

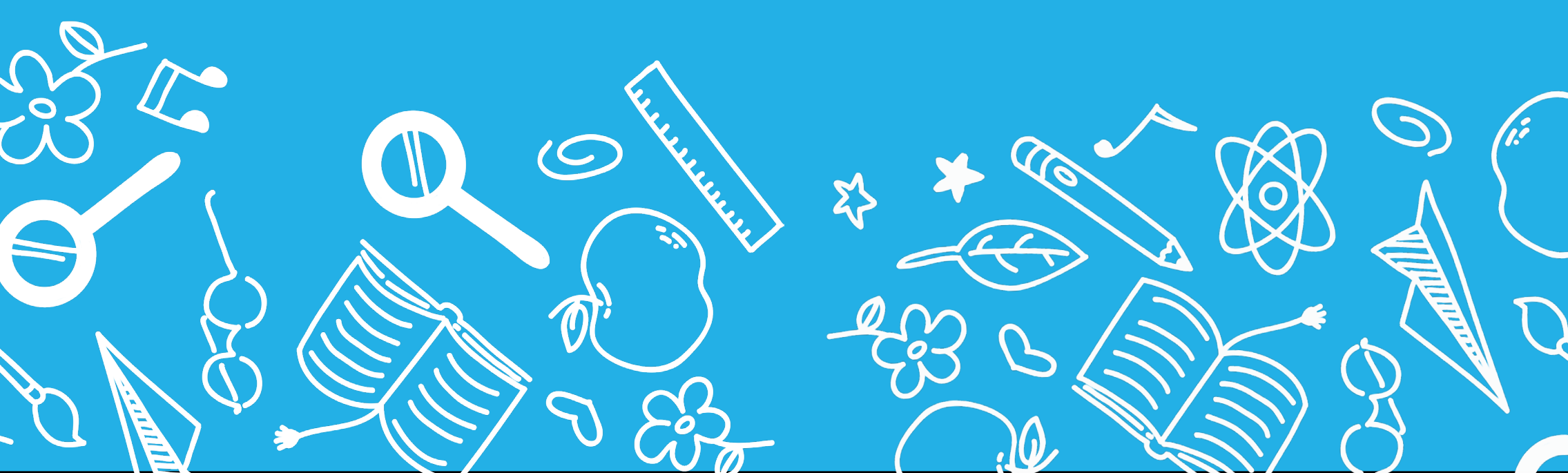


BOOK STUDIO
INNOVATION BY NCG HOLDINGS



Proposal for Book Vending Machine Placement

“Sri Lanka’s First Smart Automated
Book Retail Experience”





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THE BOOK STUDIO – Retail Redefined Through Technology

The Book Studio (Pvt) Ltd, an innovation by NCG Holdings, operates as Sri Lanka’s premier online bookstore with a mission to promote reading culture and provide convenient access to books and educational materials.

Blending the Art of Coffee and the Joy of Reading

This strategic collaboration introduces Sri Lanka’s 1st Smart Automated Book Retail Experience by integrating The Book Studio’s innovative vending machines into Barista’s extensive café network.

PRODUCT CATEGORIES



Educational books & textbooks



Children’s literature & series



Fiction, Romance & Adventure



Higher Educational Academic & Supportive Materials



Stationery & Accessories

47K+ ACTIVE MEMBERS	3,900+ PRODUCTS
220+ CATEGORIES	1,600+ AUTHORS
13 ACTIVE LOCATIONS	
3,900+ STAND ALONE BRANCHES	
4+ SCHOOL PARTNERSHIPS	
ISLAND WIDE DELIVERY	



GROWTH TRAJECTORY

With a massive active member base and proven logistics capabilities, The Book Studio is positioned for rapid physical retail expansion through strategic partnerships.

