



SELLER PLATFORM — CATALOGUE

Prepared by

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A Real Online Store, Built For You.

Catalogue, payments, shipping, and WhatsApp & Instagram selling — built, tested, and launched for you, live in 3–4 weeks. Not a DIY template you configure alone. This catalogue is everything you need to know, in your own time, at your own pace.

3–4 wks

BUILD TIME, DONE PROPERLY

₹24,000

STARTING FROM / YEAR

3 plans

GROW INTO THE ONE YOU NEED

Any plan, any billing term. Not working for you in 30 days? Full refund, no questions asked. No 2-year commitment required.

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A complete, working store — not a kit to assemble

Ishvera Store is live and running today. It is not a template you configure alone or a theme you download and hope works — our team designs, builds, tests and launches your store, then stays on to run it with you.

Every store on Ishvera runs on the same production platform we use for our own retained clients: a merchant dashboard for day-to-day operations, a customer-facing storefront built around your brand, and native selling on the channels your customers already use — WhatsApp and Instagram — from the first day you go live.

Your Dashboard

Products, inventory, orders, customers, coupons, invoices and reports — one screen, built for a non-technical owner. Add a product in under a minute; see every order the moment it's placed.

Your Storefront

A fast, mobile-first store carrying your name, your colours and your products — not a marketplace listing that looks like everyone else's.

WhatsApp & Instagram Selling

Your catalogue syncs natively — customers can browse and order without ever leaving the apps they already use every day.

Real Team, On Call

WhatsApp us directly during setup and after launch. No ticketing system, no support queue, no bots reading from a script.

What's running under the hood

- **Order & inventory management** — real-time stock, low-stock alerts, manual and online orders in one place.
- **Customer records** — every buyer's order history, saved automatically, ready for repeat marketing.
- **GST-ready invoicing** — every order, online or offline, generates a compliant invoice automatically.
- **Coupons & discounts** — run promotions without needing a developer to configure them.
- **Reports** — revenue, order volume and top products, always current, always exportable.

From zero to selling, in four steps

No lengthy onboarding calls, no forty-page requirement documents. Tell us about your business, and we take it from there.

01

Tell Us About Your Business — Today

What you sell, where you're based, roughly how many products, and which plan fits. This takes about five minutes on a call or over WhatsApp.

02

We Build Everything — 3 to 4 Weeks

Our team designs, configures and tests your store: product catalogue, payment methods, shipping setup, and your WhatsApp/Instagram catalogue — done for you, start to finish.

03

You Review and Approve Go-Live

We walk you through your finished store on a call, section by section. Nothing goes live until you're satisfied — we launch on your word, not before.

04

You Run It From Your Dashboard

Add products, track orders, manage shipments and customers — all built for an owner with no technical background, and no developer on retainer.

Questions while your store is being built? WhatsApp us directly and expect a fast reply — no support tickets, no hold queues, no automated bots reading from a script.

A real online store, from ₹24,000/year.

Pricing is billed annually and covers the full build, hosting, your dashboard and ongoing platform maintenance. Storage is part of every plan within a fair-use limit — limits shown are launch-phase figures and are subject to change — with extra storage simply billed on your next invoice, never a service interruption. AI tools are pay-per-use, billed from your wallet balance as you use them (see below).

FULL ONLINE STORE

Ecommerce Basic

Everything in Catalogue, plus a full cart, checkout, online payments, shipping and appointment bookings — a genuine standalone store.

₹24,000 /year

~₹2,000/month · Billed annually · No setup fee

- Everything in Catalogue Store
- UPI, Cards, Netbanking & COD at checkout
- Pan-India shipping integration
- GST-ready invoicing, full cart & checkout
- Appointment / service bookings
- Order tracking & customer notifications
- Bulk WhatsApp/SMS/email campaigns (BYO)

USAGE LIMITS (SUBJECT TO CHANGE)

10GB storage (then ₹99/GB/mo)

AI tools: pay-per-use, ~₹2–3/generation (wallet-billed)

EVERYTHING, FOR GROWING SELLERS

Ecommerce Growth

Everything in Ecommerce Basic, plus B2B/wholesale, POS, multi-location, loyalty, subscriptions and quotes.

₹54,000 /year

~₹4,500/month · Billed annually · No setup fee

- B2B/wholesale, credit terms, PO approval
- POS — in-person / barcode-scanner selling
- Multi-location & multi-warehouse inventory
- Loyalty points program
- Recurring/subscription billing
- Quotes/RFQ

USAGE LIMITS (SUBJECT TO CHANGE)

25GB storage (then ₹99/GB/mo)

AI tools: pay-per-use, ~₹2–3/generation (wallet-billed)

NEED SOMETHING LIGHTER?

