

JAMSAL

Publishing

We bring *happiness* to People.

Jamsai

- Who we are
- What we are doing
- We are omnipresent
- Partners
- Happy at Jamsai



Jamsai Publishing Co., Ltd.

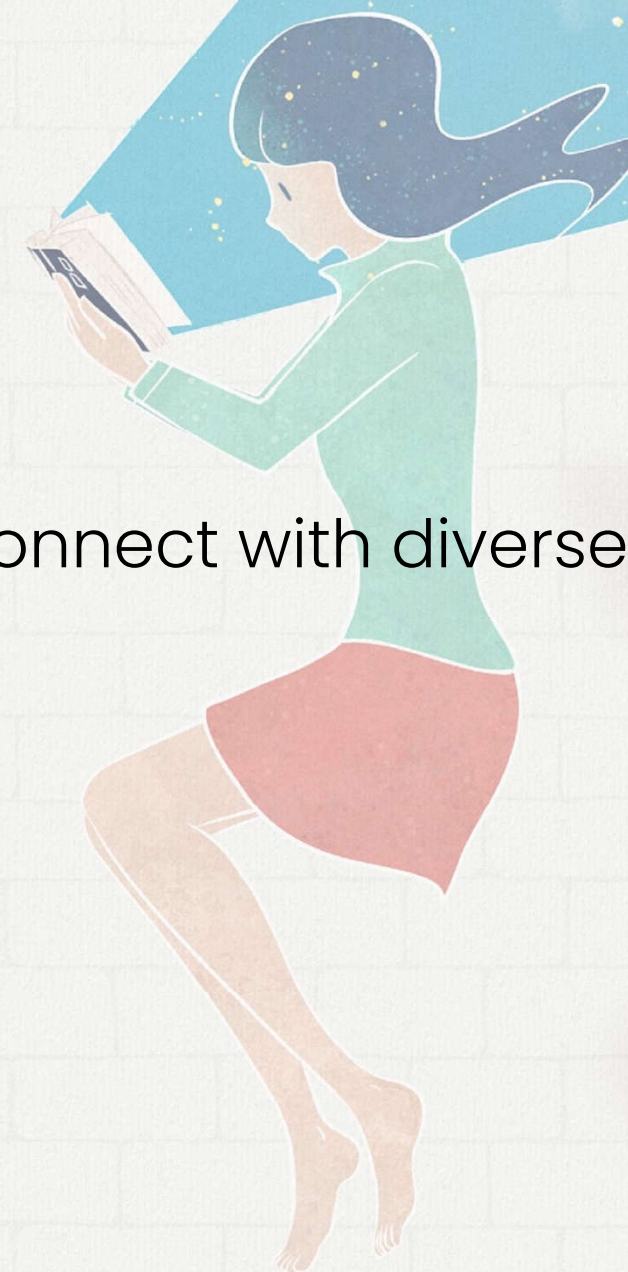
was founded in October 2001, originally focusing on pocketbooks for the new generation. The company dedicated to bringing high-quality works, which were entertaining, inspiring, and enlightening to the society.

PASSION

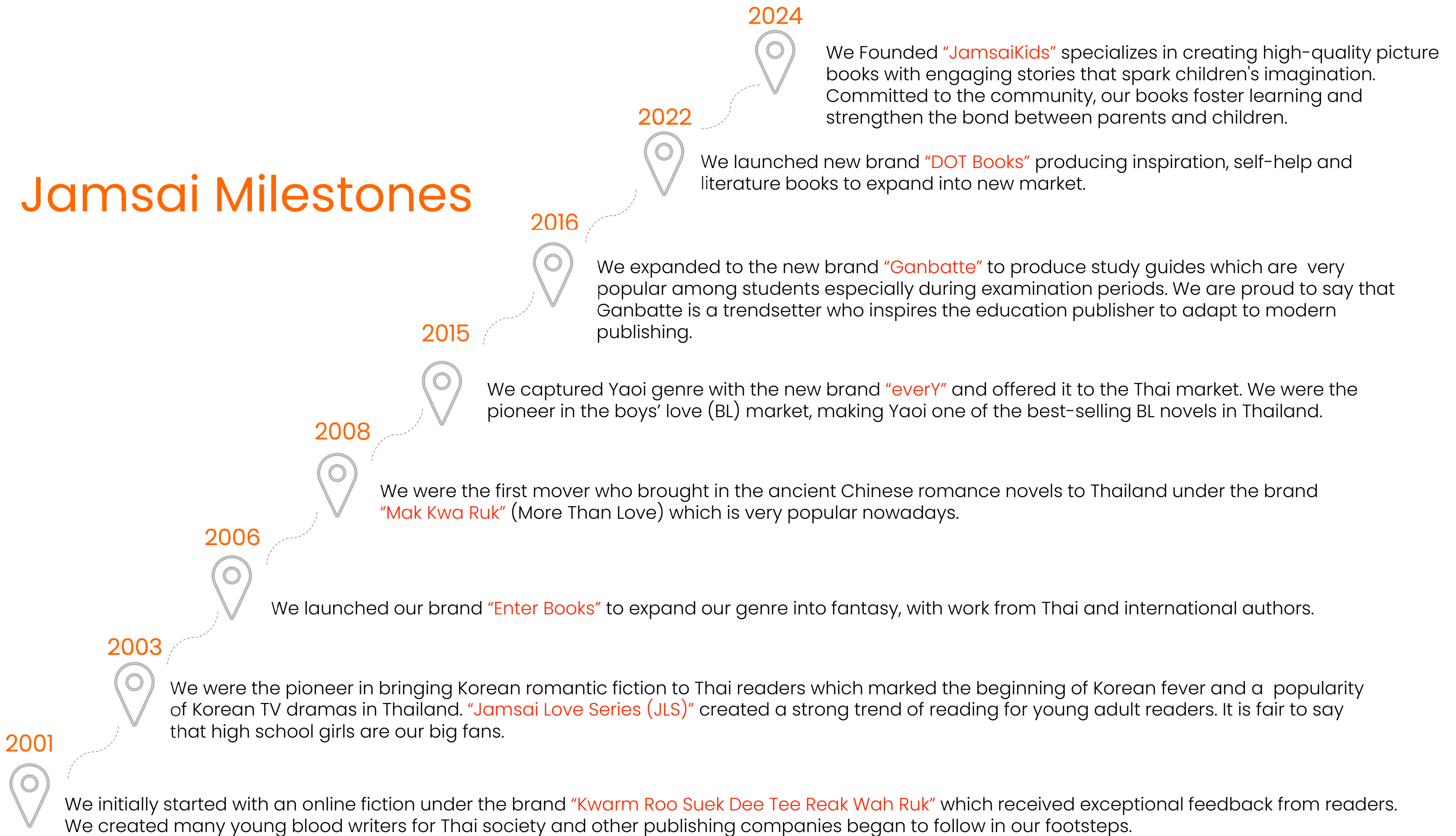
We believe that imagination **"brings happiness to all"**.

We intend to create the portals that lead you to imaginative worlds and connect with diverse groups of people through several channels.

Jamsai will be **"Endless Worlds of Imagination"**
which always welcome everyone to enjoy our products.



