

ISSUE 01 · THE E-COMMERCE CATALOGUE · OCTOBER 2026

# Your store, built as *one* *machine.*

Three tiers of Shopify stores for Indian brands, from ₹30,000 to ₹5 lakh: the storefront, the admin panel, the automations and the checkout, built and wired together by Philotium.

See the three tiers ↓

Ask for a quote →

OPEN A STATION · OR CLICK IT ON THE MACHINE

Customers

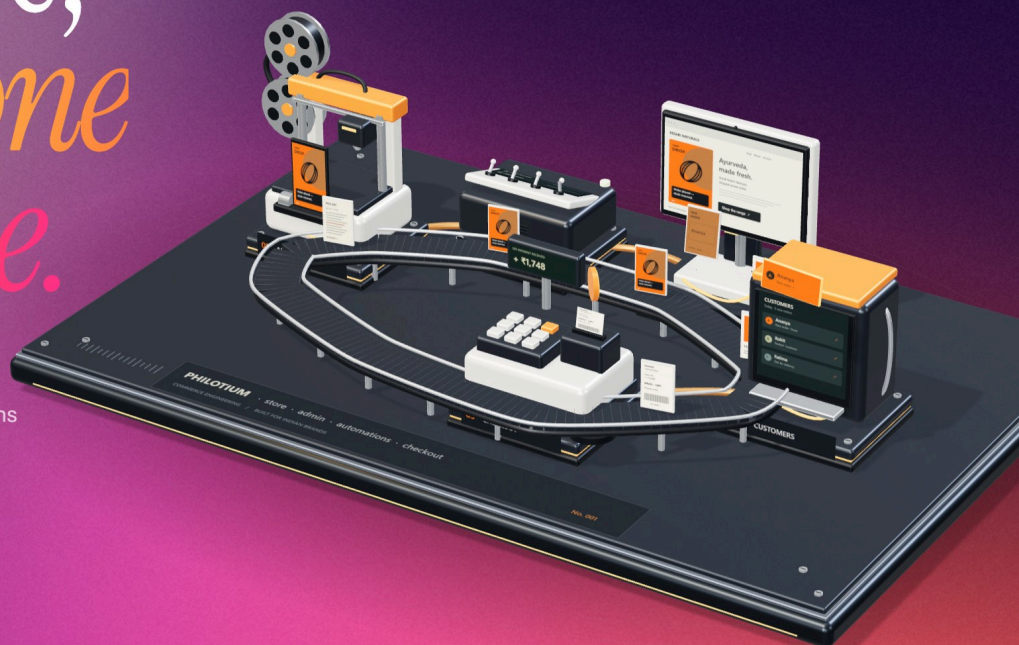
Automations

Admin

Storefront

Checkout

SHOPIFY · RAZORPAY · DELHIVERY · SHIPROCKET ·  
WHATSAPP · TALLY · ZOHO



IN THIS ISSUE

# Contents

02 Tier 01 · Basic Storefront

03 Tier 02 · Standard Brand Store

04 Tier 03 · Established Brands

05 Make it yours: the store customiser

06 Behind the counter: admin panels

07 Add-ons and the honest bill

08 How we work

09 Get a quote

Every price in this catalogue is a fixed-scope estimate in rupees, before GST. Shopify, apps and payment fees are billed to you directly by those companies, and we show them on page 07 so nothing surprises you later.

TIER 01 · FOR FIRST LAUNCHES

## Basic Storefront

Early-stage businesses and startups · Up to 50 products

₹30k - ₹1 L

[Read the tier ↗](#)

01

TIER 02 · FOR GROWING D2C BRANDS

## Standard Brand Store

Growing businesses and established D2C brands · Up to 500 products

₹1 L - ₹2 L

[Read the tier ↗](#)

02

TIER 03 · FOR HIGH-VOLUME RETAIL

## Established Brands

High-volume retailers and large enterprises · 500+ products

₹2 L - ₹5 L

[Read the tier ↗](#)

03

TIER 01 · FOR FIRST LAUNCHES

# 01 Basic Storefront

A clean Shopify store on a proven theme, live in weeks, with checkout, shipping and GST set up properly the first time.

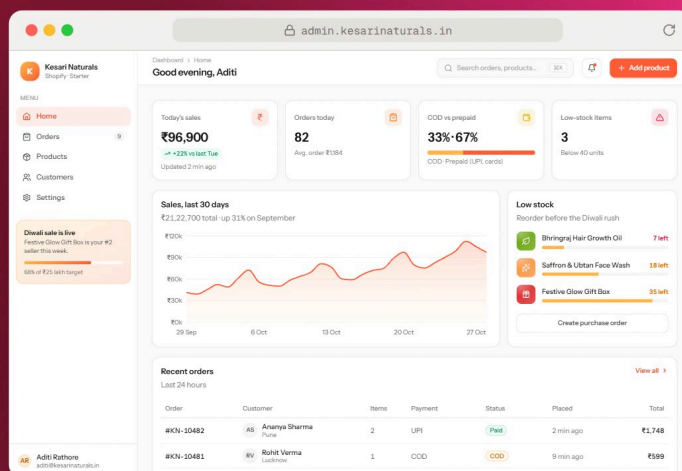
FOR  
Early-stage businesses  
and startups

CATALOGUE  
Up to 50 products

INVESTMENT  
₹30k - ₹1L

THE CORE OF EVERY BASIC STOREFRONT PACKAGE

- Template-based Shopify setup
- Product uploads
- Razorpay Magic Checkout with COD
- Basic business workflows
- Optional entry-level data pipeline to your inventory sheet or ERP



YOUR PANEL AT THIS TIER: THE STARTER PANEL. IT'S LIVE: CLICK AROUND.

