

WEBSITE DEVELOPMENT

PRICING & AMC

2026 • EXPO SPECIAL PRICING

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

1. Choose the Website That Fits Your Business

Digitvilla builds professional websites for local businesses, professionals, startups and growing companies. Each package includes planning, responsive design, development, testing, launch and handover. The package can be upgraded when the business needs more pages, content, integrations or custom functionality.

Expo entry pricing is designed to make professional web presence accessible to smaller Indian businesses. The Starter package is intentionally limited; it should not be treated as a discounted version of the Business package.

2. Website Packages

Package	Regular Price	Expo Price*	Best For	Included
STARTER	₹15,000	₹10,000	Small/local business, shop, professional	Up to 3 pages • Mobile responsive • Contact form • Basic SEO • Social links
BUSINESS	₹35,000	₹25,000	Established business needing a stronger online presence	Up to 5 pages • Custom design • Forms • WhatsApp • Basic SEO • Analytics • Gallery/sections • Better content structure
PROFESSIONAL	₹60,000	₹45,000	Growing business needing more customization	Up to 10 pages • Advanced sections • Enhanced SEO • Lead capture • Blog/CMS • More customization
CUSTOM	From ₹1,00,000	Scope-based	Portals, APIs, workflows, booking, dashboards	Requirement analysis • Custom modules • Integrations • Fixed scope & milestone quote

* Expo pricing is a promotional development price for projects confirmed during the stated Expo campaign/validity period. It applies to Digitvilla development charges; domain, hosting, licenses, paid APIs and other third-party costs are separate.

What You Get at Each Level

The packages are deliberately different so customers can choose based on their business stage rather than simply receiving a discount.

Feature	STARTER • ₹10K	BUSINESS • ₹25K	PROFESSIONAL • ₹45K
Pages	Up to 3	Up to 5	Up to 10
Design	Clean professional template/customization	More customized design	Premium/customized design
Business sections	Essential	More sections + gallery	Advanced sections
Contact / WhatsApp	—	✓	✓
Lead/enquiry form	Basic	Enhanced	Advanced / custom
Basic SEO	✓	✓	✓
Analytics	Basic	✓	✓
Blog/CMS	—	Optional/add-on	✓
Revisions	1 + 1 content	2 + 2 content	3 + 3 content
Content assistance	Client-provided	Basic arrangement	More content structuring
Priority support	—	✓	✓
Best for	New/small business	Established business	Growing business

3. Standard Scope Included

Area	Included
Design & Responsive UI	Professional layout, branding adaptation, navigation, header/footer and mobile/tablet/desktop compatibility.
Pages & Content	Pages within the selected package; client-provided text/images arranged into the agreed structure.
Lead Capture	Contact/enquiry form, email notification, click-to-call and WhatsApp integration where applicable.
Basic SEO	Page titles/meta setup, headings, SEO-friendly structure and sitemap/basic indexing setup where applicable.
Performance & Security	Basic image optimization, caching/configuration, SSL setup and basic security hardening where supported.
Analytics	Google Analytics/Search Console setup where required and credentials are available.
Testing & Launch	Browser/device testing, agreed corrections, production deployment and launch support.
Handover	Basic admin training and website/admin access after final payment.

4. Revisions & Change Control

To keep delivery predictable, each package includes the following revision allowance:

Package	Design Revisions	Content Revisions	After Included Limit
Starter	1 round	1 round	₹1,000/round or quoted
Business	2 rounds	2 rounds	₹1,500/round or quoted
Professional	3 rounds	3 rounds	₹2,500/round or quoted
Custom	As per proposal	As per proposal	Scope-based

- A revision means reasonable changes to the agreed design/content direction, not a complete change of concept.
- New pages, new modules, new workflows, major redesigns, new integrations or content creation are treated as additional scope.
- Client feedback should be consolidated and provided in one response per revision round.