Jamsai Milestones



Jamsai

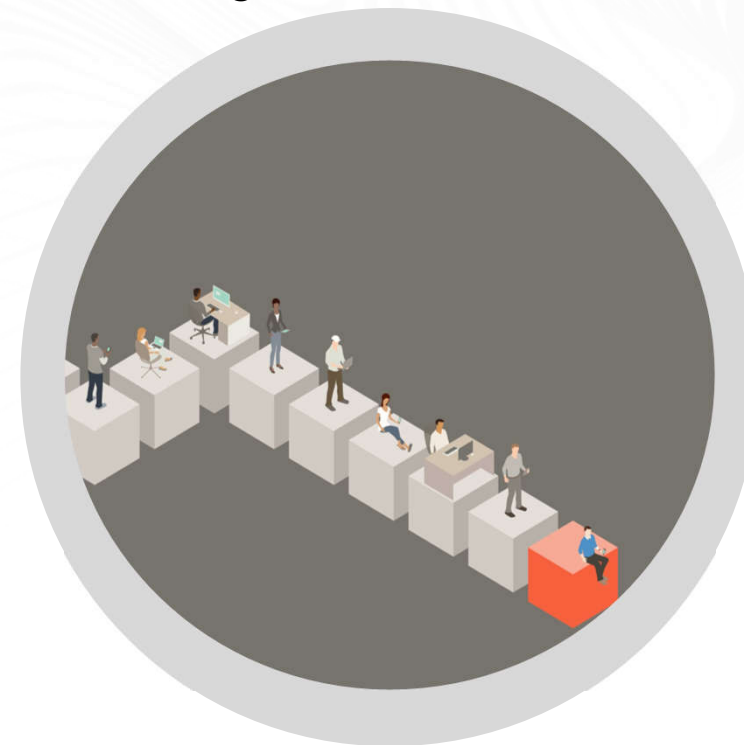


We are **the leader of romantic fiction in Thailand.**

Our books are always the best-selling books in the Top Bookstore Charts. Many books have been made into TV Drama and have been translated into other languages.



We are **dedicated to being a quality publisher**, by curating high quality content, spreading it with care, and supporting our readers with great customer service.



We have a **strong customer base**, especially women of all ages. Our online channels have over 1 million followers



We have **many partners** to promote our products to the larger segments of customers.

JAMSAI's imprints

The commitment to excellent products and impressive service earns Jamsai a good reputation among customers and publishing world. It is said that Jamsai was the fastest-growing publishing company in the industry.

FICTION



Thai
Romance



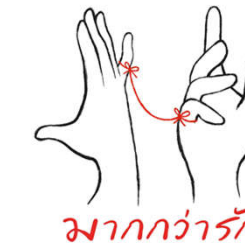
Translated
Romance



Romance / 18+
Novel



Fantasy,
Martial arts,
Mystery suspense



Chinese
Ancient Theme
Romance Novels



BL / GL
Novels

Education NON - FICTION



Study Guidebook/
Examination
Preparation
Elementary - High School



Children Book



Inspiration,
Essay, Influencer's Blog
Self-Help Books



How-to, Self-Help,
Psychology, Business
Books



Asian Translated
Fictions and Essays



ความรู้สึกดี... ที่เรียกว่ารัก

24

ชมบทกวีที่โด่งดังของชาวจีน เรื่องรักในวัยเยาว์



LOVE



In **2001**, we initiated our journey by crafting online content and establishing '**Kwarm Roo Suek Dee Tee Reak Wa Ruk**'

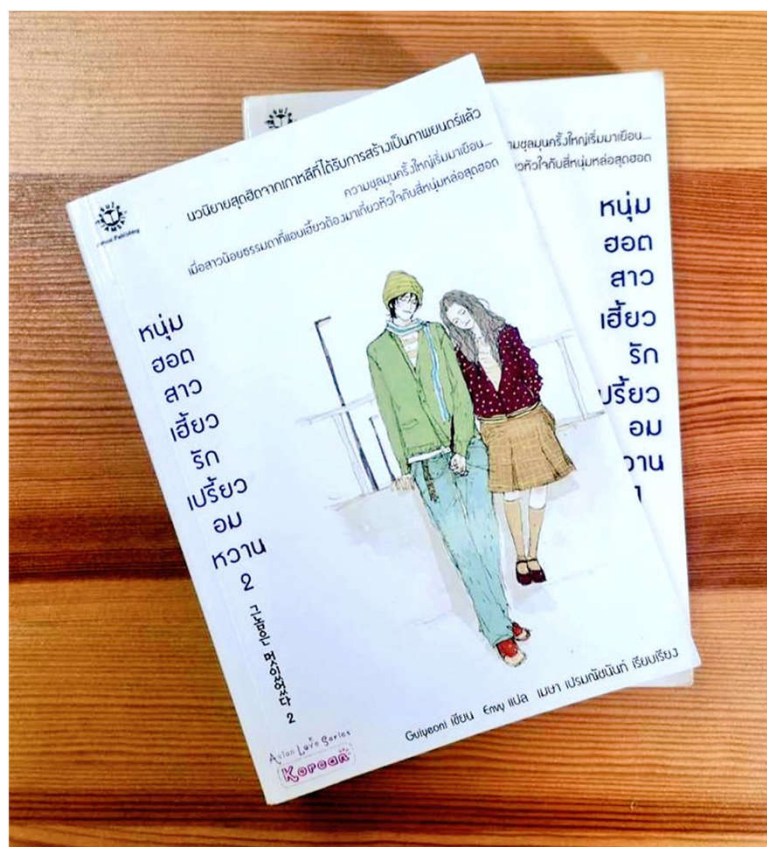
We evolve '**Kwarm Roo Suek Dee Tee Reak Wa Ruk**' into '**LOVE**' for Thai novels and '**With Love**' for translated works.

Highlights:

The love story between men and women, from adolescence to adulthood, encompassing themes of secret love, love-hate couples, and workplace romances.

Target Group:

Female aged 20 to 40 years old and above.



In **2003**, we sparked the '**Korean Fever**' trend in Thailand with translated romantic novels.

We also establish the '**Jamsai Love Series (JLS)**', synonymous with '**Teens Love Novels**' in the country.