Catalogue Store

Show your products beautifully and take orders directly on WhatsApp — no cart, no checkout, no payment integration needed to start.

₹15,000 /year

~₹1,250/month · Billed annually · No setup fee

- Unlimited products in your catalogue
- WhatsApp + Instagram catalogue sync
- Customers message you directly to order
- Your own branded storefront link
- Dashboard for products & enquiries

USAGE LIMITS (SUBJECT TO CHANGE)

2GB storage (then ₹99/GB/mo)

AI tools: pay-per-use, ~₹2–3/generation (wallet-billed)

AI tools (product descriptions, ad copy, translation, insight digests, support-reply suggestions) are pay-per-use on every tier — each generation is billed from a prepaid wallet balance, topped up anytime from your Dashboard. Unlike storage, AI generation pauses if your wallet balance runs out, until you top up — this keeps AI pricing exactly cost-based rather than baking a usage guess into your monthly fee.

Every line item, side by side

The card view on the previous page is the summary — this is the detailed breakdown, feature by feature, for anyone comparing plans closely.

FEATURE	CATALOGUE STORE	ECOMMERCE BASIC	ECOMMERCE GROWTH
Storefront & Catalogue			
Unlimited products	✓	✓	✓
WhatsApp + Instagram catalogue sync	✓	✓	✓
Branded storefront link	✓	✓	✓
Full cart & checkout	✗	✓	✓
Storefront product search	✗	✓	✓
Blog / CMS & policy pages	✗	✓	✓
Product reviews & moderation	✗	✓	✓
Payments & Shipping			
UPI / Cards / Netbanking / COD checkout	✗	✓	✓
Pan-India shipping integration	✗	✓	✓
GST-ready invoicing	✗	✓	✓
Delivery slot scheduling	✗	✓	✓
Settlement reconciliation	✗	✓	✓
Marketing & Retention			
Coupons (automation-driven)	✗	✓	✓
Gift cards & referrals	✗	✓	✓
Configurable contact form	✗	✓	✓
Loyalty points program	✗	✗	✓
Bulk WhatsApp/SMS/email campaigns (BYO credentials)	✗	✓	✓

Every line item, side by side (continued)

FEATURE	CATALOGUE STORE	ECOMMERCE BASIC	ECOMMERCE GROWTH
Operations			
Appointment / service bookings	✗	✓	✓
B2B / wholesale — credit terms, PO approval	✗	✗	✓
POS — in-person selling	✗	✗	✓
Multi-location / multi-warehouse	✗	✗	✓
Recurring / subscription billing	✗	✗	✓
Quotes / RFQ	✗	✗	✓
Analytics & Finance			
Basic reports (revenue, orders, top products)	✗	✓	✓
Merchant analytics dashboard	✗	✓	✓
Profit reports	✗	✗	✓
AI Tools (text-only — descriptions, ad copy, translation, insight digests, support-reply suggestions)			
Pay-per-use, billed from wallet balance (rate subject to change)	~₹2–3 / generation, all tiers		
Stops at ₹0 wallet balance — top up anytime	Self-serve top-up in Dashboard		
Storage			
Media storage included (subject to change)	2GB	10GB	25GB
Extra storage	₹99 / GB / month, all tiers		

Pay 2 years upfront on Ecommerce Basic or Catalogue Store and a genuinely custom, brand-specific storefront design (normally ₹25,000) is included free. **₹48,000** — Ecommerce Basic, 2 years · **₹30,000** — Catalogue Store, 2 years.

How Ishvera compares

Every other option makes you choose: pay a WhatsApp tool that isn't a store, pay a store platform that takes a cut of every order, or hire a developer and own the technical risk yourself. Ishvera is the only one that's a real store — cart, checkout, GST invoicing, shipping — AND native WhatsApp/Instagram selling AND fully done-for-you, for one flat monthly fee, with no per-order cut, ever.

