



CORPORATE PROFILE

INTRODUCTION

The journey of MLH was started by the legend Mr. Mohan Ahuja in 1977 and has been taken forward with a giant leap by his son Vinay Ahuja. A remarkable man, endowed with a prodigious sense of justice and blessed with determination to gift humanity the fruits of legal knowledge, he has achieved an extraordinary feat. Driven by ethics and integrity, MLH has taken the responsibility of bringing global wisdom in the field of law under one roof, a step that will change the course of all those who are seeking justice. He has also placed the legal wisdom of MLH to global horizons as India has positioned itself among the pioneers on the world map. In a way, MLH is now rewriting the future of law, a future where global intellectuals and visionaries share important facets of law to deliver justice to every citizen across nations.



Mr. Mohan Ahuja

The truth is that the vastness of knowledge and depth of content has amazingly turned MLH into a treasure trove. For the law lovers, it is the Wikipedia of Law- Lawpedia, in itself.

About Vinay Ahuja



Dr. Vinay Ahuja, graduated from Delhi University in 1993 joined his father's business of Mohan Law House in 1995. Dr. Vinay Ahuja is an interactive communicator and a great crusader in the field of legal wisdom. His wholehearted effort lies in developing a platform where legal issues of all types can be addressed. His constant efforts in this direction, had contributed immensely to the law profile of several institutions, individuals and the subject-law itself. Dr. Vinay Ahuja's skill as a key reformer in the legal constituency earned him a Senior Fellowship and an Honorary Doctorate from the Birmingham Graduate School, UK.

Dr. Ahuja track record of successful outcomes is phenomenal. His persona is calibrated in terms of his experience, vision and networking among the legal luminaries around the world. His firm-MLH is today a partner to the Infilbnet Consortia set up by UGC under the Ministry of HRD. MLH has also contributed in many ways to the Judges Library in India. The fact is that, MLH is the foremost consultant to the libraries at the Supreme Court of Bhutan, Sri Lanka and to those of the SAARC countries and other parts of the world

In honour of his contributions to the legal fraternity in the world, Dr. Ahuja has been appreciated and honoured by various organisations:

2012	•Certificate of excellence by the SAARC countries in the International Conference
2013	•Honoured by the Sri Lanka Bar Association for his support to Legal Fraternity
2014-15	•Called by Singapore Supreme Court for Co- Publishing of Books
2015	•Honoured with White Scarf by the Honorable Chief Justice of Bhutan
2016	•National Law University of Delhi has also recognized MLH's dedicated efforts in the International Conference
2017	•Awarded by the Federation of Independent publisher, UK for his contribution to Legal Publishing world
2018	•Honoured by Prof NR Madhav Menon and judges of SAARC countries SAARC Law Conference

The following article is published by “All About Book Publishing” (Monthly magazine on book publishing industry in India):

Mohan Law House: Spreading the Core Of Civilised World

Laws lead life, giving wisdom to live. They are the core of civilization, essential to make humans civilized. Every civilization seeks its triumph by following the Rule of Law. Dynasties and governments rule by this. And books are the basis to spread laws and make them a doctrine. Laws are simple truths, punctuated by vision and wisdom. They streamline the otherwise unpredictable way of life, thereby making it more meaningful. Laws of a land ensure dignity, humanity and privacy to every individual citizen. In a way, laws are the manuscript of human behaviour and essay of their lives. To realize this, proper information and authentic resource base is essential. This possibility unfolds only in a Law book - well documented, academically sound and practically available. So, the reality is that to enlighten the whole human race to lead a civic life, books are the basis. Books reflect the decisions, experiences and insight of the human race since ages. Specifically, Law books contain the moral and religious values which transcend time and space and therefore have universal application. But this wisdom of justice is meaningful only when it is available globally. Mohan Law House is serving this purpose, every day, in every part of the world.

Biggest collection of law books...

Mohan Law House (MLH) has large collection of reference material available in the field of law. They are one of the largest distributors, importer publisher (Indian Reprints Books & Sets) and retailer of law books, major sets and online products in India. They are privileged to be the company partner to INFLIBNET consortia by the UGC.

MLH is the premier hub for all kinds of legal requirement—from a small legal document to complex legal issues. They are veteran consultants and a great resource of law books to most of the Judges Libraries, Judicial Academies, all National Law Universities and eminent lawyers in the country and outside India. They store all types of legal books from leading publishers of the world and prestigious institutions.