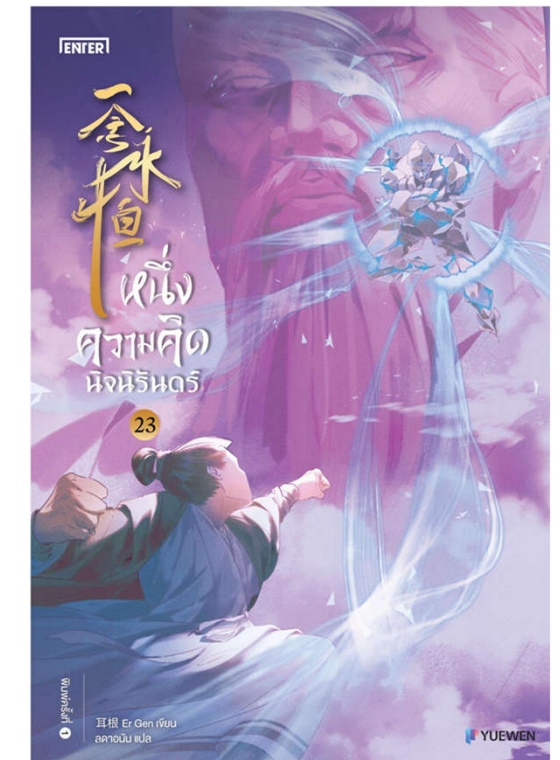
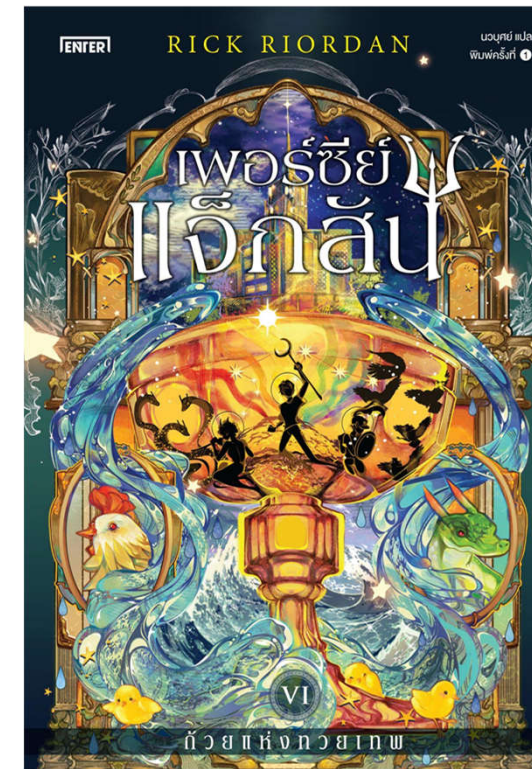
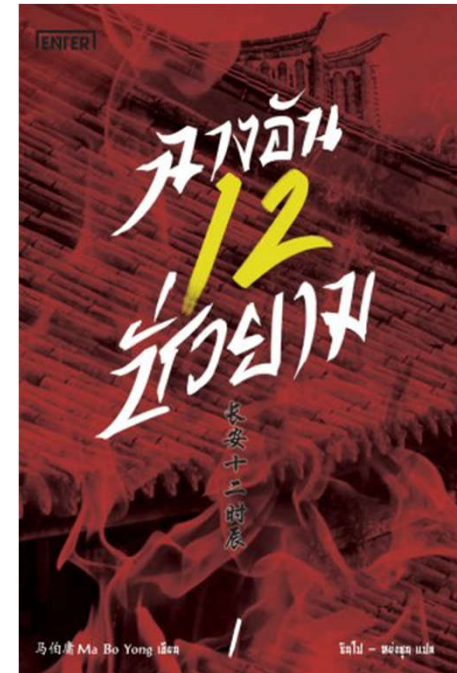
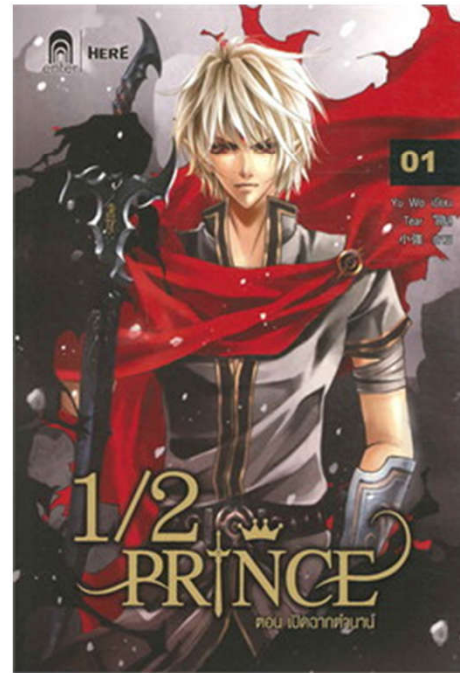
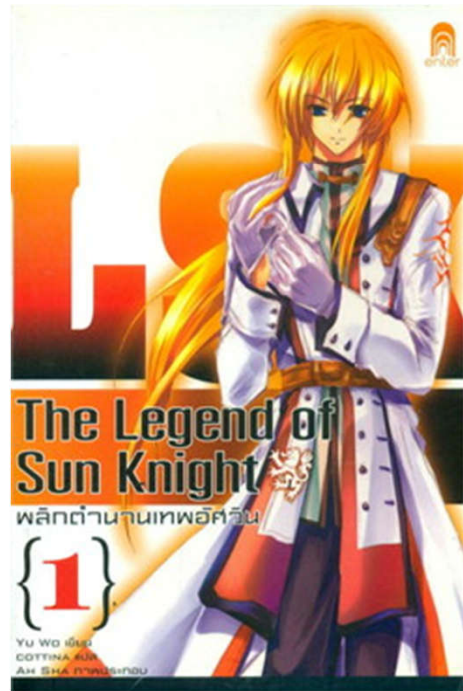
Highlights:

Adorned with charming and beautiful illustrations, romantic novels cater to teenage readers. The stories delve into themes such as puppy love, the friend-zone, and more.

Target Group:

Girls aged 13 to 25 years old.

ENTER



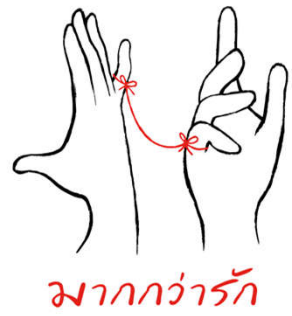
In **2006**, we launched '**Enter Books**' to expanded into the '**Unisex**' book market.

Highlights:

Genres include Martial Arts, Fantasy, and Historical novels, with many books adapted into movies, webtoons, and other media.

Target Group:

Men and Women aged 18 to 45 years old.



In **2008**, marking the onset of the **'Chinese Ancient-themed romance novels'** era, we introduced **'More Than Love'** brand.

Highlights:

Chinese Ancient-themed romance novels feature intricate plots, diverse emotions, heartfelt narratives, and stunning cover illustrations. Many titles have been adapted into TV dramas.

Target Group:

Female aged between 20 to 50 years old.



In **2015**, we introduced the **'everY'** brand to the Thai book market, becoming the leading provider of **BL novels**. We also hold the copyrights for novels adapted into popular **BL TV dramas**.

Highlights:

LGBTQIA+ romance novels by Thai authors and translated works encompass a diverse range of content, including feel-good stories, mysteries, suspenseful tales, romantic comedies, and coming-of-age narratives, among others.

Target Group:

Female and LGBTQIA+ aged 15 to 50 years old.



GANBATTE

In **2016**, we launched a new brand called '**Ganbatte,**' which offers **study guidebooks.**



Highlights:

Study guide books authored by experienced teachers from various institutions feature delightful layout designs and easily readable content.

Target Group:

Elementary through high school students

JAMSAI kids



In 2024, we founded 'Jamsai Kids' with the aim of providing families with books that cherish and nurture the bond between parents and children.

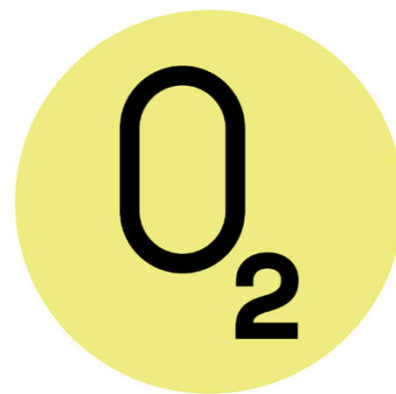
Highlights:

Children's picture books with engaging stories that inspire imagination, nurture parent-child bonds, and support the community.

Target Group:

Parent and Child

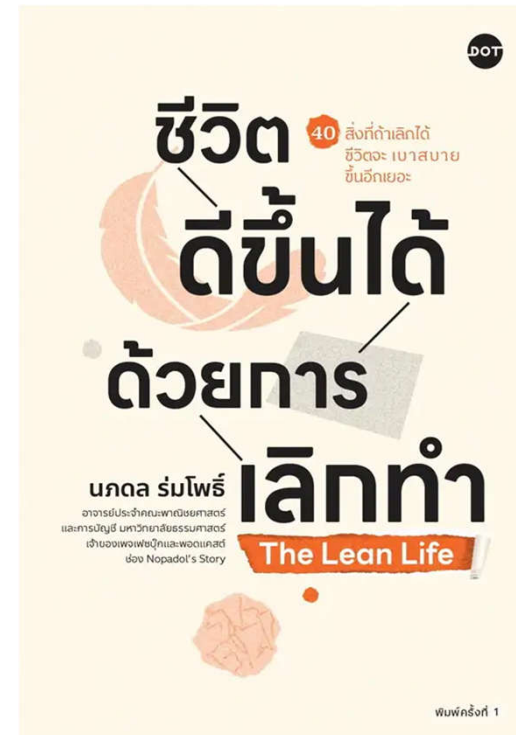
mind & thought



Mind & Thought Co., Ltd. was established in **2022**, with a focus on pocketbooks that may motivate readers. The company has grown consistently and rapidly, and currently has 3 well-known imprints under named DOT Books as **DOT**, **O2** and **glow**



DOT publishing, believe good thoughts are small dots bounding together to create enormous power that influence you to change yourself



Highlights:

Books Inspiring Positive Thinking, Elevating Life, and Offering Self-Help Solutions.