5. Add-ons & Additional Services

Service	Starting / Indicative Price	Notes
Additional page / major section	₹1,500/page	Simple business page; complex pages quoted separately
Logo / branding design	₹5,000–₹12,000	Based on number of concepts and deliverables
Professional content writing	₹1,000–₹3,000/page	Depends on research and content length
Advanced on-page SEO	₹7,500–₹20,000	One-time setup; ongoing SEO quoted separately
Google Business Profile	₹3,000–₹7,500	Setup/optimization; verification dependent on Google
WhatsApp/API integration	From ₹7,500	Provider/API usage charges extra
Custom form / lead management	From ₹5,000	Based on workflow
Custom development	₹1,500–₹2,500/hour	Or fixed quote after requirement analysis
Multilingual website	From ₹5,000	Depends on languages/content volume
Digital marketing / ads	Quoted separately	Ad spend is always extra

6. Annual Maintenance Contract (AMC)

AMC is optional in Year 1 and becomes a recommended annual renewal after the complimentary warranty/support period. Showing AMC upfront helps the client understand the true long-term cost of ownership.

Package	Annual AMC	Monthly Equivalent	Recommended For	Support Level
Starter	₹3,000/year	₹250/month	Basic business website	Security/updates + bug fixes + limited minor changes

Business	₹6,000/year	₹500/month	Active business website	Maintenance + minor changes + priority support
Professional	₹12,000/year	₹1,000/month	Higher-content/customized site	Maintenance + more frequent minor updates + priority support
Custom	From ₹20,000/year	Scope-based	Custom web applications	Based on SLA, integrations and complexity

- AMC includes routine technical maintenance, applicable CMS/theme/plugin updates, security checks, backups where supported, bug fixes within delivered scope, and reasonable minor content changes.
- Minor content changes are subject to fair use; major content work, redesigns, new pages/modules, custom development, SEO campaigns and third-party fees are excluded.
- AMC does not include domain/hosting renewal, paid licenses, API/SMS/WhatsApp usage, advertising spend or other provider charges.
- 15-day post-launch defect warranty is included after launch; defects in the delivered scope are corrected without AMC during this period.

7. Domain, Hosting & Third-Party Costs

Item	Indicative Year-1 Cost	Renewal
Domain	₹1,000–₹2,000	At registrar renewal price
Business Hosting / VPS	₹5,000–₹10,000	As per selected plan
Premium Theme / Plugins	If required	As per license
Business Email	If required	As per provider
SMS / WhatsApp API	If required	Provider + usage charges
Other SaaS / API services	If required	As per provider

- Third-party costs are separate from Digitvilla development fees and will be disclosed before purchase wherever applicable.
- Where possible, the domain and key third-party accounts should remain in the client's name/account for ownership and continuity.

8. Timeline & Payment Terms

Stage	Payment	Trigger
Project confirmation	50%	Before development starts
UAT / testing	30%	Website ready for client testing
Launch & handover	20%	Before production launch/final handover

Indicative delivery: Starter 1–2 weeks; Business 2–4 weeks; Professional 3–6 weeks; Custom as per approved proposal.

Timeline depends on content, approvals, revisions and third-party services.

9. Important Commercial Terms

- Quotation validity: 7 days unless a different validity date is stated.
- Expo pricing is promotional and cannot be combined with other discounts unless specifically approved by Digitvilla.
- Pricing is based on the approved scope. New requirements after approval are quoted separately.
- Client must provide required content, images, credentials and approvals on time. Delays may move the delivery date.
- Hosting/domain/license/provider charges are not included unless expressly listed in the quotation.
- Website launch and final handover occur after receipt of the applicable final payment.
- Source/admin access and credentials are handed over after final payment, subject to the agreed technology/platform.
- Legal pages and business claims supplied by the client remain the client's responsibility unless separately contracted for content/legal review.
- Cancellation after development starts: advance payments cover committed work and are generally non-refundable; any uncompleted balance will be reviewed based on work performed and third-party commitments.

- Support outside the agreed warranty/AMC scope is chargeable.

10. Flexible Options for Different Budgets

For Expo customers with different budgets, Digitvilla can offer different levels of scope. The ₹10,000 Starter package is intentionally limited to essential online presence. The ₹25,000 Business package adds substantially more pages, customization and lead-generation capability. Customers can upgrade later instead of paying for features they do not need today.

Situation	Recommended Approach	Commercial Treatment
Budget-sensitive local business	Start with Starter scope	Use approved Expo price; reduce scope, not quality
Client wants more features	Phase the project	Phase 1 now; Phase 2 quoted separately
Client asks for a lower price	Use limited negotiated discount	Prefer 5–10% discretionary discount rather than deep discount
High-value / complex client	Use scope-based custom quote	Do not anchor to Starter pricing; quote based on requirements and support