The Vending Machine Product

Sri Lanka's First Smart Automated Book Retail Experience



TECHNICAL SPECIFICATIONS

- OS: Android touchscreen
- Size: 1940x1269x795mm
- Capacity: 70 titles, ~300 books
- Payment: PAX IM30 cashless
- Climate: 4-25°C control
- Weight: 300kg

KEY FEATURES

- Transparent glass display
- 24/7 operation
- QR code preview system
- Real-time inventory tracking
- LED lighting for visibility
- Remote monitoring

USER EXPERIENCE

Customers browse curated selections on the touchscreen, preview details via QR code, make secure cashless payment, and receive their book instantly—all within 60 seconds.

Books at the Push of a Button

Instant Access & Convenience

You can grab a book anytime—no queues, no waiting for delivery. These machines are often placed in high-traffic areas like malls, airports, or Universities, making them perfect for spontaneous purchases.

Speed of Purchase

The process is quick and simple—browse, pay, and receive your book within seconds. It's much faster than searching through a large bookstore or ordering online.

Curated Selection

Unlike large stores, vending machines usually offer a carefully selected range of popular titles, bestsellers, or specific genres. This makes decision-making easier, especially for casual readers.

Impulse Buying Appeal

Seeing a book vending machine can trigger curiosity and encourage people to buy a book on the spot—especially in places where they have idle time.

24/7 Availability

No opening or closing hours—these machines operate round the clock, which is ideal for late-night readers or travelers.

Contactless & Tech-Driven

Modern book vending machines often support digital payments, making transactions smooth and hygienic—something people increasingly value.

Accessibility in Non-Traditional Spaces

They bring books to places where bookstores don't exist—like hospitals, airports, cafes, or universities—helping promote reading in everyday environments.

Novelty & Experience

There's a "cool factor" to buying a book from a machine. It feels different and memorable, especially for younger audiences or tourists.



The Problem Worth Solving

Why your space needs a smarter retail solution?



Idle Visitor Time Goes Wasted

People waiting in lobbies, lounges, or common areas have nothing meaningful to engage with a missed opportunity to add real value to their experience.

Underutilised Floor Space

Reception areas, corridors, and common zones generate zero commercial or experiential return. Premium square footage sits idle every single day.

Staff Have Limited Access to Books

Employees who want to read during breaks or develop professionally have no convenient on-site option — bookstores are far, delivery takes days.

Visitor Experience Lacks Differentiation

Your premises look like every other organisation's. A striking, tech-driven Book Vending Machine instantly sets you apart as forward-thinking and culture-conscious.

CSR & Education Goals Left Unmet

Organisations committed to learning and community development struggle to demonstrate tangible impact — a book vending machine delivers this visibly and consistently.

Revenue Potential in Common Spaces is Ignored

High-footfall zones like bank lobbies and school corridors can generate passive income through smart retail — without any staffing burden.

Our Clients



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சம்பத் வங்கி
SampathBank

Sampath Bank
Head Office, Colombo.

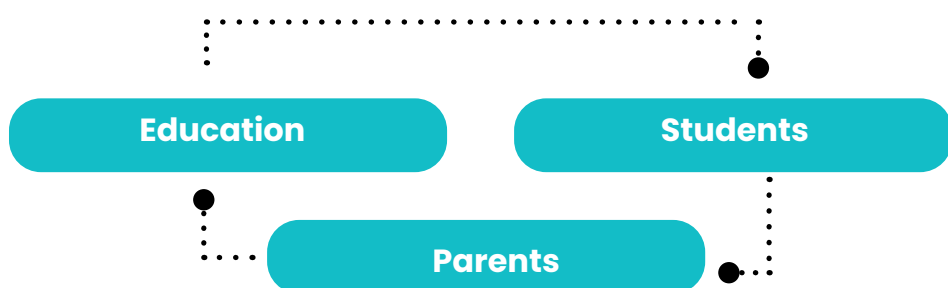
Deployed at the main lobby of Sampath Bank's head office, providing over 1,000 employees and daily visitors access to curated reading within the banking environment.