PLATFORM	FULL STORE	NATIVE WHATSAPP+IG	NO PER-ORDER FEE	DONE-FOR-YOU SETUP	B2B/WHOLESALE	EST. MONTHLY COST
Ishvera	✓	✓	✓	✓	✓ Growth tier	₹1,250–4,500
Shopify	✓	✗ 3rd party application required	✗ Shopify Payments only*	✗	✗ partner apps	\$29–105 (~₹2,400–8,800)
Wix	✓	✗ 3rd party application required	✓	✗	✗ top tier only	\$17–159 (~₹1,400–13,200)
Dukaan	✓	✓	✗ 1.99–4.99%	✗	✗	₹0–667 + per-order %
Bikayi	✓	✓	✗ 0.99%+	✗	✗	Near-free + per-order %
Instamojo	✗ links only	✗	✗	✗	✗	~₹300 (₹10/day)
Zoho Commerce	✓	✗ 3rd party application required	✓	✗	✗ top tier only	\$15–109 (~₹1,250–9,100)
Interakt / AiSensy	✗ messaging only	✓ that's all it does	N/A	✗	✗	₹999–1,500+ (store not included)
WooCommerce	✗ must be self-built	✗ plugin required	✓	✗ hire a developer	✗ plugin-dependent	₹1,500–4,000+/mo hosting + ₹35,000+ upfront

*Shopify: fee-free only on Shopify Payments; third-party gateways carry a surcharge.

Live, working integrations — not a checklist of promises

Payments and shipping are connected and functioning on every Ecommerce Basic and Ecommerce Growth store from the day it launches. Nothing here is "coming soon."

Payments — Razorpay

UPI, all major debit/credit cards, netbanking and wallets, plus Cash on Delivery, live at checkout. Settlements land directly in your own bank account — we never touch your money.

Transaction fee: ~2% per transaction, charged by Razorpay directly. We add no markup on top — the rate you see is the rate you pay.

Shipping — Shiprocket

Multi-courier shipping across India, chosen automatically for the best rate/speed on each order, with label generation, live tracking, and COD remittance handled for you.

Shipping cost: billed at the courier's actual rate for each shipment — again, no markup added by us.

Why this matters

Most platforms either lock you into their own payment processor at a hidden markup, or leave you to integrate a gateway yourself. We do neither — the accounts are yours, in your name, and every rupee of fee you pay goes straight to Razorpay or your courier partner, not through us.

Payment and shipping accounts are set up in your business's name during onboarding — see Section 06 for exactly what to bring. Our team handles the paperwork with you on the setup call.

Amazon, Flipkart, Swiggy, Zomato — connected when you need them

Your storefront is the foundation. When you're ready to expand, we connect the marketplaces and delivery platforms that fit your business — live integrations, not affiliate redirects.

Amazon

MARKETPLACE · RETAIL & GENERAL

Product listing and order sync between your Ishvera catalogue and your Amazon seller account.

Flipkart

MARKETPLACE · RETAIL & GENERAL

Catalogue and inventory sync so stock stays accurate across both your store and Flipkart.

Swiggy

DELIVERY · FOOD & GROCERY

Menu and order integration for food, grocery and quick-commerce sellers reaching Swiggy's delivery network.

Zomato

DELIVERY · FOOD & GROCERY

Menu sync and order routing for restaurant and food-brand sellers on Zomato.

+ More on request

Scoped to your business

Quote on request

Each integration is scoped around what you actually sell and how you operate — a fashion brand connecting to Amazon looks different from a restaurant connecting to Swiggy. Talk to us about what you need, and we'll quote it before any work begins. See Section 06 for what you'll need to have in place before we can start.

Amazon, Flipkart, Swiggy and Zomato integrations are all quoted on request, priced on top of your base plan (any tier) — never bundled in by default, so you only pay for the channels you actually want connected.

What you bring. What we set up.

Every integration needs the merchant's own account or documentation in place first — that's how each of these vendors works, not an Ishvera requirement. Here's exactly what to have ready before your setup call, and what our team handles from there.

INTEGRATION	WHAT YOU BRING	WHAT WE HANDLE
Payments	PAN, bank account details, GSTIN if registered (not mandatory below the GST threshold)	The gateway application, on your setup call
Shipping	Pickup address, PAN, bank account	Account setup and default courier preferences
WhatsApp Business	A phone number not already active on personal WhatsApp, a Meta Business/Facebook account	The Business API application — a lighter-weight path, not full enterprise verification
Amazon	An active Seller Central account (or the willingness to register one — the account itself must be opened by you), brand details	SP-API authorization and catalogue sync, once the account exists
Flipkart	An active Flipkart Seller account, GSTIN	Partner Dashboard authorization and sync setup
Swiggy	An active Swiggy Partner account, FSSAI license, menu/pricing details	Menu and order integration, once the account exists
Zomato	An active Zomato Partner account, FSSAI license, menu details	Menu sync and order routing, once the account exists

If you don't have one of these yet, tell us — we'll point you to the fastest path to get it. But the account itself has to be opened in your business's name, not ours: that's what keeps your data, your customer relationships, and your vendor relationships genuinely yours.