Target Group:

Unisex

Gen Y/Millennials /aged 18-34 years old.



'glow' publishing is ready to spark your dreams, hopes, thoughts, and imagination through various selections of flavorsome essays and novels



Highlights:

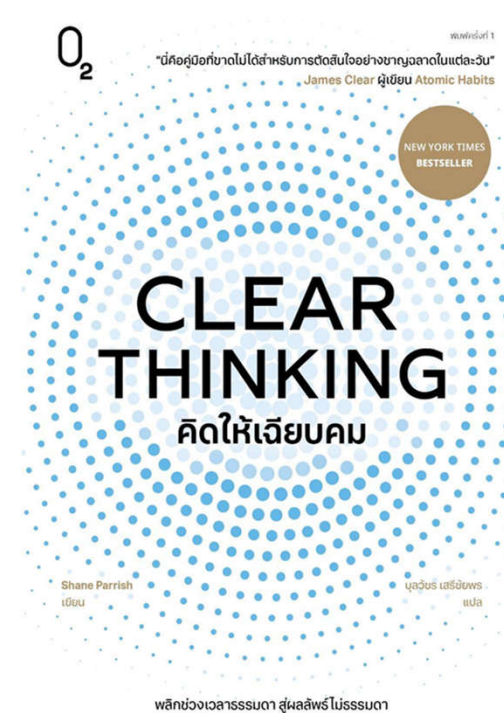
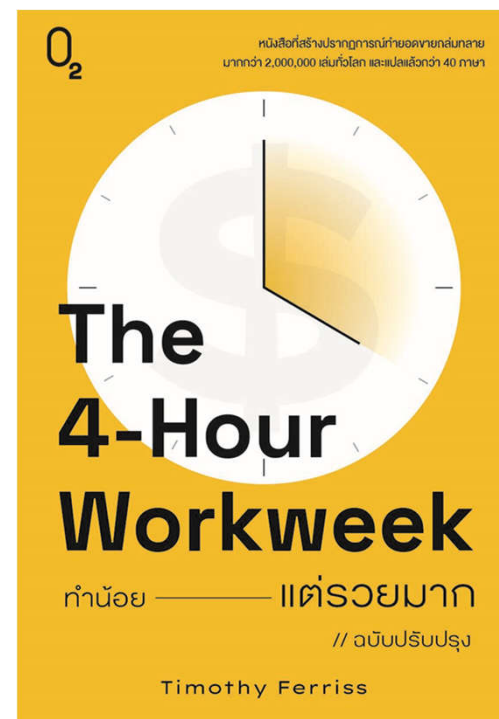
Fiction and Essays for Inspiring Dreams, Stimulating Thought, and Firing your Imagination.

Target Group:

Unisex – Gen Y/Z aged 15 to 34 years old.



O2 goal is to pave the way for our readers to ceaselessly improve themselves.



Highlights:

Exceptional Books Worldwide for Unstoppable Self-Development, Psychology, Positive Attitude, and More.

Target Group:

Unisex - Gen X/Y aged 25 to 44 years old.

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- Partners
- Happy at Jamsai

Distribution Channel

We spread our content of **happiness** through multiple channels, not limited to our own platforms.

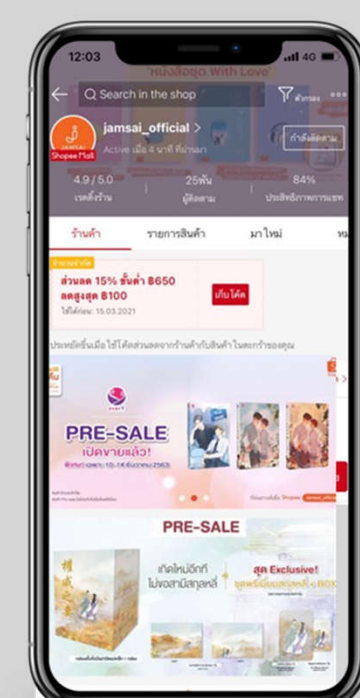


The screenshot shows the JAMSAI website with a navigation menu, a search bar, and a main banner for a book promotion. Below the banner are several category buttons: Best Sellers, New Arrivals, Coming Soon, Lifestyle Products, and Value Box.

e-Commerce

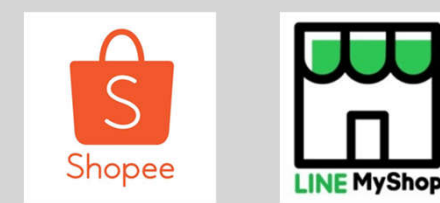


A row of five circular logos: JAMSAI (orange with a stylized 'j'), JENFER (black with white text), GANBATTE (red with white text), DOT (black with white text), and JAMSAI kids (colorful with 'kids' in a playful font).



The smartphone screen displays two storefronts. The top one is the Shopee storefront for 'jamsai_official', showing a 'PRE-SALE' event with a 15% discount. The bottom one is the LINE MyShop storefront, also featuring a 'PRE-SALE' event.

Marketplace (Official Mall)



Logos for Shopee (orange shopping bag) and LINE MyShop (black and green storefront icon).



The photos show the interior of a JAMCLUB store. The top-left photo shows a person sitting on a white sofa holding a large orange heart-shaped sign. The top-right photo shows a bookshelf area with a yellow table and chairs. The bottom-left photo shows a bookshelf area with a white table and chairs. The bottom-right photo shows a menu board for drinks and food.

JAMCLUB (Book Shop & Cafe)



The JAMCLUB logo, which is a stylized orange heart shape with the text 'jamclub' below it.

JAMCLUB

jamclub (Book Shop & Cafe)

