



HOW YOUR STORE WORKS

A simple, picture-by-picture look at every screen you'll use to run your store
— before you even log in for the first time.

Ishvera Team

August 2026

Your shop, your customers, your phone. All connected.

You get two things with Ishvera: a store your customers shop on, and a dashboard where you run it — add products, see orders, get paid, ship things out. This booklet shows you every screen, with real pictures, in plain language. No computer background needed.

1 app

FOR EVERYTHING YOU DO

Real screens

SHOWN ON EVERY PAGE HERE

No training

NEEDED TO GET STARTED

How to read this booklet: each page shows one part of your dashboard — a picture of the real screen, and a few lines on what it does for you. Flip through once before you start, and it'll all feel familiar on day one.

What's inside

01 Your Home Screen	03
02 Adding Your Products	04
03 Orders — From New to Done	05
04 Keeping Track of Stock	06
05 Your Customers, Remembered	07
06 Getting Paid	08
07 Getting It Delivered	09
08 Selling Face-to-Face Too	10
09 Knowing What's Selling	11
10 Bringing Your Team In	12
11 Keeping Customers Coming Back	13
12 What Your Customer Actually Sees	14
13 As You Grow	15
14 Getting Started	16

ISHVERA

MERCHANT DASHBOARD
Ishvera Demo Store

Overview

Sales

Catalogue

Customers

B2B / Wholesale

Marketing

Content

Sales Channels

Finance

Analytics

Settings

Good morning, Ishvera

Here's what's happening with your store today.

