

“Make a customer, not a sale; make a book, not money” – that’s the motto at Nirali Prakashan, which has ensured that their presence in the publishing industry has grown from strength to strength. More recently, they have forayed into reference books.

The zeal for dissemination of knowledge to the student community and to the ever increasing number of learners resulted in the establishment of Nirali Prakashan 34 years ago. Today, it is one of India’s oldest sources of authoritative academic content with more than 3,000 titles published till date.

The publisher is popular among the student community as the most trusted contributors of content customize for several schools, colleges and universities in India. The company specializes in quality textbooks from school to postgraduate levels. These books are written as per the syllabus of Indian Universities, by eminent and experienced authors in their subjects. Most of the books are also prescribed as basic texts by several universities and thus, are widely used by the student community. The subjects covered are management, engineering, pharmacy and computer science, arts and commerce, to name a few.

New markets, offerings and innovations...

Nirali Prakashan has very recently entered into competitive and reference book field to be used by academicians and researchers. The zeal and passion to help students has translated into the production of CDs for Medical and Engineering Entrance and other Competitive Examinations.

Awards...

Nirali Prakashan is a recipient of two awards and one certificate of merit granted by the Federation of Indian Publishers for excellence in book production.

Advent into ebooks...

The publication is also proud of the fact that it is one of the few Indian publishers who have, keeping in mind the advent of modern technology in publishing, introduced its bestselling titles in the e-book format. They are associated with many e-commerce portals such as Amazon, Flipkart, Repro, Bookshelf, BookGanga, Attano.com and many others.

Mobile website...

After months of hard work and dedication, they have officially launched their mobile website recently and have completely redesigned their layout for mobile users keeping in mind simplicity, ease of use, and a strong focus on content delivery. The new mobile website is interactive and gives better and instant access compatible with most operating systems and mobile technologies.

Distribution...

Nirali has developed a wide network of dealers & distributors to make their books readily available to a large section of student community, all over India. With its success in publishing in a little over 34 years, Nirali has now extended its reach abroad and there are new milestones to be achieved.