

DIGITVILLA LLP

E-COMMERCE WEBSITE DEVELOPMENT EXPO SPECIAL PRICING • 2026

Professional • Mobile Responsive • Secure • Payment Ready • Business Focused

1. Choose the Right E-Commerce Approach

Digitvilla offers different technology approaches depending on the client's budget, product catalog, required features and future plans. A standard online store can be launched at a lower cost using a proven platform such as WooCommerce or PrestaShop. If the business needs unique workflows, integrations, dashboards or business logic that a standard platform cannot efficiently handle, custom development is quoted separately.

2. EXPO E-COMMERCE PRICING

Option	Expo Development Price	Best For	Typical Scope
STARTER STORE WooCommerce / PrestaShop	₹35,000	Small/local business starting online	Responsive store, theme customization, core pages, catalog, cart, checkout, 1 payment gateway, 1 shipping integration, basic tax/GST setup, basic security & analytics
BUSINESS STORE WooCommerce / PrestaShop	₹55,000	Established business with broader catalog	Starter scope + stronger customization, product variations, customer accounts, order management, better catalog structure, additional business sections
ADVANCED STORE Platform-based	₹85,000	Growing business needing more integrations/customization	Advanced catalog, enhanced customization, multiple workflows/integrations as approved, advanced filters and business requirements
CUSTOM E-COMMERCE	From ₹1,50,000	Unique business model / complex requirements	Custom UI, custom modules, APIs, workflows, dashboards, ERP/accounting integrations, custom business logic; final price is scope-based

* Expo pricing is promotional development pricing for projects confirmed during the applicable Expo campaign. It applies to Digitvilla development/setup charges. Domain, hosting, paid themes/plugins, APIs, gateway/provider fees and other third-party costs are separate unless expressly included.

3. PLATFORM VS CUSTOM — IMPORTANT FOR SALES

Client Requirement	Recommended Approach	Pricing Treatment
Normal product selling website	WooCommerce / PrestaShop	Use platform package pricing
Standard catalog + cart + checkout + payment	WooCommerce / PrestaShop	Use platform package pricing
Large catalog but standard e-commerce flow	Platform + customization	Quote based on additional scope
Unique order workflow / approval process	Custom or hybrid	Higher, scope-based quote
ERP / accounting / CRM integration	Platform integration or custom	Quote integration separately
Multi-vendor marketplace	Advanced/custom	Scope-based; do not use standard package
Custom dashboard / business automation	Custom	Scope-based; higher charges
Mobile app + e-commerce backend	Custom / API architecture	Separate quotation

Sales rule: Do not promise that every e-commerce requirement fits the Expo package. First understand the catalog, checkout flow, integrations and business process. If the requirement is standard, use the relevant platform package. If it requires new business logic or custom development, send the requirement for a scope-based quote.

4. WHAT IS INCLUDED IN STANDARD E-COMMERCE PACKAGES

Area	Standard Inclusion
Design	Professional responsive design, mobile/tablet compatibility, branding adaptation and standard UI customization
Core Pages	Home, Shop, Product Details, Cart, Checkout, About, Contact, Privacy, Terms, Shipping/Returns
Catalog	Categories, products, variations, prices, stock and SKU management
Initial Products	Up to 50 products/SKUs when complete product data is supplied by the client
Customer & Orders	Customer accounts, order placement, order management, order status and basic notifications
Search & Filters	Standard product search and category/attribute filtering
Payment	One Indian payment gateway integration; gateway account/KYC/approval by client
Shipping	One shipping provider/aggregator integration; active client account where required
Tax/GST	Basic configuration using client-provided GST rates and HSN information; tax/legal advice excluded
Security	SSL configuration, basic security hardening, admin security and backup configuration where supported
Analytics	Basic Google Analytics/Search Console setup where required
Training	Basic administrator training and access handover after final payment

5. DOMAIN, HOSTING & THIRD-PARTY COSTS

These costs should be explained separately to the client. They are recurring infrastructure/provider costs and should not be presented as Digitvilla development charges.