ORDERS TODAY0

REVENUE TODAY₹0

NEW CUSTOMERS0

PENDING ORDERS2

LOW STOCK ITEMS0

Orders & revenue — last 14 days

8 Aug
Orders : 0
Revenue : 0

Order status — last 30 days

Delivered9

Confirmed5

Processing3

Shipped3

Pending2

Sales by channel

Storefront11

WhatsApp6

Instagram5

Top products — last 30 days

Handloom Cotton Saree — Indigo We...
12 sold ₹34,188

Leather Sling Bag — Tan
11 sold ₹20,889

Hand-Painted Ceramic Mug Set
19 sold ₹12,331

Block-Print Cotton Bedsheet (Queen)
6 sold ₹7,494

Brass Table Diya Set (Pack of 4)
7 sold ₹6,293

Low stock

All products well stocked

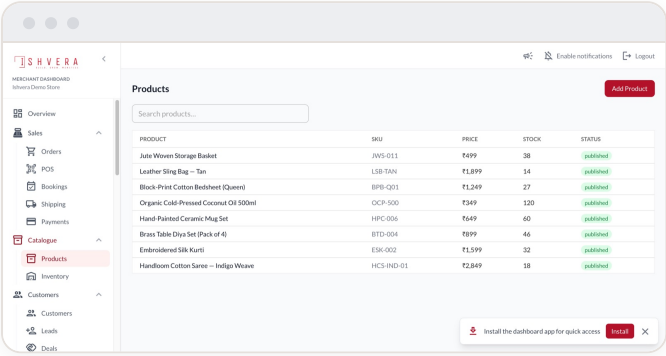
Recent orders

View all →

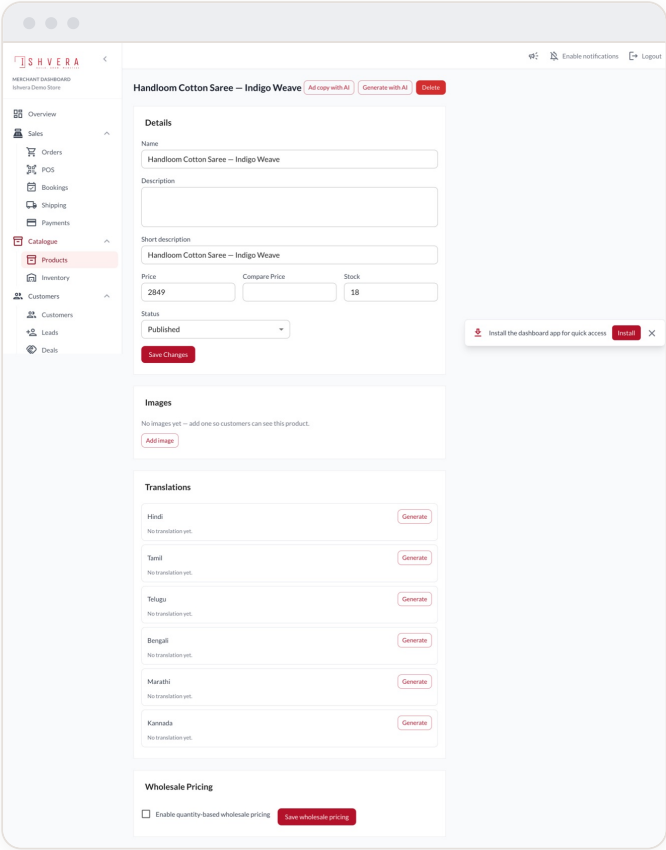
ORDER	CUSTOMER	AMOUNT	STATUS	DATE
ORD-10022	9820077890	₹4,479.28	Confirmed	6/8/2026
ORD-10020	9820055678	₹9,965.1	Confirmed	5/8/2026
ORD-10021	9820077890	₹902.64	Processing	5/8/2026
ORD-10019	9820044567	₹1,884.46	Pending	3/8/2026
ORD-10018	9820011234	₹6,779.1	Delivered	3/8/2026

A name, a price, a photo. Save. You're selling.

Add what you sell in a couple of minutes. Set the price, how many you have, and a photo — it appears on your store immediately, ready for customers to buy. Don't feel like writing a description? An assistant can write one for you, and even put it in Hindi.



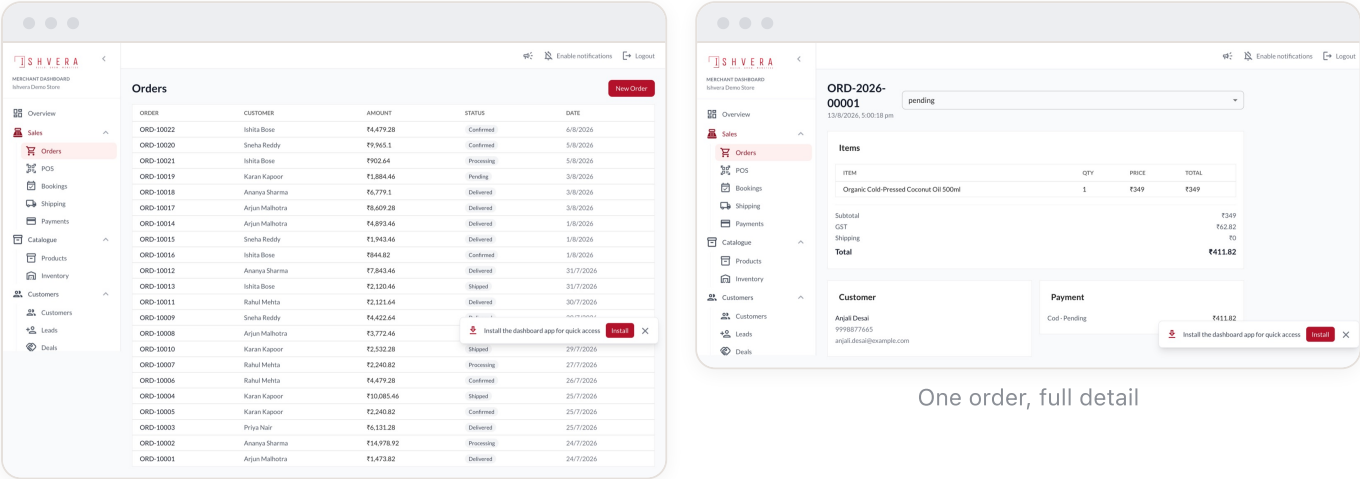
All your products, in one list



Add or edit one product

Every order shows up here the moment it happens.