Quality – always prime

Mohan Law House puts efforts and expertise in procuring, synthesising and producing law topics, issues, commentaries from international perspective to enrich the field of law consistently. Being an ISO 2001 certified company, MLH meets standards of accountability, integrity and authenticity. It is a renowned one-stop-solution for all legal literature, academic matter, modifications, amendments, judgements, opinions and practical application. It also becomes a new source, because of the rapid update of law articles corresponding to the new developments in the field.

Expanse...

Spreading their wings, they have now centres in the major pulsating cities like Mumbai, Hyderabad and Bangalore catering to the new and old generations of law lovers. Besides, they have made it a point that every query of law is readily available from every corner of the world at the click of a button. MLH collects knowledge disseminated around the globe and makes it available to their clients.

The following article is published by “The Statesman” (Indian English daily newspaper)

Tucked away in the subway that connects the original lawyers’ chambers of the Supreme Court building with the new facility is a bookshop that’s frequented by almost all legal beavers. Cut-off from the crowds that throng the ever-busy Bhagwan Dass road, above, in a quiet corner of the subway is the Mohan Law House lorded over by a father and a son duo – the Ahujas. Books of all shapes, sizes, varieties to suits all pockets, spill over from every shelf of the small crammed shop. Ask the duo for any not-so-easily available book on any subject, and the answer comes quick and helpful; “Just give us a day, we’ll get it for you.” They should know. Between them

they have over 29 years of experience to back them up. The subway venture is their newest baby, only a year old. As old as the subway in fact. Before that, the Ahujas carried on with what has become a family business from their Chittaranjan Park home. Now the focus of their activity has shifted to the subway unit. What keeps the Ahujas on their toes is the steady stream of legal luminaries who drop in regularly or sent their assistance to check out the books. Their movement of glory: When a fire destroyed a part of the apex court library in 1982 they were asked to replace the bulk of it.

COMPANY PROFILE

Mohan Law House is the premier hub for all kinds of legal requirement-from a small legal document to complex legal issues. MLH is the only company in the Country which has a presence in Pan India with Offices and representatives in all the states. We are also the exclusive supplier to most of the Law Universities and other Libraries in India and abroad. We are known for our best collections of Indian, Foreign books and E-Resources in the world. They participate every year in the World Book Fair that takes place in New Delhi and have a high footfall there as well. Looking at the good response from different Zones, promoters planned to open the branches.

Branches

- 📍 Year 2013 - First Branch at Mumbai.
- 📍 Year 2014 - Second Branch at Darya Ganj, Delhi.
- 📍 Year 2015 - Third Branch in Bangalore.



Extension Stores for Students

- 📍 First Store was opened in year 2012 at National Law University, Delhi.
- 📍 Second store was opened in year 2012 at National Law University, Punjab.
- 📍 Most of the universities in India are asking to open the store in their campus.
- 📍 Further, it is in plan to open the branches in Chandigarh, Ernakulum, and Ahmedabad.

Established in 1977, acclaimed for excellence in academic, professional, and general publishing, the company is well equipped with all the required infrastructural facilities including modern high-tech offices and distribution warehouses spread over 10,000 sq. ft., state-of-the- printing, binding and logistics infrastructure. Further, it is supported by a dedicated team of more than 30 employees.

Imports

We are known for our 'bulk import' of Books & Major Works from UK, USA, Australia, Canada and other Common Wealth Countries. In current year 2020, we have signed various exclusive deals of major work with different renowned publishers for the multi volume sets like Oxford University Press, Thomson, Roytledge, West etc. for South Asia Market which will be other than our regular business.