Three kinds of cost. We're upfront about all of them.

To avoid any confusion after you sign up, here's exactly what your monthly plan covers, what has a fair-use limit, and what stays a direct cost between you and the provider.

COST	WHO IT'S PAID TO	INCLUDED IN YOUR PLAN?
Store build, hosting & dashboard	Ishvera	✓ Included — your monthly/annual fee
Platform maintenance & updates	Ishvera	✓ Included
WhatsApp/Instagram catalogue sync	Ishvera	✓ Included
Media storage (product photos/videos)	Ishvera	Fair-use limit — 2GB / 10GB / 25GB by tier, then ₹99/GB/mo (subject to change)
AI-assisted text tools (descriptions, ad copy, translation, digests, support replies)	Ishvera	Pay-per-use, from wallet balance — ~₹2–3/generation, all tiers (subject to change)
Domain name (yourbrand.com)	Domain registrar	Direct cost to you — typically ₹800–₹1,500/year, in your name
Payment gateway transaction fees	Razorpay	Direct cost to you — ~2% per transaction, we add no markup
Shipping / courier charges	Shiprocket & courier partners	Direct cost to you — actual freight rate, we add no markup
Marketplace/delivery integration (Amazon, Flipkart, Swiggy, Zomato)	Ishvera (setup) + platform (seller fees)	Quoted separately — plus any seller fees the marketplace itself charges

In short: your Ishvera fee pays for the platform — the store, the team, the ongoing support, and a genuinely generous starting storage allowance. Anything you'd owe a third party regardless of who built your store is paid directly by you, at cost, with nothing added on top by us. Storage has a fair-use limit because it scales with how heavily you use the platform, not with how many orders you sell. AI tools are priced the same way but billed differently — pay-per-use from your wallet, so you're never funding AI usage you didn't ask for, and it's never subsidized by merchants who don't use it.

Three ways to get started. Pick what fits.

Every path below is live today — take whichever matches how you want to commit.

1. Try It Risk-Free

30-DAY MONEY-BACK GUARANTEE

Sign up for any plan, any billing term. Not working for you in the first 30 days? Full refund, no questions asked. No 2-year commitment required.

2. Free Bespoke Theme

ON THE 2-YEAR PLAN

Pay 2 years upfront — **₹48,000** (Ecommerce Basic) or **₹30,000** (Catalogue Store) — and a genuinely custom, brand-specific storefront design (normally ₹25,000) is built in free, plus ongoing functionality changes as your business evolves.

3. Want Both? Buy the Theme Separately

BESPOKE DESIGN, ONE-TIME — ANY BILLING TERM

Prefer to stay monthly or annual instead of prepaying 2 years? Buy the bespoke theme on its own for **₹25,000 one-time** — yours to keep regardless of billing term — while your backend subscription still carries the full 30-day money-back guarantee from Offer 1.

None of these change your monthly or annual platform fee in Section 03 — they only affect how bespoke design and the refund window apply to your plan.

Getting online is step one. Getting customers is step two.

We're set up to help with both — nothing in this section is bundled into the base plans in Section 03; each is priced and scoped on its own.

Marketing, When You're Ready to Scale

From ₹14,000 /month

Instagram and WhatsApp broadcast campaigns, SEO, or Google/Instagram ads — set up and actively run for you, not just switched on and left alone.

Custom Theme Design

From ₹25,000 one-time

A completely bespoke, brand-specific storefront design — free under the Launch Offer (Section 08) or the 2-year plan (Section 03).

Native Mobile App

From ₹1,20,000 one-time

A dedicated iOS/Android app connected directly to your store — for brands ready to go further than the web.

Additional Storage

₹99/GB

Need more than your plan's fair-use limit (Section 03)? Extra storage is simply billed on your next invoice — never a service interruption.

AI Tools

~₹2–3 / generation

Pay-per-use from your wallet balance, on every tier — no bundled allowance to run out of unexpectedly, no subsidizing usage you didn't ask for. Generation pauses at ₹0 balance; top up anytime from your Dashboard.

Tell us about your business. We'll take it from there.

Five minutes to tell us what you sell — then our team builds, tests and hands you a finished store, ready to launch when you are.

CALL / WHATSAPP

+91-9711353332

EMAIL

hello@ishvera.com

WEB

ishvera.com/store

LOCATION

Delhi NCR • Worldwide

WhatsApp us directly — we respond fast.

No tickets, no queues, no bots. Just tell us what you sell.



Thank You

We're looking forward to working with you on this.

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