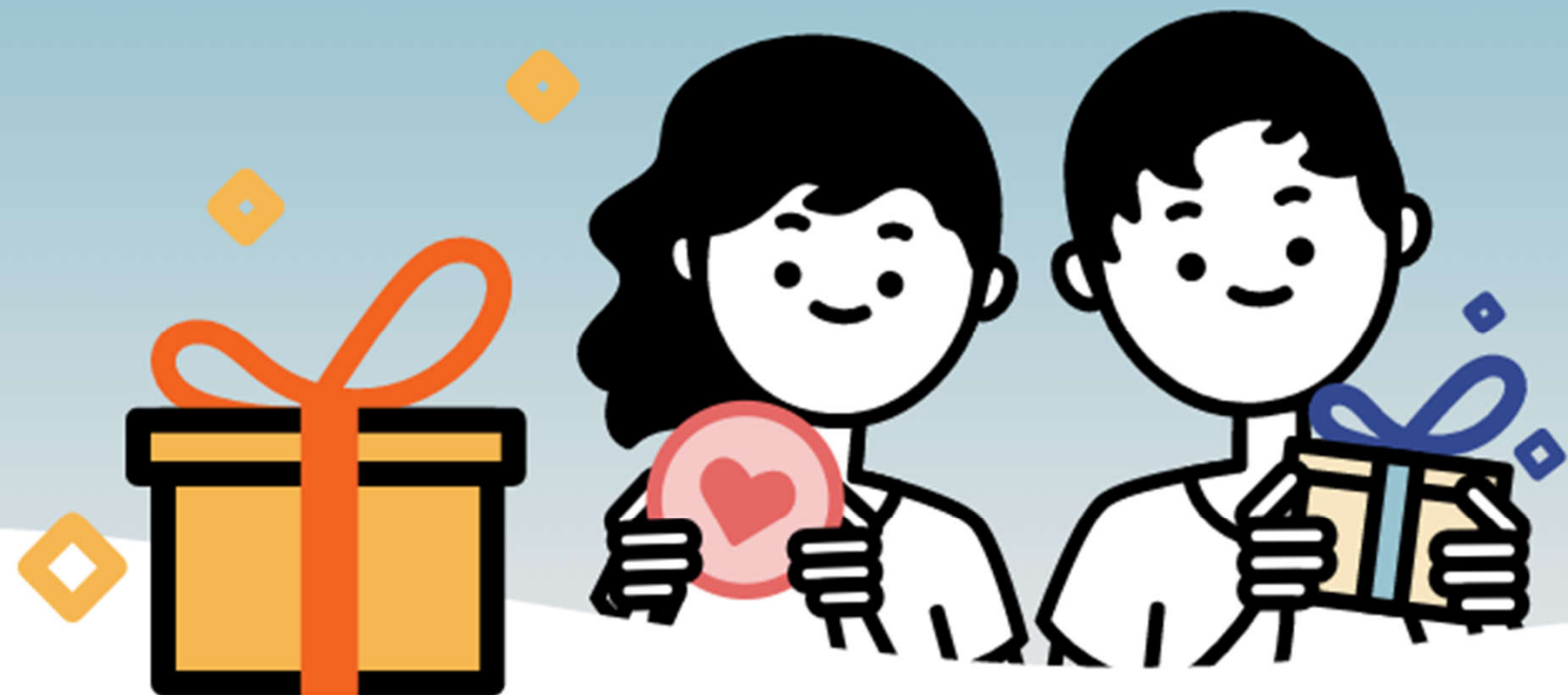


JAMCLUB is the ultimate destination for **Jamsai** fans, where our bookstore and café come together to create a vibrant community space. Discover the complete range of **Jamsai** books.



Indulge in our specialty drinks and **sweets**.

Enjoy exclusive events that celebrate reading and connection all year round at **JAMCLUB**



Jamsai Member Benefit

Jamsai ID



WORM



PUPA



BUTTERFLY

Read, Play And Share To Get More

Your Point



1268
Point

Your Heart



972
Heart

ระดับสมาชิกและสิทธิพิเศษประจำปี 2567



32,845
ยอดซื้อสะสม



We additionally distribute our **products** through a Distribution Network.



JCC

JAMSAI CUSTOMER CARE

Our dedication to exceptional **'Customer Service'** drives our success in fostering and retaining a **loyal reader base.**



Always ready to support all the readers

Book
Consultancy

Merchant
Support

After Sales
Service





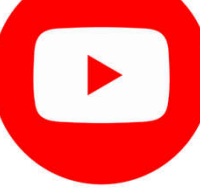



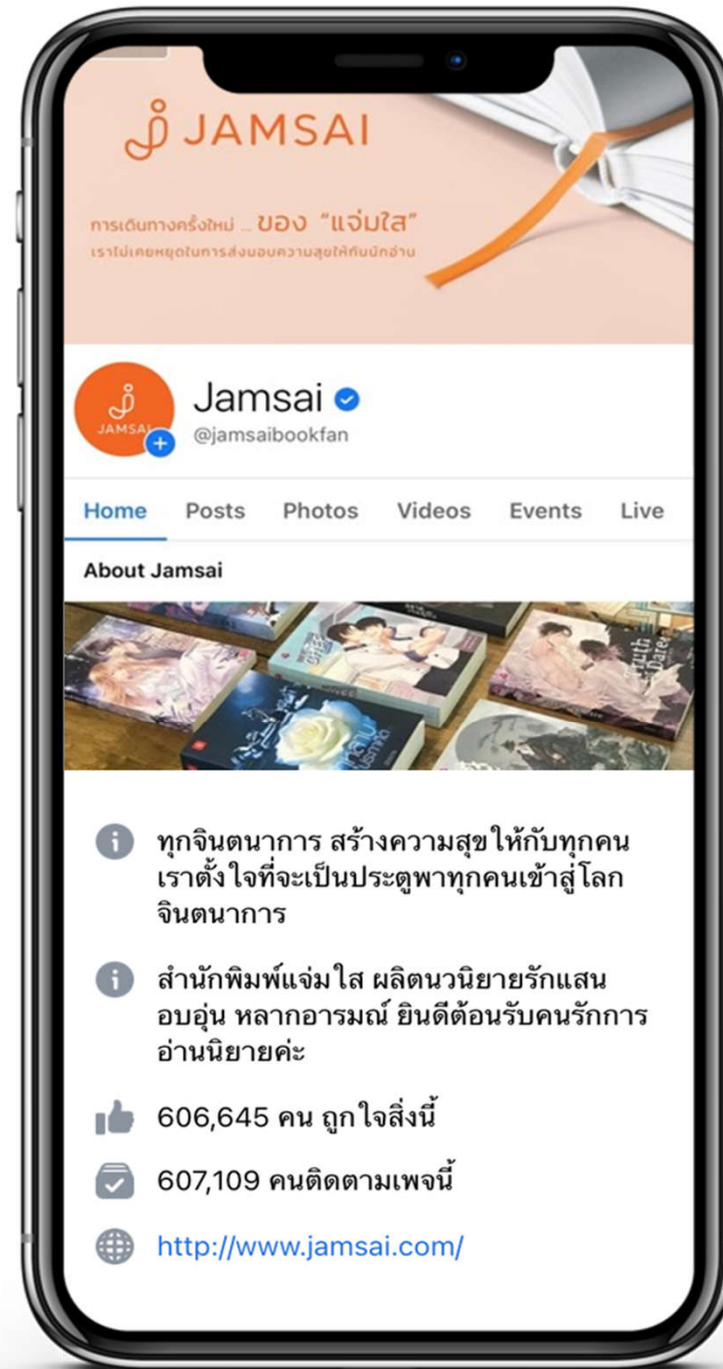
Events & Activities



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- 
1.14M+
Page Liked
- 
590K+
Followers
- 
58K+
Followers
- 
18K+
Followers
- 
46K+
Subscribers
- 
52K+
Followers

