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BAPASI addresses challenges faced by Indian publishing industry

CHENNAI – 28 Nov, 2026 Ahead of the Chennai Book Fair 2027, the Booksellers and Publishers Association of South India (BAPASI) on Friday highlighted the challenges faced by the publishing industry in the country, particularly around low book pricing, changing reader habits, piracy and disruption caused by AI.

R.S. Shanmugam, president of BAPASI, complained about pricing and profit margins, rising production costs among other challenges.

"The Chennai Book Fair is a festival of its own, much like the Margazhi season and other festivals. At the 2027 book fair, we will also ensure that there is no AI-assisted work. We will try our best to prevent it, just as we prevented the sale of pirated books at the Fair," said Shanmugam. He also noted that reading interests had heavily changed.

"Schools should start with mandatory reading hours and teachers should also encourage students to read every day. It has been a challenge to sell books to youngsters especially books written in Tamil," said Nandan Masilamani, joint secretary of BAPASI.



The members of BAPASI also noted that self-publishing has flooded the market with titles which is now making discovery harder while shifting more marketing burden onto authors as well.