

PUSH BUTTON SERIES · SMART UPGRADE EDITION

The Machine That *Remembers* Everything.

Enterprise-grade offline intelligence, built into a napkin dispenser priced like the basic ones. No SIM. No subscription. No blind spots.

Retail Parity · ₹11,000 + GST



LYRA ENTERPRISES
BUILT FOR WOMEN'S DIGNITY

Everyone Else Is Selling You a Box That Can't See.

Across India's push-button and coin-operated segment, every competing machine in this price band falls into one of two categories — and both share the same core flaw: they have no idea what's happening inside them.

₹5,500–₹10,500

THE BLIND MECHANICAL BOX

Zero electronics. Rotary knobs or spring levers tripped by a ₹5 coin. No way to know it's empty without walking up and looking through a cutout window.

Failure mode: mechanical wear, coin jams, total blindness

₹10,500–₹12,990

THE UNPROTECTED "SEMI-AUTOMATIC"

A motor wired straight to a button. Runs blind — when stock hits zero, the motor keeps spinning on every press, tearing delivery tracks until it burns out.

Failure mode: dry motor cycles, equipment failure

To get real analytics at all in this market, buyers are pushed toward ₹18,000+ IoT variants — requiring an active SIM card, cellular data, and a recurring monthly software subscription.

Four Engineering Decisions No Competitor Has Made.

01

Subscription-Free Data Analytics

The machine logs every distribution internally, then spins up a brief, private, app-free WiFi page on demand. Supervisors pull audit-ready CSV reports straight to a phone — zero data cost, zero internet dependency, zero monthly fee.

02

Active Mechanical Protection

The controller always knows the exact stock remaining. The instant it hits zero, power to the drive cycle cuts off completely and the status light flips to a distinct alert — shielding the motor from the dry-cycle wear that kills competitor units.

03

Structural Vandalism Protection

Where competitor toggle switches can be jammed or taped down for continuous activation, Lyra's controller detects rapid or malicious input, disables the switch temporarily, and logs the incident for management review.

04

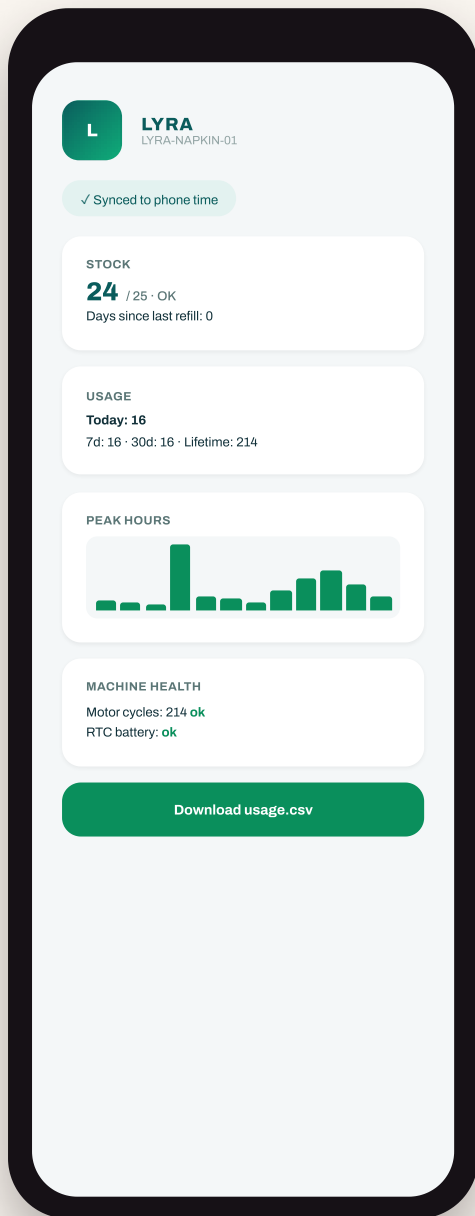
Zero Administrative Overhead

Staff read machine state instantly from the onboard branded display — stock level, dispensing status, even a live countdown during a lockout — no unlocking a steel cabinet just to check. Refilling is a single 2-second hold gesture that resets the counter automatically.

