glance) :

- 100 pages in a book : ₹ 3,200\*
- 200 pages in a book : ₹ 6,400\*
- 250 pages in a book : ₹ 8,000\*
- 300 pages in a book : ₹ 9,600\*

**Note :** \*GST of 18 % will be added to the above mentioned rates and fees..

## How does a customer purchase Kindle eBook on Amazon?

Your Kindle eBook can be bought on the Amazon website or mobile app once it has been created, uploaded, and published. Then, customers can make purchases, and Amazon handles the online eBook distribution.

A customer can acquire his or her copy(s) by placing an order and paying for them online, just as with any other typical Amazon transaction. When a Kindle eBook order is placed, Amazon notifies the customer of the purchase and emails them a link to download the eBook. After that, the client can access the URL and download his copy.

This is how Amazon manages Kindle eBook orders and ensuing deliveries to international clients in countries including India. The Amazon system is incredibly reliable and widely used.

Please be aware that Sanganak Prakashan is not involved in managing deliveries or orders.

# What's the procedure for receiving income for publishers and writers from the sale of their Kindle eBooks on Amazon?

**Briefly, the procedure is as follows :**

1. The publisher or writer will have his own online Amazon Kindle eBook seller's account. The publisher or writer can login to this account using his password. This account provides all the details, statistics, and reports about the online sales of Kindle eBooks and the income earned from them by the publisher or writer.
2. Sanganak Prakashan helps set up the Kindle eBook seller's account on the Amazon website if the publisher or writer doesn't have one already. This service of setting up a publisher's or writer's Amazon seller's account is complimentary, and any publisher or writer who has availed themselves of the services under this scheme can opt for it.
3. Sanganak Prakashan's paid services are limited to the creation of Kindle eBooks. Sanganak Prakashan doesn't share any profit or commissions on the sale of Kindle eBooks. The sale transactions are exclusively between Amazon and the concerned publisher or writer.
4. Detailed information about the procedures of accounting, Amazon's fees and commissions for providing online selling services, and the system of payments to the publisher or writer against the sales is available on Amazon's official website: [www.kdp.amazon.com](http://www.kdp.amazon.com). There is an extensive help and support system available for publishers and writers who can login to this website and get the required information about the sales of their Kindle eBooks. KDP stands for Kindle Direct Publishing.

5. Amazon has its own schedule of payments to publishers and writers. Amazon transfers the payable amount directly to the publisher's or writer's bank account. The details of sales turnover, Amazon's fees, the applicable VAT or GST tax amounts deducted, Amazon's commission on sales, and the calculations of the publisher's or writer's share are always available on the Amazon KDP website. If the publisher or writer has any queries or issues about the accounting or payments, they can be raised directly with Amazon authorities.

## **What percentage of the income from the sale of Kindle eBooks goes to the publisher or writer? What percentage of the sales goes to Amazon?**

The following primary points are relevant while internationally marketing Kindle eBooks and calculating the shares of the publisher or writer and Amazon:

1. For international marketing of Kindle eBooks, the publisher or writer must first set the eBook's price in US dollars because that price is normally used as the standard in other nations where the eBook's price is set in the local currency. Amazon sets the prices in other countries, and the publisher or writer must accept the arrangement.
2. The taxes (GST or VAT) are levied on the sales of eBooks. Most countries (including India, where the GST at 12% is payable on the sale of eBooks to the Government of India) have their own rules and rates of tax deductions. Amazon deducts all the taxes payable in different countries and then calculates the publisher's or writer's share.

3. Amazon charges a certain fee for the delivery of eBooks to purchasers. Delivery means the technical arrangement of downloading eBooks after they are purchased on Amazon. The rate of the fee payable for delivery is based on the file size (in megabytes) of the eBook. If the eBook is full of heavy colour graphics, which are generally the contents of travel books, album-type books, children's books, etc., then the file size is heavy and the delivery fee, too, is expensive. In such cases, the publisher's or writer's share gets reduced considerably.
4. Amazon has offered two different options for payment to publishers and writers. Amazon uses the term 'royalty' for the payable share to the publishers and writers, who can select any one of the following two options as per their choice:
  - a) The first method is a 35% royalty for the publisher or writer. In this method, Amazon doesn't charge any delivery fees. So, there's a relief in this method. The publisher or writer gets 35% of the net sales amount after deducting the applicable taxes. This default option is directly applicable in all countries if the price of a Kindle eBook is either \$2.98 or less than that, or if the price is \$10.00 or more than that.
  - b) The second option is a 70% royalty payable to the publisher or writer. This is obviously an attractive choice, but it has certain conditions attached to it. By choosing this method, you agree to set the price of your Kindle eBook within the range of \$2.99 and \$9.99. If the price is outside of these limits, then you will be automatically placed in the 35% royalty category. The delivery fee is also payable when the 70% royalty option is chosen. Moreover, unlike the 35% royalty option, which is available in all countries, the 70% royalty option is available only

in a few specific countries like the US, Australia, Canada, the UK, etc. Please refer to the KDP website for the complete list of countries where the 70% royalty is offered. In countries like India, Japan, Mexico, and Brazil, the 35% royalty method is basically applicable right away.

5. The publisher or writer has a choice of selecting the 35% royalty method or the 70% royalty method. If the publisher or writer selects the 70% royalty method, he or she will get 70% of the sales in those countries where the 70% royalty is offered. In all other countries, the 35% royalty will be automatically calculated even if the publisher or writer has selected the 70% method.

**Note :** Most of the relevant points concerning the income of a publisher or writer from the sales of Kindle eBooks have been covered above. However, for deeper details and more clarity, we suggest the publisher or writer visit and check the documentation on Amazon's official website. Moreover, Amazon keeps revising and amending the rules and regulations in this regard. The publisher or writer needs to be vigilant about such revisions, updates, and amendments.



# kindle

**Authorised Seller**



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