PUBLISHERS

We are channel partner to various Global publishers as under:



BRILL



WILEY



CH-BECK



LexisNexis



CAMBRIDGE
UNIVERSITY PRESS



Taylor & Francis
Taylor & Francis Group



ASHGATE



SWEET & MAXWELL
THOMSON REUTERS™



Penguin Group



Hart
Publishing

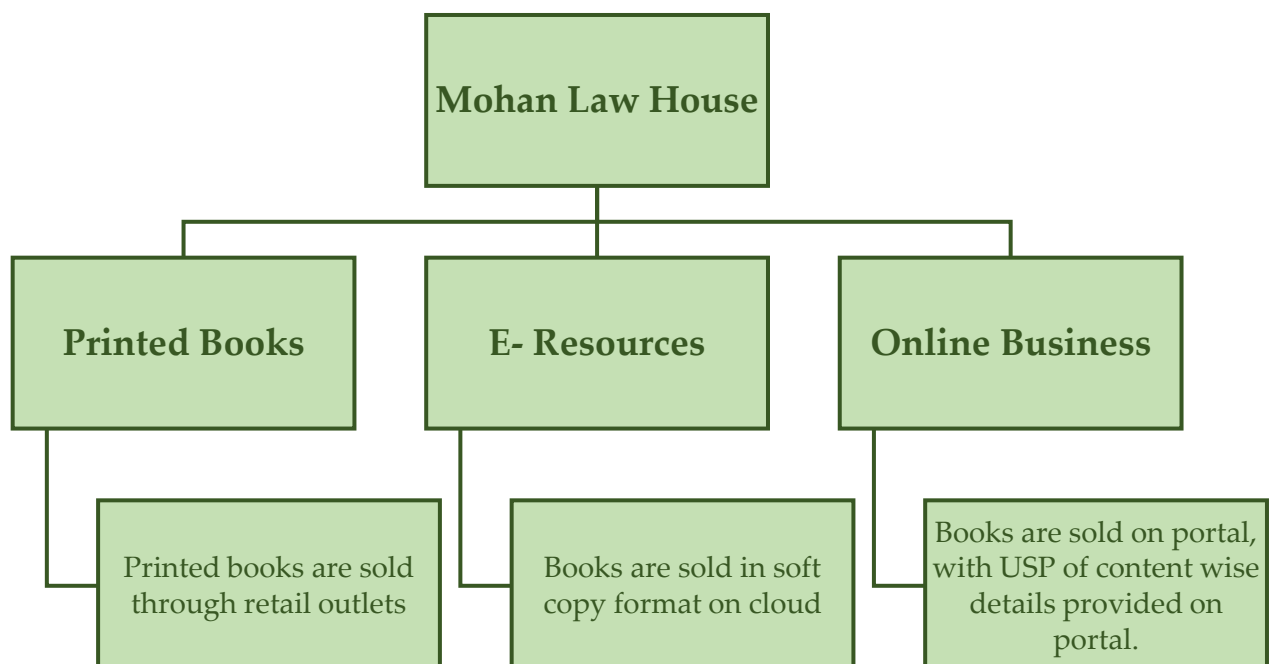




informa

And Many More

Our Company has covered all the modes of selling books, e- resources in all possible media



PRINTED BOOKS

This is one of the most traditional modes of selling i.e. over the counter selling. The Books are sold through various branches and other retail outlets to the final customer. With our two successful years in the publishing of Indian Contents and Indian Reprint of Foreign sets, our Business Plans for coming years will be to target the sale of our Publications in Legal Fraternity. We plan to publish more Indian Content Books and reprint more foreign editions in India for the South Asia Market, on Board of Authors we have signed MOU with eminent people.

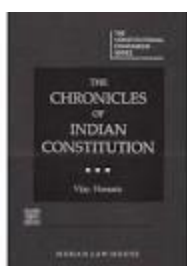
MLH is India's leading distributor of Legal books / e-resources. The Company is having four decades of experience in publishing and distribution. It has global supply chain of over million titles with time-bound deliveries. Millions of books available off-the-shelf in wide spectrum of subjects and covers all subjects including Law, Social Sciences & Para Legal.

Our Library Division caters to leading universities, Government institutions, and High Courts. Our retails business is through our outlets in New Delhi, Bangalore, and Mumbai, covering over 20,000 institutions through exhibitions, print catalogues, and e- marketing campaigns.

With our two successful years in the publishing of Indian Content and Indian Reprint of Foreign sets, our Business Plans for coming years will be to target the sale of our Publications in Legal Fraternity.

In House Projects of Indian Books

We have published more than 40 Indian Content Books in the year 2019. and reprint more foreign editions in India for the South Asia Market, on Board of Authors we have signed MOU with eminent people.