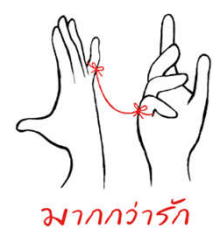
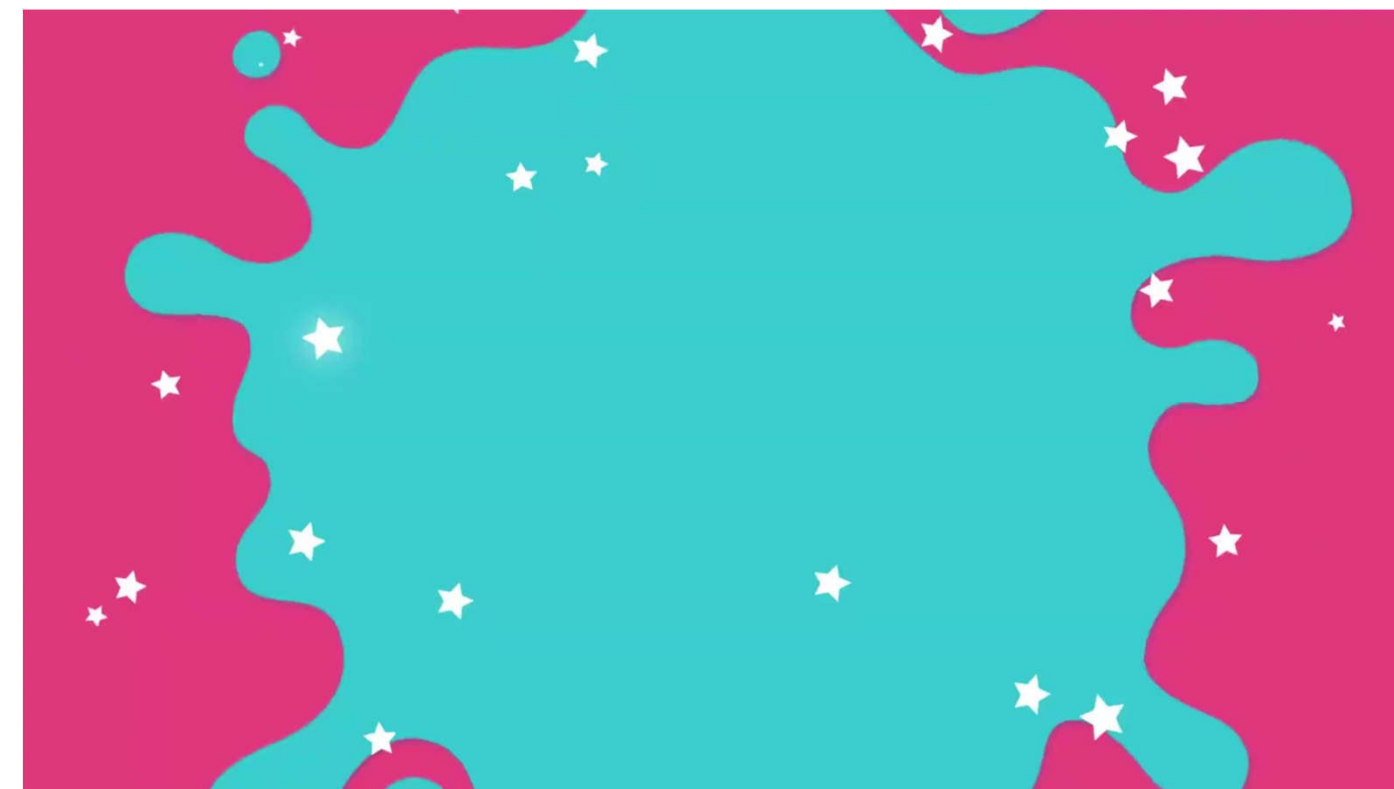
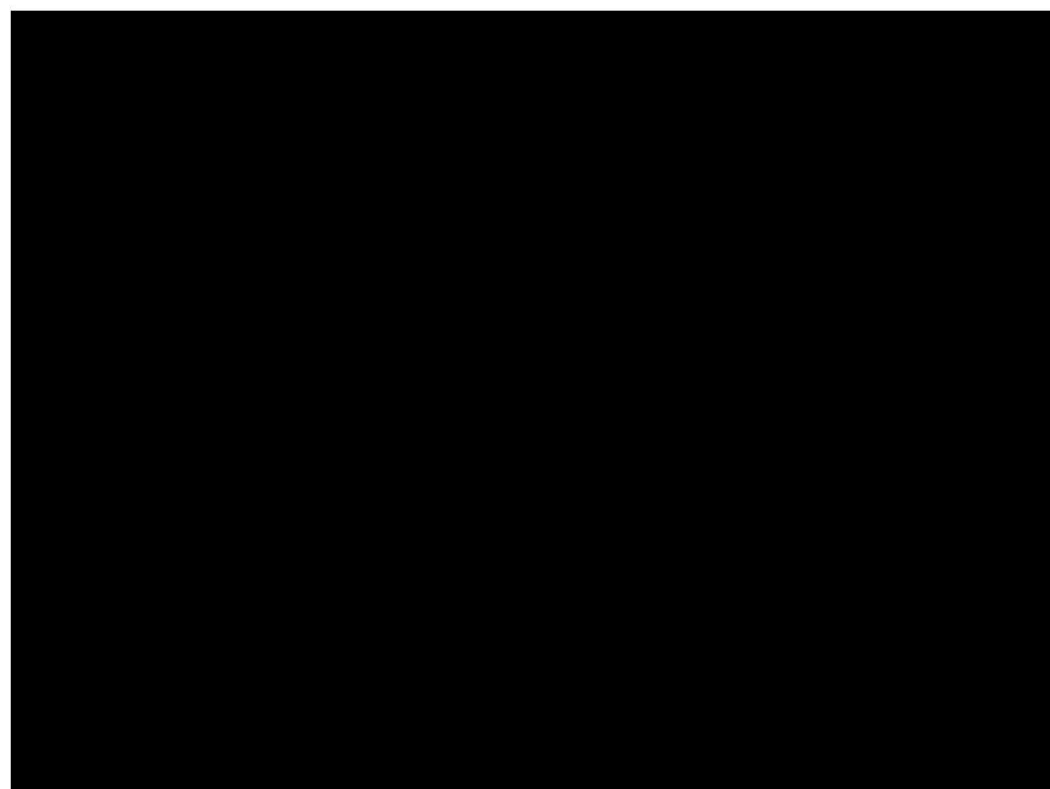


- Reach
6.7M+
- Engagement
603K+
- Impression
2M+
- View
558K+

*Performance per Month

Due to our ongoing commitment to content development and maintaining high quality standards, we have cultivated a **strong customer base** and sustained continuous engagement.

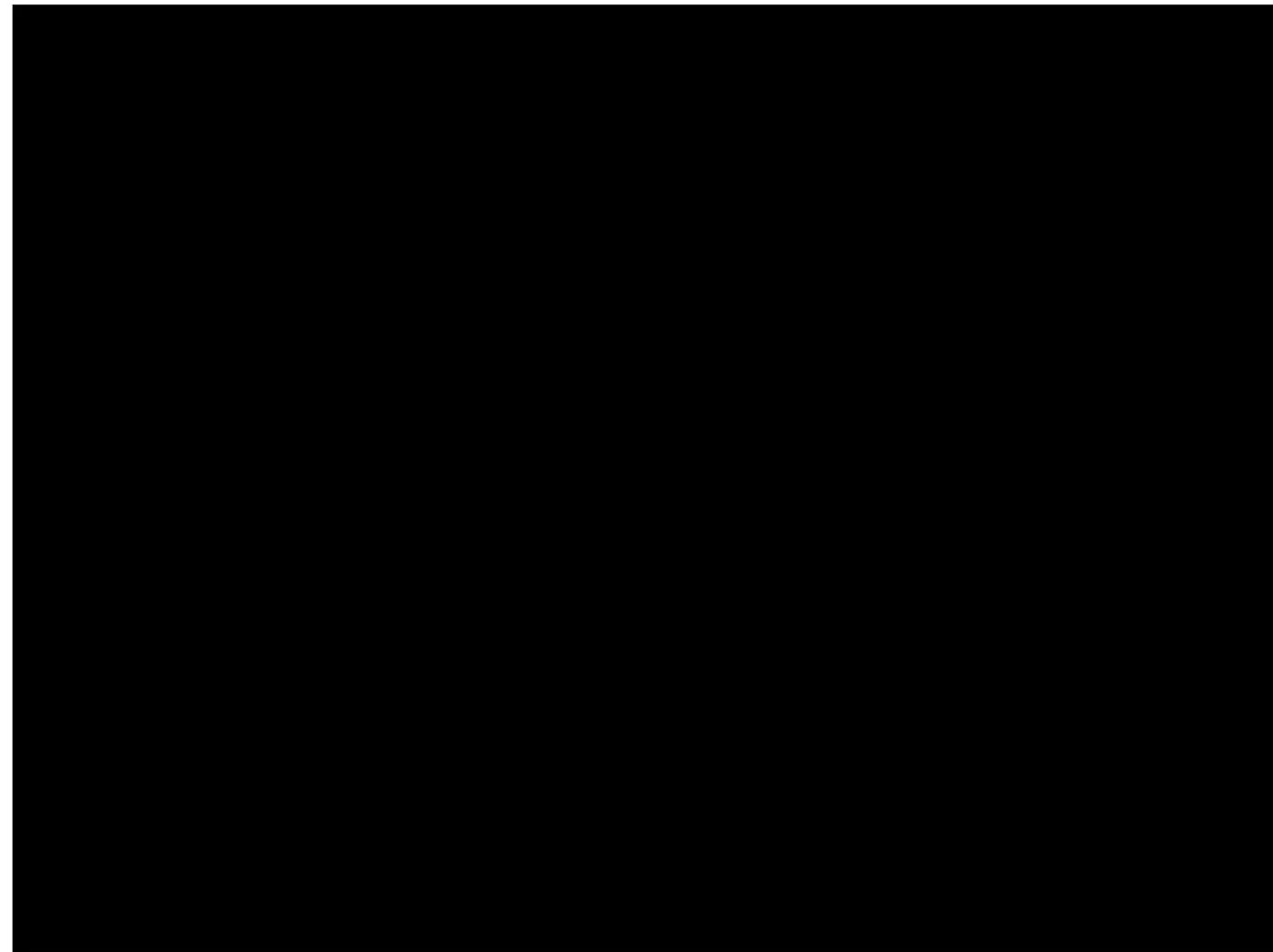
Through our extensive array of **content** offerings, we strive to accommodate customers of varying tastes and preferences across a multitude of genres.