THE REAL DIFFERENTIATOR

Every Competitor Is Blind. Lyra Reports Back.

This is the actual screen every supervisor sees — live, on their own phone, with zero setup. No app to install. No login. No internet required.



Live, Not a Promise

Real stock, real timestamps, real usage — pulled straight from the machine's own memory, not an estimate.

Zero Setup, Every Visit

Press one button, connect, and the dashboard is already there. No app, no account, no IT department.

Audit-Ready in One Tap

A full spreadsheet export for procurement, facilities, or compliance reporting — generated on demand.

Proof for Every Bid

When a competitor says "trust us," Lyra hands the evaluator a live screen with real numbers on it.



INSTITUTIONAL PROCUREMENT NOTE

"Why spend ₹11,000 on a machine that runs blind and burns out its own motor, when the same ₹11,000 buys one that protects itself?"

THE COST ILLUSION — LYRA COMPETITIVE INTELLIGENCE REPORT

The Competitive Matrix.

FOCUS AREA	GENERIC COMPETITOR STANDARD	LYRA SMART UPGRADE
Retail pricing	₹10,500 – ₹12,990	₹11,000 + GST — price parity
Ongoing fees	Hidden costs: SIM data plans, paid cloud access	None. Ever. Zero data networks required.
Depletion defense	None — motor keeps cycling and burns out	Automatic lockout the instant stock hits zero
Analytics & logs	Completely blind, zero data capture	90-day local database of every transaction
Data extraction	Manual clipboard counting	On-demand wireless web sandbox, phone-ready CSV
Abuse defense	None — buttons can be jammed continuously	Electronic anti-spam lockout with incident log

Every Function, In One Place.



DISPENSING

One-touch vend — no payment required

Smart stock tracking — live count always

Empty-stock protection — motor never runs dry

Gesture-based refill — 2s hold confirms

Motor test mode — verify wiring, no waste



TIMEKEEPING

Battery-backed RTC — accurate through outages

Auto clock sync — from any connecting phone



REPORTING

Private on-demand hotspot — no SIM, no internet

Mobile dashboard — live view, any phone browser

One-tap CSV export — audit-ready in seconds

Auto-expiring hotspot — shuts off after 5 min



USER EXPERIENCE

16×2 branded LCD display — every message shown on-screen with Lyra branding

Live lockout countdown — on-screen "Wait Xs" ticks down in real time

Dedicated status light — instant ready/empty/dispensing feedback



ANALYTICS

Lifetime counter — total units since install

Daily / weekly / monthly totals — automatic

Peak-hour chart — see demand patterns

Days-empty tracking — quantifies missed demand

Motor cycle counter — service alerts



DATA INTEGRITY

Redundant stock storage — survives power loss

90-day history — rolling on-device archive



SECURITY

Abuse lockout — blocks rapid-press tampering

Full event logging — every refill & access



RELIABILITY

Reboot & power monitoring — flags issues early

FOR PROCUREMENT BOARDS

Three Pillars for the Institutional Pitch.

When presenting to administrative boards or corporate purchasers, these are the three arguments that close the decision.

PILLAR 01

The Cost Illusion

Why spend ₹11,000 on a blind competitor box that requires manual tracking and burns out its own motor, when the same ₹11,000 buys an automated system with built-in component safeguards?

PILLAR 02

The Zero-Overhead Telemetry Promise

Deep administrative analytics across every building, with no corporate WiFi credentials to manage and no monthly SIM data invoices to approve.

PILLAR 03

Maintenance Longevity

Active lockout systems extend the machine's working life well past basic, unprotected motorized alternatives — fewer callouts, fewer replacements.

Priced Like the Basics. Engineered Like Nothing Else.

16×2 branded LCD **display**

Fully offline operation

Battery-backed real-time clock

Self-hosted WiFi reporting

90-day on-device history

Redundant data storage

Anti-tampering lockout

Depletion motor protection

Zero subscription cost

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