In House Project of Central Acts & Rules

One of our major projects is to publish 300 Central Acts and Rules /Bare Acts. This Project commenced in September, 2018. We were successful in publishing 25 titles till March, 2019. The remaining titles have been developed and are ongoing. These Bare Acts have been approved by the Supreme Court of India for their official Library. They will soon be approved by High Courts of all the States, Judicial Academies and Law Schools across the country

E-Resources

EBooks are digital versions of printed books, which are distributed through the internet. These files can be read on e-Readers, tablets, personal computers, smartphones, and also on some mobile phones. The book market is undergoing a phase of transition. Experts agree that eBooks and e-Readers are gaining momentum and are poised to make the breakthrough that will significantly change the book industry.

As India remained under a nationwide lockdown until May 3, 2020 and in an attempt to contain the spread of COVID-19, publishers, big and small, are facing the unprecedented situation of not being able to get copies of their books into the hands of readers. Bookstores are shuttered, warehouses are locked down, and printing of books is at a standstill. And while publishers and readers had initially believed that at least online retailers such as Amazon—which account for roughly half of book sales in India—would continue to deliver books, that soon came to a halt as well. In the absence of traditional channels of distribution and marketing, publishers like many other businesses right now, have been forced to go online.

Prior to the Covid-19 epidemic, traditional enterprise retailers were focused on driving growth and acquiring market share with physical stores as their epicenter. Increasing traffic to their online store was not a major focus and took a backseat compared to driving footfalls to their physical stores. However, due to countrywide lockdown under Covid-19 scenario, the scenario changed from physical books to eBooks. When professionals were in lack of work under lockdown, they took it as an opportunity to increase their knowledge base via e-books.

The world will never be the same again and it might take till the end of the year for the situation to "normalise" to the pre-coronavirus pandemic days, leading Indian publishers opine. They are adapting in myriad of ways to stay connected with readers while balancing their own operations to cope up with the lockdown. With limited opportunities for physical book sales, publishers across the world looking to meet targets with e-books. Most publishers have been quick in launching e-books to provide a digitised copy of the book in the hands of customers over a specified cloud.

MLH as Aggregator

Looking to the wide opportunity of e-books prevailing in the market, we chose to become aggregators for publishers who have started selling digitised soft copy version of their e-books. We took an opportunity to sell those e-books on our platform and provide it directly to the reader. Further, this scenario has developed a new habit of choosing e-books over printed one, being no hurdle to carry anywhere, easy to access anytime anywhere through laptops, mobile phones etc. Also, e-books turn out to be more eco-friendly.

ONLINE BUSINESS

Looking to the opportunities of retail through online market space and with the intent to encash the same, promoters launched its entire collection of books on Amazon. However, over few years of selling online on Amazon portal, promoter realised that:

- Amazon is getting all of the credit for MLH sales
- MLH will not be able to build its own brand in online selling on Amazon
- Customers don't care who they are buying from as long as they find the product they are looking for.
- Buyer is unaware of the actual contents of the book
- Excess commission to be paid to Amazon
- No access of customer base

Own Website

MLH has now redeveloped its own customer base by providing such huge range of books across the country. Hence, promoter of Mohan Law House, have now decided to come up with a new website "www.mohanlawhouse.com" for online selling of books. The website will be developed in such a way that it mitigates all the above mentioned drawbacks. Website is proposed to be **launched in October, 2020**.

USP of the website

The proposed website will provide **content wise details** of respective books so as to enable understanding of buyers regarding which book provide better solution to their requirement, unlike traditional model in which buyer knows about contents of book only after receiving it. The Company is in talks with various publishers to allow them to put contents of their book on website. It should be noted here that MLH will be the one and only website providing such flexible option of content based search for books across the country. The website will enable the buyer to search for his required content based on the index of books displayed on MLH's website and it will list all the books having such or related contents. The buyer then proceeds to buy only that book which has the desired content. The website will be having a collection of more than 2,00,000 books including all Indian and foreign books.

Benefits of own website

- ✓ Eliminates Competition – When buyers come to website, they can only buy your items.
- ✓ No additional listing/ selling fees or commission is required to be paid.
- ✓ It creates a **more professional and trustworthy image**
- ✓ Brand building
- ✓ Customer base gets ready with their contact information, which can be used as promotional tool.
- ✓ Fewer on-page customer distractions