## Schemes as existed before 8 April 2014

				Scheme 4			
	Scheme 1	Scheme 2	Scheme 3	Black & White	Scheme 5		
	Soldier	Minister	Queen	King	Color King		
Payable	Rs. 16,990 / \$599	Rs. 24,990 / \$799	Rs. 39,990 / \$1,299	Rs. 49,990 / \$1,799	Rs. 79,990 / \$2,499		
Inside pages	Black and white	Black and white	Black and white	Black and white	Full color inside pages		
	90 gsm thick natural	90 gsm thick natural	90 gsm thick natural	90 gsm thick natural			
Paper quality	shade or white	shade or white	shade or white	Ũ	90 gsm thick art paper		
No. of							
complimentary							
copies to author	35	50	60	70	50		
Sent for book							
review to leading							
newspapers ( <u>which</u>			Yes (to 5		Yes (to 5		
newspapers?)	No	No	newspapers)	Yes (to 5 newspapers)	newspapers)		
ISBN no. & barcode	No	Yes	Yes	Yes	Yes		
	Standard, color	Standard, color	Premium (best artist)	Premium (best artist)	Premium (best artist)		
Book cover design	cover	cover	color cover	color cover	color cover		
Ebook version	Yes	Yes	Yes	Yes	Yes		
				Book cover			
				beautification:			
				Attractive golden /			
				silver title letters +			
				emboss, or spot UV			
Additional book				coating (partly matte,			
Cover beautification	No	No	No	partly glossy)	No		
Copyright							
registration	No	No	Yes	Yes	Yes		
Free illustrations							
(sketches) by our	<u>.</u>						
artist	No	No	Yes (up to 5)	Yes (up to 10)	Yes (up to 10)		
Book design &							
layout	No	Yes	Yes	Yes	Yes		
Free website for	<u>.</u>						
book	No	No	Yes	Yes	Yes		
Video Book Trailer							
for your book (watch				Yes (2 - 4 minute video			
samples)	No	No	No	book trailer)	trailer)		
Book release event				Yes. Assistance to			
assistance ( <u>watch</u>	No	No	No	arrange book release	No		
event photos)	No	No	No	event	No		
Complimentary t-	No	No	No	Yes	Yes		

shirt with book					
cover printed on it					
( <u>see samples</u> )					
Free A3 size					
posters with cover	-	40	00	00	20
blowup	5	10	20	30	30
Free business cards					
(what is this?)	No	100	200	300	300
Complimentary					
Proofreading (One					
round)	No	No	No	Yes	No
Listing and sale					
through Power			Featured listing on	Featured listing on	Featured listing on
Publishers	Yes	Yes	Home page	Home page	Home page
Available through					
Flipkart.com	No	Yes	Yes	Yes	Yes
Available through					
Ebay.in	No	Yes	Yes	Yes	Yes
Available from					
Crossword.in	No	No	Yes	Yes	Yes
Available from					
Infibeam.com	No	No	Yes	Yes	Yes
Listing					
in Indiamart.com	No	No	Yes	Yes	Yes
Available from					
Amazon.in or					
Junglee.com	No	No	Yes	Yes	Yes
Available from					
Purushottam					
Bookstore with					
attractive discount	Yes	Yes	Yes	Yes	Yes
	Trimonthly royalty	Trimonthly royalty			
	payment and sales	payment and sales			
	report to author.	report to author.	Trimonthly royalty	Trimonthly royalty	Trimonthly royalty
	35% royalty on	35% royalty on	payment and sales	payment and sales	payment and sales
	books sold directly	books sold directly	report to author. 35%	report to author. 35%	report to author.35%
	from Power	from Power	royalty on books sold	royalty on books sold	royalty on books sold
	Publishers. 15%	Publishers. 15%	directly from Power	directly from Power	directly from Power
	royalty on books	royalty on books	Publishers. 15%	Publishers. 15%	Publishers. 15%
Royalty and sales	sold through other	sold through other	royalty on books sold	royalty on books sold	royalty on books sold
report to author	outlets.	outlets.	through other outlets.	through other outlets.	through other outlets.
Author's discount					
rate for extra copies	25%	30%	35%	35%	35%
	Normal delivery	Normal delivery	Normal delivery	Normal delivery FREE,	Normal delivery
Delivery of	FREE, through	FREE, through	FREE, through DTDC	through DTDC or	FREE, through DTDC
complimentary	DTDC or Speed	DTDC or Speed	or Speed Post. Option	Speed Post. Option of	
copies to author	Post. Option of 24	Post. Option of 24	of 24 hour urgent	24 hour urgent express	of 24 hour urgent

	hour urgent express	hour urgent express	express delivery	delivery through DHL	express delivery
	delivery through	delivery through	through DHL or DTDC	or DTDC on extra	through DHL or DTDC
	DHL or DTDC on	DHL or DTDC on	on extra payment.	payment.	on extra payment.
	extra payment.	extra payment.			
Press release (what					
is this?)	No	Yes	Yes	Yes	Yes
Search engine					
optimization	No	No	Yes	Yes	Yes
Facebook, Twitter					
page for book	No	No	Yes	Yes	Yes
	Exceeding 100	Exceeding 150			
Extra charges for	pages	pages	Exceeding 150 pages	Exceeding 150 pages	Exceeding 100 pages
Service tax					
(12.36%) included	Yes	Yes	Yes	Yes	Yes