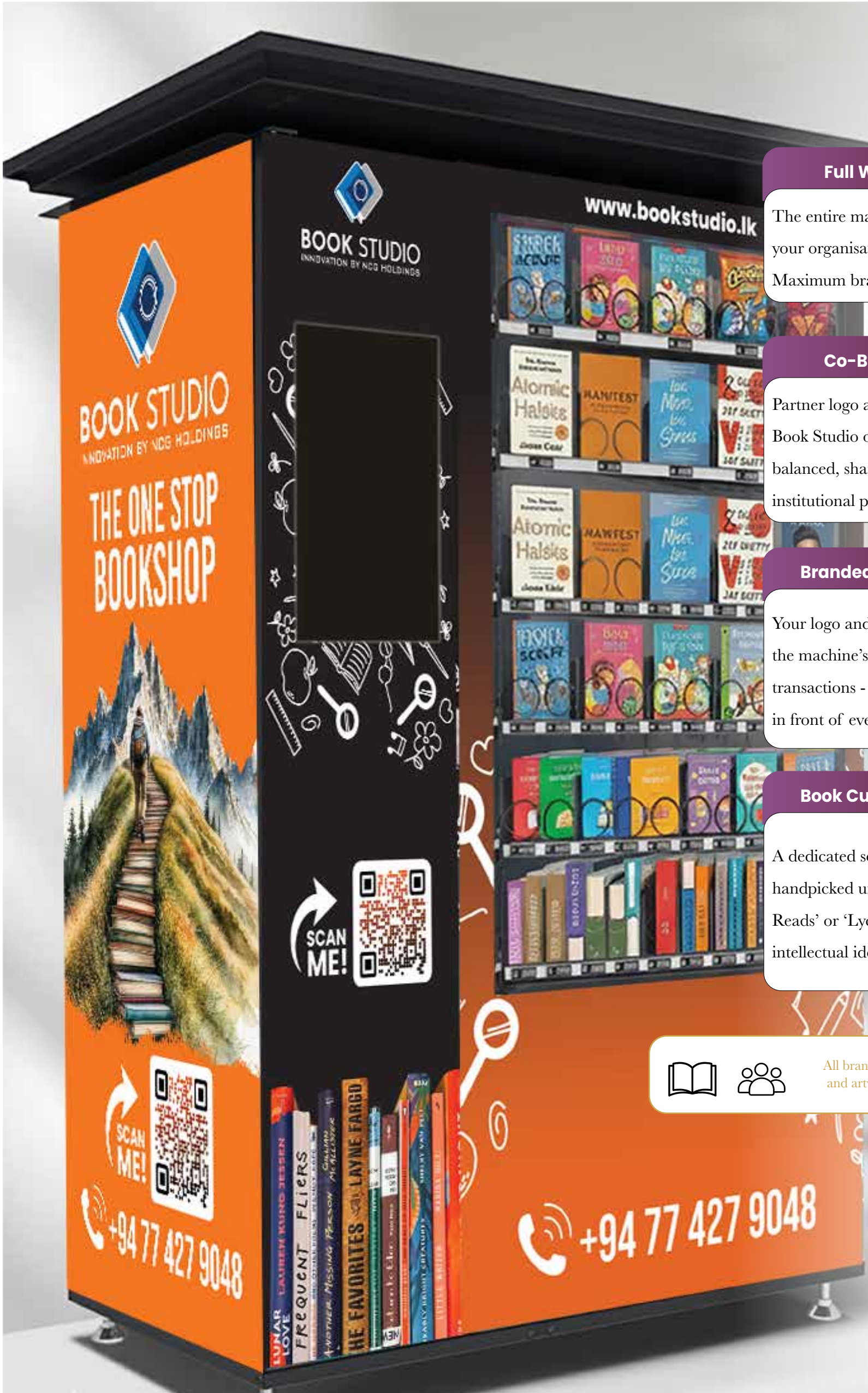
LYCEUM
INTERNATIONAL SCHOOL

Lyceum International School
Nugegoda Branch.