A customer buys something, and it lands on this screen straight away — what they bought, how much they paid, and where it needs to go. Tap into any order to see the full picture and move it forward: packed, shipped, delivered.



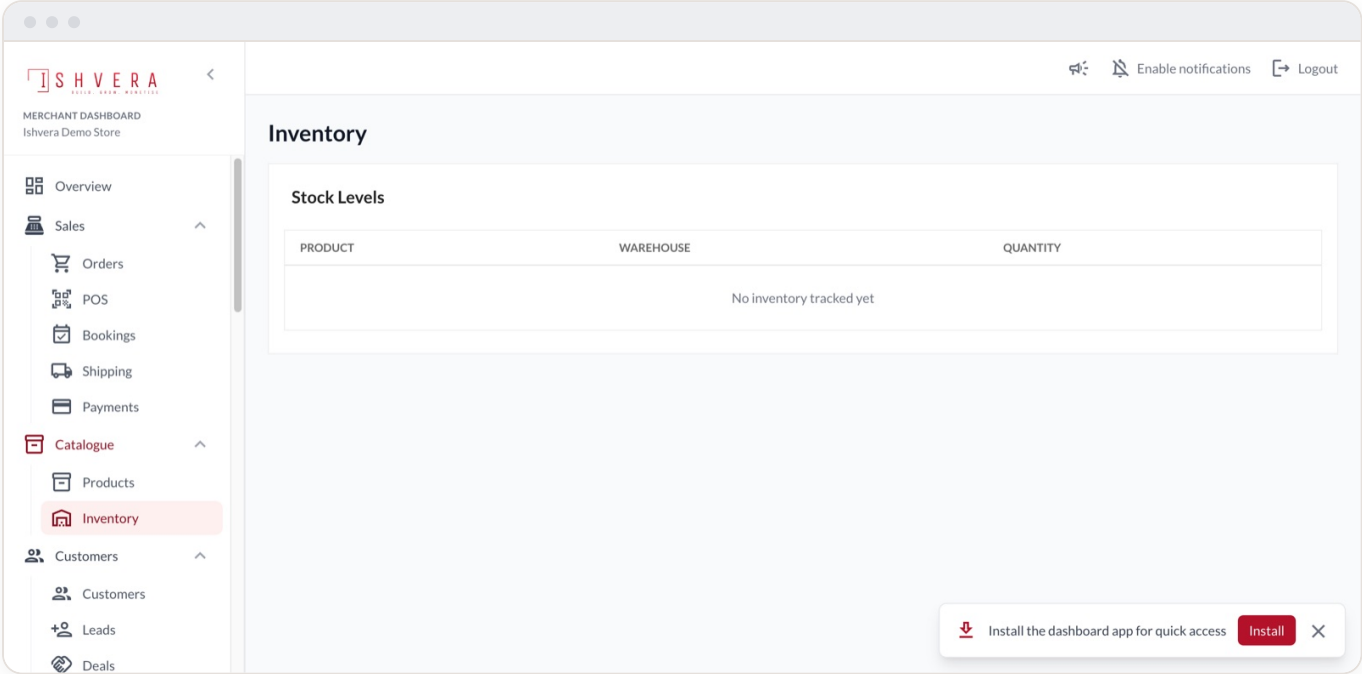
Every order, at a glance

One order, full detail

A GST bill is created automatically for every order — online or one you enter yourself — so your paperwork is already done.

Know what you have, before a customer asks.

Every sale — online, on WhatsApp, or across the counter — reduces the same stock count. One number you can trust, not a website count and a separate notebook count that stop matching each other. You'll be warned before something actually runs out.



Every buyer's name, number, and history — saved for you.

You don't need to remember who bought what. Every order builds a customer record on its own — name, phone number, and everything they've ever bought. When you're ready to run a sale or send an offer, the list is already there.

