

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®
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 ambiance 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



BLOOMSBURY



hachette
INDIA



NORTON



RUPA



JAICO PUBLISHING HOUSE



DREAMLAND PUBLICATIONS



SCHOLASTIC



FINGERPRINT!



SIMON &
SCHUSTER

& 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



LITERATURE MEETS PERFORMANCE ART AT POETRYSTRUT, AN EVENING OF CELEBRATING SELF-EXPRESSION



Poetry and performance art met at Poetrystrut, an evening of celebrating self-expression. The event, held at the... (text continues with details about the event, including mentions of poets and performers like Ananya Ghosh, Ananya Ghosh, and others).

...and deeply share the... (text continues with details about the event, including mentions of poets and performers like Ananya Ghosh, Ananya Ghosh, and others).



The Telegraph

COLLEGE STREET GETS A NEW BOOKSTORE AND ART GALLERY. HERE'S A WALKTHROUGH

College Street, known for its... (text continues with details about the new bookstore and art gallery, including mentions of the founders and the types of books and art displayed).



Exceller Bookstore and Devanta Art Gallery show space in one building



A glimpse of the reads at the bookstore

...with an extensive... (text continues with details about the new bookstore and art gallery, including mentions of the founders and the types of books and art displayed).

Contact Us

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Let your book find the readers it truly deserves!