Installed within the school premises at Nugegoda, making books instantly accessible to students and parents reinforcing a culture of reading in an academic setting



Co-Branding Options



Full Wrap Branding

The entire machine exterior is customised with your organisation's logo, colours, and messaging. Maximum brand visibility in high - foot fall areas.

Co-Branded Panel

Partner logo and branding appear alongside Book Studio on one or two dedicated panels a balanced, shared identity approach ideal for institutional partners.

Branded Screen Content

Your logo and promotional content run on the machine's digital touch screen between transactions - dynamic, digital brand placement in front of every buyer.

Book Curation Branding

A dedicated section of the machine stocks books handpicked under your brand e.g., 'Sampath Reads' or 'Lyceum Recommends' building intellectual identity.



All branding options are fully customisable. Pricing and artwork requirements provided upon request.

Space Requirement

Minimal footprint. Maximum impact.

Machine Dimensions

Height	1,940 mm (6.4 ft)
Width	1,269 mm (4.2 ft)
Depth	795 mm (2.6 ft)
Weight	300 kg
Floor Area	~1.01 m ² (~10.9 sq ft)
Clearance Needed	0.8 m on each open side

Site Requirements

Floor Space

Minimum 1.5 m × 1.5 m clear zone

Power Supply

Standard 230V / 50Hz single phase outlet

Security

CCTV coverage recommended; level surface required

Location

High visibility, high footfall area (lobby, corridor, atrium)

Connectivity

WiFi or LAN access for real time inventory monitoring



Staff Welfare Benefits



Professional Development

Curate a selection of business, leadership, and skills based books, turning break time into a self-development opportunity for every employee.



Employee Wellbeing

Give staff access to wellness, mindfulness, and self help books on site supporting mental health and work life balance without leaving the office.



Staff Perks & Rewards

Use Book Studio gift vouchers or subsidised book credits as employee rewards - a thoughtful, meaningful, and budget friendly corporate perk.

Improved Engagement

A book vending machine creates a tangible signal that your organisation invests in culture. Employees who feel valued are more productive and loyal.



Custom Book Curation

Work with our team to stock books aligned with your corporate values, industry, or current training themes making the machine truly yours.



Membership Benefits

Employees gain access to Book Studio's membership ecosystem discounts, wishlists, and island wide delivery extending perks beyond the workplace.

Financial Model & Partnership Options

OPTION A

Revenue Share Model

Book Studio handles all operations. Your organisation earns a share of every sale zero cost, zero hassle, passive income from existing floor space. Ideal for malls, cafés, airports, and large corporates.

- ✓ No upfront investment
- ✓ Passive revenue
- ✓ Fully managed

OPTION B

Fixed Fee / CSR Model

Pay a fixed placement fee and position the machine as a CSR or staff welfare initiative. Subsidise book prices for employees, students, or visitors Brand the machine as your own. Perfect for banks, schools, and institutions.

- ✓ CSR Aligned
- ✓ Custom Pricing
- ✓ Co branded machine



CONCLUSION & RECOMMENDATION

Strategic Imperative for Partnership Approval

“The collaboration between Barista Sri Lanka and The Book Studio represents a rare convergence of brand synergy, operational efficiency, and untapped market potential.”

FINAL RECOMMENDATION

APPROVE PILOT PROGRAM

Authorize the immediate commencement of the 3-month pilot program across 3-5 strategic Barista locations to validate the automated retail model.

FORMALIZE PARTNERSHIP

Direct legal and operational teams to finalize the Memorandum of Understanding (MoU) and revenue-sharing agreements within the next 14 days.

ALLOCATE INITIAL RESOURCES

Approve the minimal required resources for joint marketing efforts and operational integration to ensure a successful launch of the “Brew & Browse” initiative.

COMMIT TO INNOVATION

Embrace this opportunity to position both brands at the forefront of Sri Lanka’s evolving retail and lifestyle landscape.