ISHVERA

MERCHANT DASHBOARD

Ishvera Demo Store

Overview

Sales

Orders

POS

Bookings

Shipping

Payments

Catalogue

Products

Inventory

Customers

Leads

Deals

Enable notifications

Logout

Customers

NAME	PHONE	ORDERS	TOTAL SPENT
Arjun Malhotra	9820088901	4	₹18,749.02
Ishita Bose	9820077890	4	₹8,347.2
Vikram Singh	9820066789	0	₹0
Sneha Reddy	9820055678	3	₹16,331.2
Karan Kapoor	9820044567	4	₹16,743.02
Priya Nair	9820033456	1	₹6,131.28
Rahul Mehta	9820022345	3	₹8,841.74
Ananya Sharma	9820011234	3	₹29,601.48

Install the dashboard app for quick access

Install

X

UPI, card, or Cash on Delivery — money goes straight to you.

Customers pay the way they already prefer — UPI, debit or credit card, netbanking, or Cash on Delivery. The account is yours, so the money settles directly into your own bank account. Nothing passes through us in between.

ISHVERA
MERCHANT DASHBOARD
Ishvera Demo Store

Enable notifications Logout

Store settings

General Theme Contact form AI search (GEO) **Payments** Shipping Messaging

Active payment gateway
Razorpay

Checkout uses this gateway's credentials below — configure it before switching to it.

Razorpay Not configured

Key ID

Key secret (leave blank to keep existing)

Cashfree Not configured

App ID

Secret key (leave blank to keep existing)

PayU Not configured

Key

Salt (leave blank to keep existing)

PhonePe Not configured

Merchant ID

Salt key (leave blank to keep existing)

