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FOR IMMEDIATE  
RELEASE

## 24by7publishing.com becomes Pioneer by Announcing EMI Plans for the Indie-Authors Self Publishing in India

The EMI plans will help independent authors to self publish books with only a small down payment

**Kolkata, India, Dec 11, 2017** – India based technology start-up company [24by7publishing.com](http://24by7publishing.com) introduces easy monthly installment payment options for the indie-authors who want to self publish via their platform. It is the first [self publishing company](#) in India offering such options to the authors. For a large group of young and talented indie-authors, investing upfront becomes a real challenge. The EMI options provided by 24by7 Publishing helps the authors to invest in the book launch, promotion, and global distribution without investing upfront in bulk.

Although there are several self publishing companies in India, only a few are honest, reliable and capable of scaling according to authors' needs. In case of high-end self publishing options, the majority of authors' investments cover the book promotional services including advertisements, video book trailer, social media engagement booster, book launch event etc. Sometimes the cost involved in such massive level promotional strategies become a burden on the authors who are students or just started earning from their jobs. In many cases, they need to wait for several months to save the investment from their pocket money. Sometimes they compromise by selecting some free self-publishing platform where the book is lost in the list of thousands of books published for free and dying because of lack of a robust promotional strategy and global distribution options. The Easy Monthly Payment scheme introduced by 24by7 Publishing will cater all those problems and let the authors choose the best packages to boost the availability and reach of their books without doing any sort of compromising.

**EMI**  
**OPTION FOR THE NEW AUTHORS**





“We have seen several talented indie authors are waiting to save the investment needed to self publish their dream book,” says [24by7publishing.com](http://24by7publishing.com) Community Manager Sharmi D M. She also commented on how the EMI option may change the current trend in the area of self-publishing. “The EMI options we provide will encourage the writers to invest more in the promotion and global distribution, which is still the most ignored cluster in the area of self publishing in India. This will certainly change the way authors self publish in India.” The executive further added, “24by7 Publishing provides highly scalable book publishing options. We publish books in 14 days and take care of all the hassles related to copy-editing, cover copy polishing, printing, global distribution and off-course highly innovative book promotions.”

24by7 Publishing has partnered with some of the world’s leading global book distribution networks. They also give priority to the aesthetics and physical qualities of the books they publish. After providing highly affordable [publishing package](#) options, 24by7 Publishing went one step further by becoming the pioneer in India which provides EMI solution to the author-entrepreneurs.

## About

[24by7publishing.com](http://24by7publishing.com), started in 2013, is India’s fastest growing premium self publishing platform. Being one of the leading book publishing companies in India, 24by7 Publishing focuses on empowering indie-authors by providing end to end professional mentoring and assistance covering all the aspects of pre-production, print and post-production services including global promotion and distribution. Co-founded by real authors, the company culture encourages providing premium supports to the authors helping them focusing only on writing good content.

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