Content discussing **'More Than Love'** books.



Content about **'everY'** books and BL contents.



The substance within the book **'Enter Books'**.



Tips and knowledge presented by **'Ganbatte'**.



Another pivotal element supporting our **growth engagement** is our live presence through online channels. We host numerous live events, including marketplace showcases, special events, live sessions with influencers.



On-site events

Book Fair



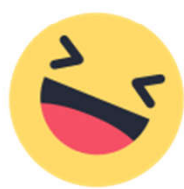
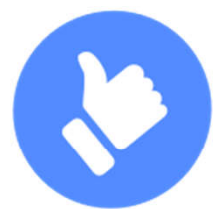
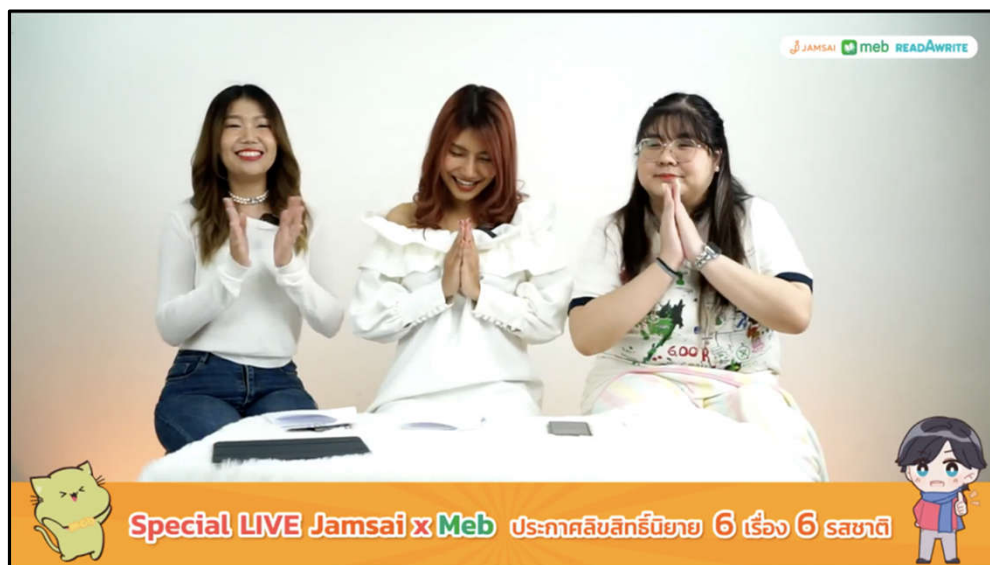
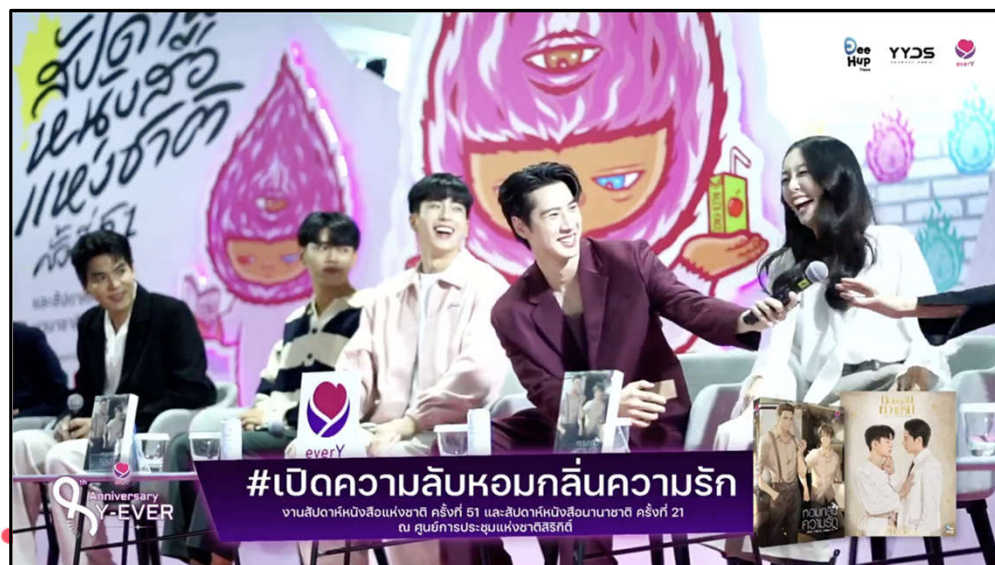
Book Opening Ceremony & Author Fan Signing



School Tour



Jamsai LIVE



From Books → to Series



Our high-quality content has been adapted into various creative formats, particularly **BL TV dramas**, which sparked the beginning of the BL fever not only in Thailand but also across the globe.

From Book to Series



Jamsai International Version



He Comes to Join Ching Ming Festival beside My Grave
 Reve Books, Taiwan



Theory of Love
 - Shwe Luck, Myanmar
 - Global Group Holding, Taiwan
 - Frontier Works, Japan



bad Genius
 Sharp Point Press, Taiwan



Forever You
 - Hazy Moon Publishing, Taiwan



MSN
 - Hazy Moon Publishing, Taiwan



12%
 - Kadokawa, Taiwan



2gether
 - Changsha Qianxun Cultural Communication, China
 - Wani book, Japan - Daewon C.I, Korea,
 - Shwe Luck, Myanmar,
 - Reve Books, Taiwan, and others



Fish Upon the Sky
 - Reve Books, Taiwan



City of Stars
 - Reve Books, Taiwan



I Feel You Linger in the Air
 - Reve Books, Taiwan
 - 1980 Books, Vietnam
 - Kitsune Lab, Italy
 - Kakao Webtoon, Thailand