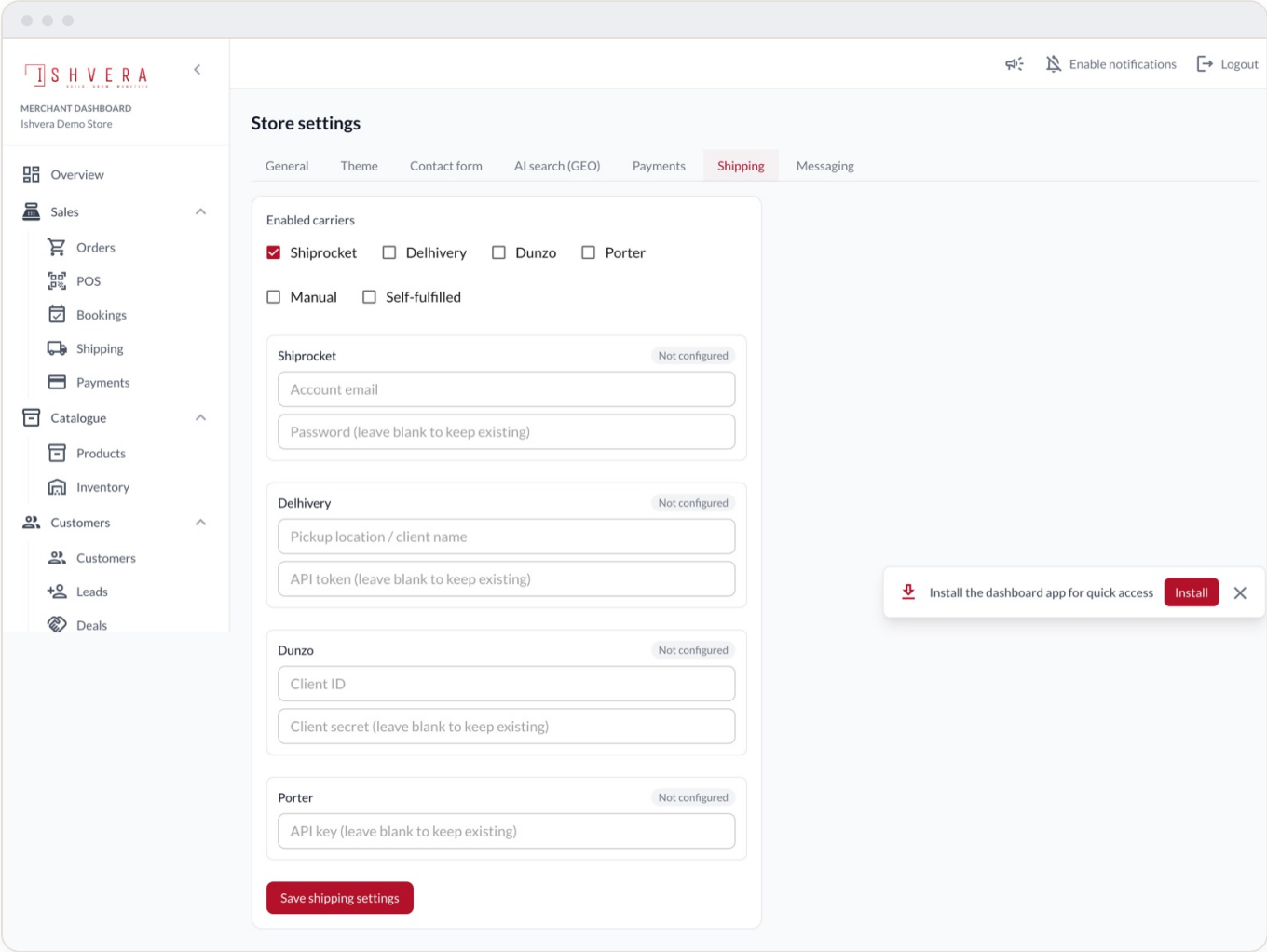
Salt index

Save payment settings

Install the dashboard app for quick access **Install** X

Book a courier without leaving the order screen.

Connect the courier you already use — or a new one — and book a pickup right from the order itself. A tracking number is created for you, and your customer can follow the delivery on their own.



A customer walks in? Ring up the sale right here.

Not every sale happens online. Use the same app at your counter — scan a barcode or pick the item by hand — and it's billed and counted exactly like an online order. One stock count, one set of records, whichever way you sold it.

The screenshot shows the 'Point of Sale' interface of the Ishvera Merchant Dashboard. On the left is a sidebar menu with options: Overview, Sales, Orders, POS (highlighted), Bookings, Shipping, Payments, Catalogue, Products, Inventory, Customers, Leads, and Deals. The main area is titled 'Point of Sale' and features a search bar 'Scan barcode or search by name / SKU...', an empty 'Cart' section with the message 'Cart is empty — search or scan a product', and a summary panel on the right. The summary panel shows Subtotal ₹0.00, GST ₹0.00, and Total ₹0.00. Below this are input fields for Customer Phone (9876543210) and Customer Name (Walk-in customer), followed by payment method buttons for Cash, Upi, and Card. A 'Complete Sale - ₹0.00' button is at the bottom of the summary panel. A footer banner at the bottom right encourages installing the dashboard app for quick access.

ISHVERA
MERCHANT DASHBOARD
Ishvera Demo Store

Enable notifications Logout

Point of Sale

Scan barcode or search by name / SKU...

