

# EXCELLER BOOKSTORE

Curator of the Best World Literature



Display & Sell Your Books at Exceller  
Bookstore, College Street, Kolkata – **Asia's  
Largest Book Market and India's Most  
Iconic Literary Destination**

*Featured on*

**The Telegraph**

**NEWS 18**

# Welcome to Exceller Bookstore – Where Every Book Finds Its Reader

Exceller Bookstore, located in the heart of College Street, Kolkata, India, is more than just a bookstore. It is a literary hub where readers and writers connect, stories come to life, and new voices are celebrated.

## About Us

Exceller Bookstore is an initiative by Exceller Books (an imprint of GE Group – *ISO 9001:2015* Certified). A proud member of The Federation of Indian Publishers, our internationally recognized publishing house has empowered hundreds of authors from more than 20 countries. Exceller Bookstore is a natural extension of our mission – to bring every writer closer to their audience and every reader closer to a meaningful read. Whether you are a debut author or an avid book lover, Exceller Bookstore is a welcoming space to discover, explore, and celebrate books across genres.



**EXCELLER BOOKS**<sup>®</sup>  
A GLOBAL PRESS

## Our Offer

Exceller Bookstore invites independent authors and publishers to display and sell their books in the heart of Asia's largest book market and India's most iconic literary destination – College Street, Kolkata. Leverage the high footfall, curated collection, and artistic ambience to get your titles the visibility they deserve.



## What You Get

- Your books will be made available under the appropriate book category, ensuring better discoverability by readers interested in your genre.
- Dedicated Sales Support from trained bookstore staff
- Exposure on Official Social Media Platforms
- Sales Reporting and Stock Tracking
- In-Store Branding with bookmarks distribution (provided by the author/publisher)

*Add-on: Inclusion in In-Store Promotions & Events*



## Books Available from the Following Publishers



Penguin  
Random  
House



PAN MACMILLAN



Harper  
Collins

BLOOMSBURY



hachette  
INDIA



NORTON



RUPA



SIMON &  
SCHUSTER



JAICO PUBLISHING HOUSE



DREAMLAND PUBLICATIONS

SCHOLASTIC



FINGERPRINT!

& Others...

## Terms & Conditions

- **Books Accepted:** Fiction, non-fiction, poetry, children's, academic, art, lifestyle, regional titles and many more. We reserve the right to reject books not matching our curation.
- **Revenue Sharing:** Unlike many bookstores across the country that charge a 35–45% commission, we offer a far more friendly model. We charge only a nominal 20% commission, ensuring that 80% of the sales proceeds go directly to the Author/Publisher. This allows you to earn more while gaining premium visibility at our store.
- **Stock Limit:** Up to 5 copies per title (refill possible based on sales).
- **Payment Terms:** Sales proceeds will be disbursed quarterly via bank transfer.
- **Damage/Loss Liability:** While we ensure care, Exceller Bookstore is not liable for damage due to natural wear or customer mishandling.
- **Withdrawal Policy:** Books can be withdrawn before end-date with prior intimation, but fees are non-refundable.
- **Shipping of Books:** Authors/publishers must bear courier charges to and from the store.

## Other Offerings

- **Author Spotlight & Book Launches:** Our store offers space for regular book signings, launches, and literary interactions to help authors connect with readers and gain visibility.
- **Exhibition Space:** We offer a dedicated 20 ft. wall space with channels and proper lighting for photo or art display, ideal for visual storytellers and photographers.

## Plans & Charges

No of Titles	Yearly Fee (INR)	Payment Terms	Special Offer (INR)
1	6,000	One-Time Payment	5,000
2	8,000	One-Time Payment	7,000
3	10,000	Half-Yearly Payment	One-Time Payment 9,000
4	12,000	Half-Yearly Payment	One-Time Payment 11,000
5	14,000	Half-Yearly Payment	One-Time Payment 13,000
More Than 5	Customizable	Customizable	Contact us

## Why Join Us?

- **Strategic Location:** College Street – the “Boi Para” of India, with thousands of daily footfalls
- **Curated Space:** Your books will be featured alongside reputed publishers and national & international gems
- **Event Integration:** Possibility to take part in open mic, readings, and other promos
- **Author-Centric:** Our store is built by publishers, for publishers and authors

## Contact Us

We're here to help. For any questions or feedback, please contact us directly at:

☎ 074499 78434

✉ excellerbooks@gmail.com

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**Let your book find the readers it truly deserves!**