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Jamsai Special Project



Jamsai x GDH
Movie to Book: Bad Genius



Jamsai x GDH
Non-Book: Homestay Photobook



Jamsai x GDH
Friend Zone



Jamsai x VIU
Close Friend #โครตแฟน

Jamsai



Partners



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Life@ JAMSAI

Sincere & Smart
Working style

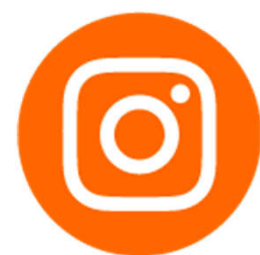
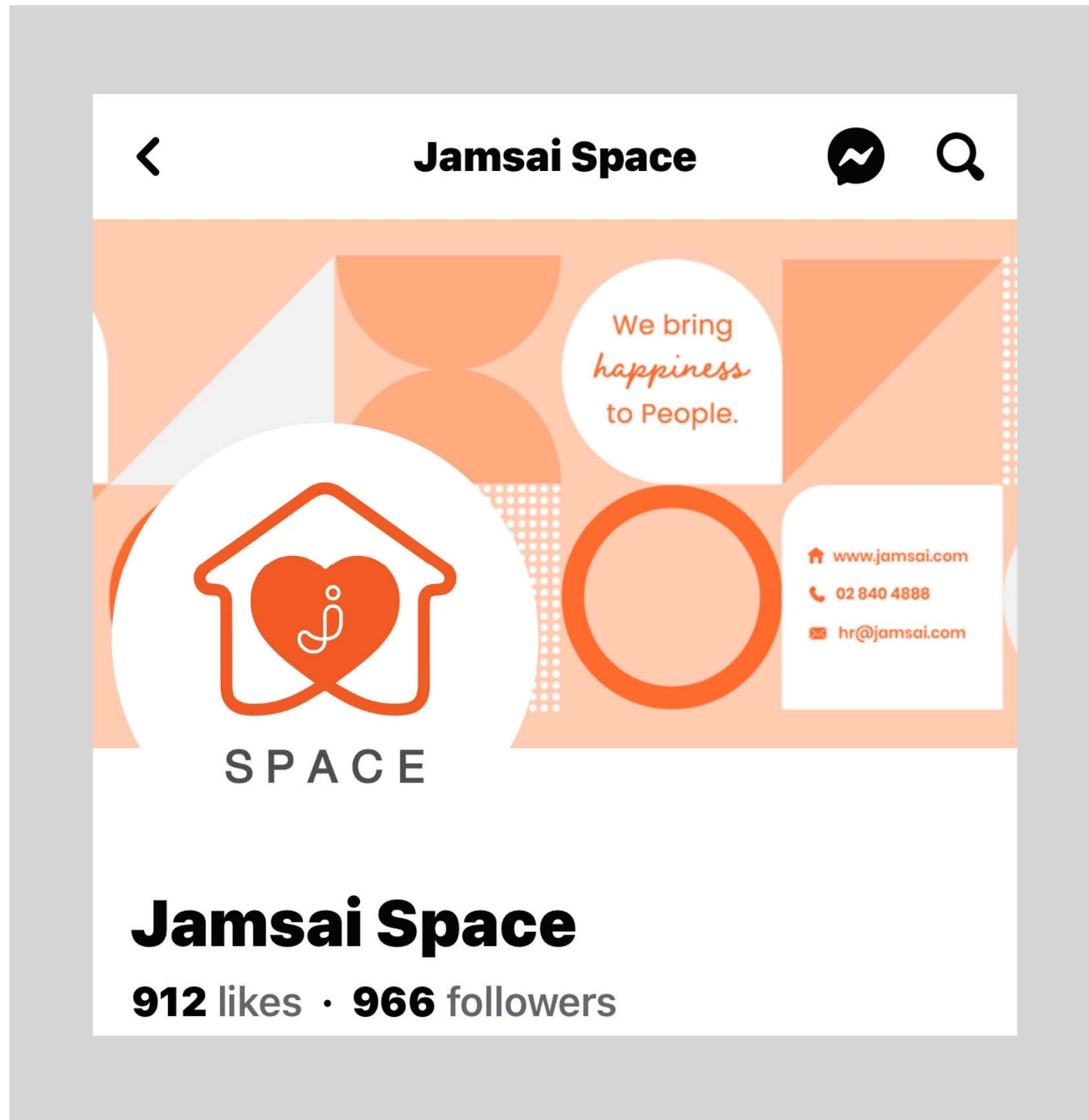
Happy
Workplace

Generous
Perks & Benefits

Keep Growing
Spirit

Learning & Fun
Activities





In addition, **Jamsai** prioritizes the welfare of its contributors, fostering a friendly working environment through internal activities and supporting **work-life balance** via the **#JamsaiLife** project.



We bring *happiness* to People.



5000+ Titles over 22 Years



800+ Booth & Events



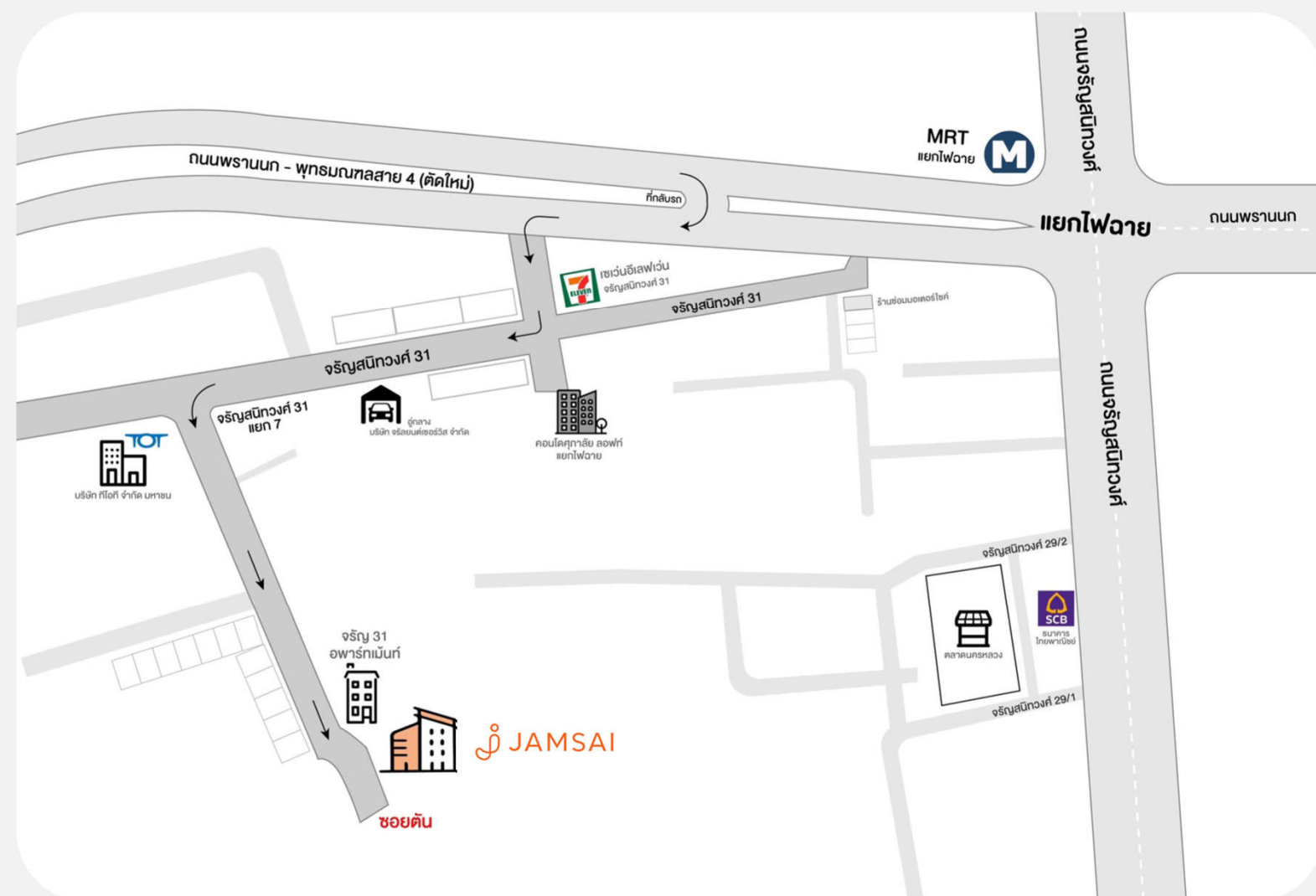
150+ Books to series



1M+ Followers on social media



contact us



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