Cart

Cart is empty — search or scan a product

Subtotal	₹0.00
GST	₹0.00
Total	₹0.00

Customer Phone *
9876543210

Customer Name
Walk-in customer

Payment Method

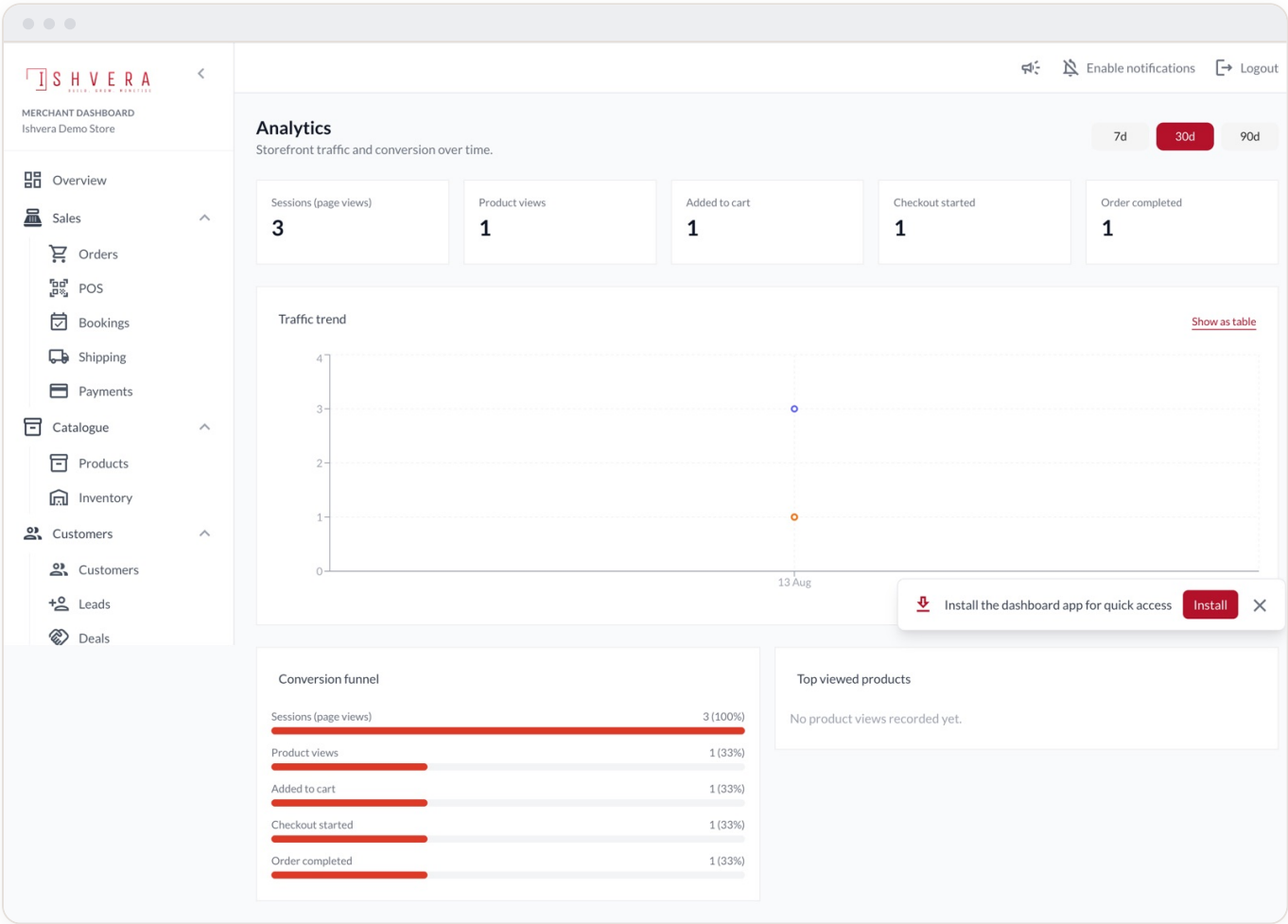
Cash Upi Card

Complete Sale - ₹0.00

Install the dashboard app for quick access Install X

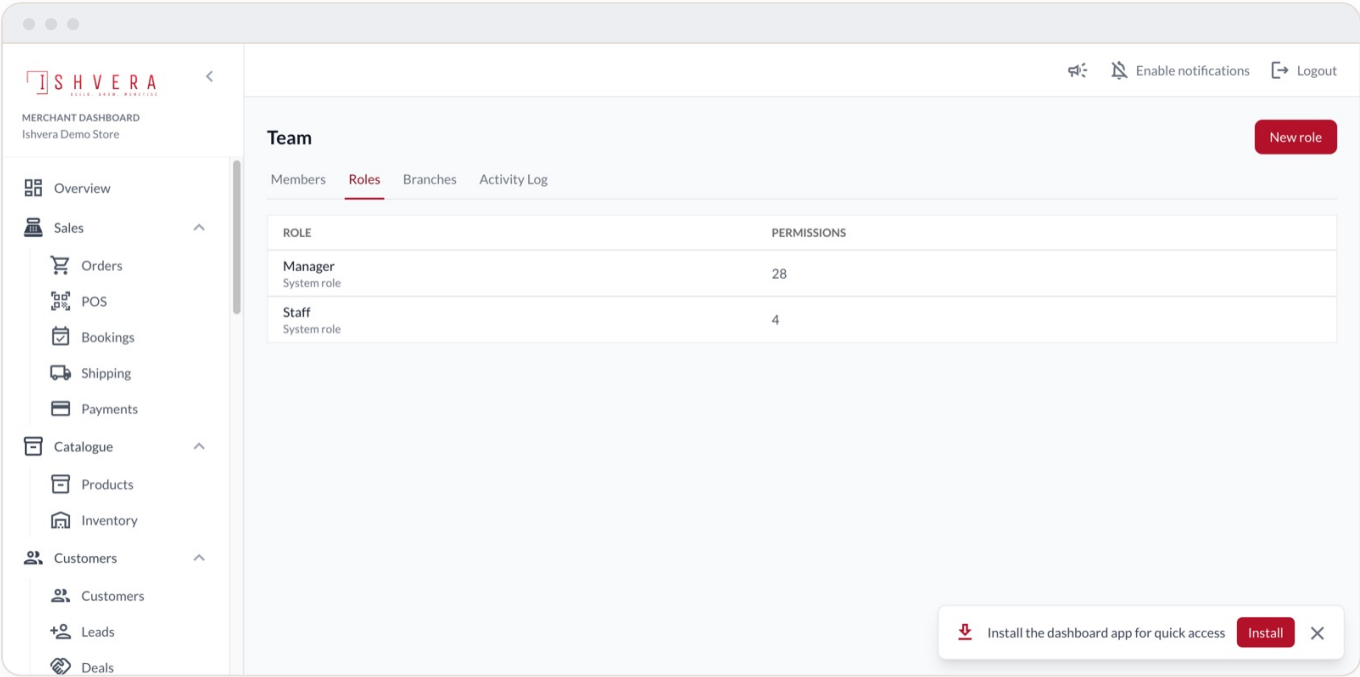
See what's working, without doing any maths yourself.

How many people looked at your store, how many picked something up, and how many actually paid — laid out simply, so you can see where customers are dropping off and do something about it.



You don't have to run it alone.

Add a staff member and decide exactly what they can see and do — pack orders, update stock, or just answer customers — without handing over the keys to your whole business.



Give regulars a reason to buy from you again.

Reward customers with points every time they buy, and let them use those points on their next order. A small thank-you that keeps them choosing you over the shop next door.

The screenshot displays the Ishvera Merchant Dashboard for the 'Ishvera Demo Store'. The left sidebar contains navigation links: Overview, Sales (with sub-links for Orders, POS, Bookings, Shipping, and Payments), Catalogue (with sub-links for Products and Inventory), Customers (with sub-links for Customers, Leads, and Deals), and a Logout link. The main content area is titled 'Loyalty Program' and includes a 'Program active' checkbox. Below this, there are input fields for 'Points earned per ₹1 spent' (set to 1), 'Redemption rate (₹ per point)' (set to 0.5, with a note 'e.g. 0.5 means 500 points = ₹250'), and 'Minimum points to redeem' (set to 100). A 'Save changes' button is located below these fields. At the bottom of the form, it states '100 points = ₹50.00 minimum redemption value'. In the top right corner, there are links for 'Enable notifications' and 'Logout'. A banner at the bottom right encourages installing the dashboard app for quick access, with an 'Install' button and a close icon.