Item	Indicative Cost	Renewal / Usage
Domain	₹1,000–₹2,000/year	Registrar renewal price
Business Hosting / VPS	₹5,000–₹10,000/year	Selected hosting plan
Premium Theme / Plugins	If required	License price
Payment Gateway	Provider transaction charges	As per gateway
Shipping Provider	As per provider	As per provider
SMS / WhatsApp API	If required	Provider + usage
Email / Other SaaS	If required	Provider price

Where possible, domain and key third-party accounts should remain in the client's name/account for ownership and continuity.

6. OPTIONAL / ADDITIONAL E-COMMERCE WORK

Additional Work	Starting Price
Additional product data entry	₹50–₹150/product
Professional product descriptions	₹300–₹750/product
Additional payment gateway	₹7,500–₹12,000
Additional shipping integration	₹7,500–₹12,000
WhatsApp / API integration	From ₹7,500 + provider charges
SEO setup	₹5,000–₹15,000 one-time
Bulk image processing	₹500–₹1,000/hour
Custom feature development	₹1,000–₹2,000/hour or fixed quote
Additional pages/content	Quoted based on requirement
Digital marketing / advertising	Quoted separately; ad spend extra

All additional prices are starting/indicative prices. Final pricing depends on complexity, integrations, data, testing, third-party services and approved scope.

7. CUSTOM DEVELOPMENT — WHY THE PRICE IS HIGHER

Custom e-commerce is not simply a more expensive version of WooCommerce/PrestaShop. It may require requirement analysis, database design, custom UI, backend development, APIs, security, testing, deployment, documentation and long-term maintenance. Therefore, custom projects should not be discounted to the standard Expo package.

Typical Custom Requirement	Sales Handling
Unique pricing/discount engine	Requirement analysis + custom quote
Dealer/distributor portal	Custom module / workflow quote
B2B approval workflow	Custom quote
ERP/accounting integration	Integration scope + API assessment
Multi-vendor marketplace	Custom/advanced proposal
Custom admin dashboard	Custom quote
Complex shipping/routing logic	Integration/custom quote
Subscription/recurring commerce	Custom/advanced scope
Large automation/workflow requirements	Custom quote

8. AMC / YEAR-2 MAINTENANCE

Package	AMC From Year 2	Includes
Starter Store	₹12,000/year	Routine platform/theme/plugin/security updates, bug fixes, backups/checks where supported, business-hours support and limited minor content changes
Business Store	₹18,000/year	Maintenance + minor changes + priority support
Advanced Store	₹24,000/year	Higher maintenance requirement, more frequent minor updates and priority support
Custom E-Commerce	From ₹30,000/year	Scope/SLA based on integrations, complexity and support requirement

AMC does not mean unlimited development. New modules, major redesigns, new integrations, extensive product entry, custom development, advertising and paid third-party/provider fees are chargeable separately.

9. PRODUCT DATA & CLIENT RESPONSIBILITIES

Client must provide product names, prices, SKUs, images, descriptions, categories, stock and variations; business and branding information; legal/policy content; payment gateway KYC and bank details; shipping account; correct GST/HSN information; and timely approvals. Delays in product data, approvals, gateway approval or credentials can affect the timeline.

10. PAYMENT & DELIVERY TERMS

Stage	Payment
Project confirmation	50% advance before development/setup begins
Testing / UAT	30% when website is ready for client testing
Launch & handover	20% before production launch/final handover

Indicative delivery: Starter 2–4 weeks; Business 3–6 weeks; Advanced 4–8+ weeks; Custom as per approved proposal. Actual timeline depends on scope, product data, client feedback, gateway approval, shipping setup and third-party services.

11. COMMERCIAL NOTES

- Expo pricing is promotional and valid only for projects confirmed during the applicable Expo campaign/validity period.
- Prices are based on approved scope. New requirements are quoted separately.
- GST, if applicable, is shown separately.
- Third-party charges are separate unless expressly listed as included.

- Source/admin access and final handover occur after applicable final payment.
- 15-day post-launch defect warranty is included for defects within the delivered scope; new requirements or third-party-caused issues may be chargeable.
- Quotation validity: 7 days unless a different validity period is stated.

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