

FROM BOOKSTORE TO BHARAT'S CLASSROOMS: HOW DACHEPALLI PUBLISHERS IS REINVENTING SCHOOL LEARNING



In an industry often disrupted by technology, Hyderabad-based Dachepalli Publishers has quietly rewritten the rules of India's K-12 education market. What began over a century ago as a modest bookshop founded by the Dachepalli family has evolved into a diversified education company with three distinct yet interconnected verticals — school publishing, curriculum partnerships, and a fast-scaling e-commerce platform.

Three Verticals, One Vision

The company's core publishing business continues to serve thousands of schools across India. In this vertical, Schools have the freedom to choose any number of titles from Dachepalli's vast collection of brands, ensuring flexibility and access to high-quality, curriculum-aligned material aligned with national and state boards.

But what truly distinguishes the company is its curriculum model the second vertical where a full-service partnership where schools adopt nearly 100% of textbooks across all subjects and grades from Dachepalli's family of publishing brands. Under this model, Dachepalli doesn't just sell books; it handholds the school through teacher training, technology integration, and workshops for students, teachers, and parents. This relationship-driven approach has made the company a trusted academic partner for over 10,000 schools nationwide.

Building Scale with E-Commerce

The third vertical — and perhaps the most transformative — is Dachepalli's proprietary e-commerce platform. Once a school

partners with the company, a custom link is created for that institution. Parents can then purchase all academic requirements — textbooks, notebooks, and stationery — directly through the platform. The materials are packed at the company's central facility and delivered to each parent's doorstep.

This year, the company is also launching school uniforms through the same portal, completing the full spectrum of school supplies. The model has already ensured that over 50% of textbooks used in partner schools are from multiple Dachepalli publishing brands — a level of integration few in the industry can match.

Strength in Integration

What sets Dachepalli Publishers apart is its decision to invest early in backward integration. The company operates over 1.5 lakh sq. ft. of warehousing and production facilities, allowing it to maintain control over supply chain, operations, and quality. Now, an additional 2.5-acre facility is being developed exclusively for the e-commerce division, including a new notebook and stationery line set to launch soon.

Textbooks are content-driven — schools choose only if they trust your content. We've earned that trust. With notebooks and stationery, it's about quality, and we've built that too. As for EdTechs — when technology itself is being offered free to schools, we see no reason to fear it.

Scaling With Purpose

To fuel its national ambitions, Dachepalli Publishers is preparing for an Initial Public Offering (IPO) — one that the management calls "humble but strategic." The proceeds will be used to strengthen working capital, expand teams across regions, and establish offices nationwide. The company's vision is clear: to have every school from Kashmir to Kanyakumari using textbooks and learning

resources from Dachepalli's multiple publishing brands in some form — whether print, digital, or both.

Currently active in 10 states, the firm plans to expand to all 28 states and 8 Union Territories post-listing. A dedicated tech division is also developing school management and learning software, offered free of cost to schools that adopt Dachepalli's books — a bold move in an era when most EdTech players monetize every feature.

When asked about competition from multinationals and EdTech giants, a company director smiles:

"Textbooks are content-driven — schools choose only if they trust your content. We've earned that trust. With notebooks and stationery, it's about quality, and we've built that too. As for EdTechs — when technology itself is being offered free to schools, we see no reason to fear it. We've always believed good content and strong relationships will outlast trends."

A Century-Old Legacy, A Modern Mission

From a small bookstore to a soon-to-be listed company, Dachepalli Publishers' journey reflects the evolution of Indian education itself — rooted in tradition, powered by innovation, and ready for a national footprint.