ISHVERA
MERCHANT DASHBOARD
Ishvera Demo Store

Enable notifications Logout

Loyalty Program

☐ Program active

Points earned per ₹1 spent

1

Redemption rate (₹ per point)

0.5

e.g. 0.5 means 500 points = ₹250

Minimum points to redeem

100

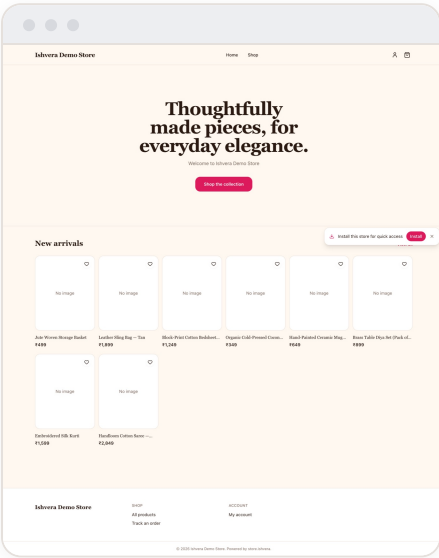
Save changes

100 points = ₹50.00 minimum redemption value

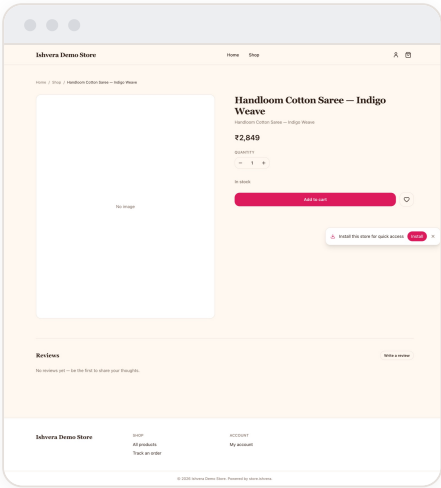
Install the dashboard app for quick access Install X

Everything above builds the store your customer shops on.

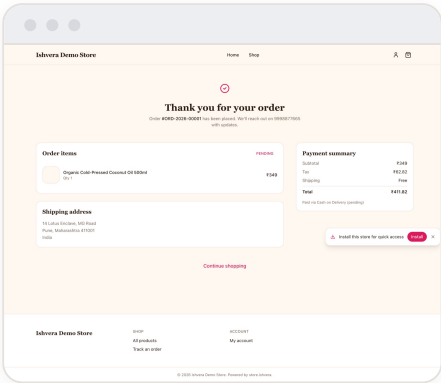
The screens in this booklet are yours. This is the other side — what a customer sees when they visit your store, pick something, and complete their order. Same store, two sides.



Your store's home page



A product, ready to buy



Order placed, confirmed

When you outgrow "just a website," we're already there.

The screens in this booklet are what most sellers use from day one. As your business grows, more of the same dashboard is ready and waiting — no new software to learn.

Wholesale & Business Buyers

Give repeat business customers their own pricing and payment terms, separate from everyday retail customers.

Bookings & Appointments

If what you offer is a service or a time slot rather than a product, customers can book it directly.

Leads & Enquiries

Track a customer conversation from first enquiry through to a closed sale, in the same place as everything else.

More Than One Shop

Running more than one outlet or warehouse? Manage stock and orders across all of them from one login.

Best way to understand it? See it running on your own store.

This booklet shows you what to expect. Seeing it live — with your own products and your own pricing — takes fifteen minutes on a call, and it's the same call where we set up your payment and delivery accounts together.

Talk It Through

WhatsApp or email us and we'll walk you through the dashboard live — no slide deck, no sales script.

See Full Pricing

Every plan and what's included is laid out in our Seller Platform Catalogue, available alongside this guide.

Any plan, any billing term. Not working for you in 30 days? Full refund, no questions asked.

hello@ishvera.com · ishvera.com/store