BASIC STOREFRONT

## Launch

Live, correct, and yours.

₹30k - ₹45k

2 weeks · up to 25 products · Shopify Basic

- ✓ Free Shopify theme, set up in your colours and fonts
- ✓ Up to 25 products uploaded
- ✓ Razorpay Magic Checkout: one-tap UPI, cards, netbanking and COD
- ✓ Shipping zones, GST and tax settings
- ✓ DPDP-ready privacy: consent notice, consent withdrawal and account deletion
- ✓ About, contact and policy pages

► +4 more included

Quote Launch →

BASIC STOREFRONT

Most picked

## Launch Plus

The store, with the basics automated.

₹50k - ₹70k

3 weeks · up to 50 products · Shopify Basic

- ✓ Everything in Launch
- ✓ Premium theme setup (theme licence billed at cost)
- ✓ Up to 50 products uploaded
- ✓ Shiprocket app connected
- ✓ Google Analytics 4 and Meta pixel
- ✓ Four Shopify Flow automations: low stock, new order, COD confirm, review request

► +2 more included

Quote Launch Plus →

BASIC STOREFRONT

## Launch Pro

A starter store with real plumbing.

₹75k - ₹1 L

4 weeks · up to 50 products · Shopify Basic or Grow

- ✓ Everything in Launch Plus
- ✓ Light custom styling on theme sections
- ✓ WhatsApp order and shipping notifications
- ✓ Abandoned-cart recovery by WhatsApp and email
- ✓ Reviews and customer accounts
- ✓ Entry-level data pipeline: nightly stock sync from Google Sheets, Zoho or Tally export

► +2 more included

Quote Launch Pro →

TIER 02 · FOR GROWING D2C BRANDS

# 02 Standard Brand Store

Your brand, not a template: a customised store with a web panel that shows sales, shipments and store health in one place.

FOR  
Growing businesses and  
established D2C brands

CATALOGUE  
Up to 500 products

INVESTMENT  
₹1L - ₹2L

THE CORE OF EVERY STANDARD BRAND STORE PACKAGE

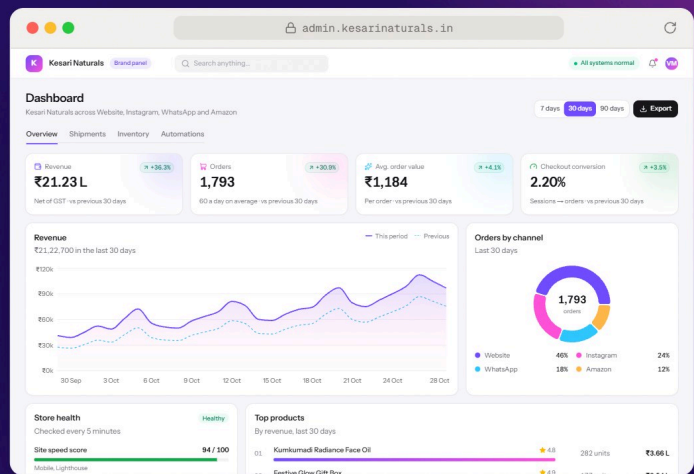
Custom brand aesthetics on Shopify

Custom web panel for analytics, shipments and store health

Automated inventory and order workflows

Delivery and Shiprocket APIs

Razorpay Magic Checkout



YOUR PANEL AT THIS TIER: THE BRAND PANEL. IT'S LIVE: CLICK AROUND.

STANDARD BRAND STORE

## Brand Store

*Looks like your brand, runs like a business.*

₹1 L - ₹1.3 L

5 weeks · up to 200 products · Shopify Grow

- ✓ Custom brand design on an Online Store 2.0 theme
- ✓ Up to 200 products, with variants and collections
- ✓ Custom web panel: sales, orders, shipments, store health
- ✓ Automated inventory and order workflows
- ✓ Delivery and Shiprocket APIs: labels, tracking, NDR handling
- ✓ Razorpay Magic Checkout: one-tap UPI, cards, netbanking and COD

► +4 more included

Quote Brand Store →

STANDARD BRAND STORE

Most picked

## Growth Store

*Built to convert and to cut returns.*

₹1.3 L - ₹1.65 L

6 weeks · up to 500 products · Shopify Grow

- ✓ Everything in Brand Store
- ✓ Up to 500 products
- ✓ One-click checkout (GoKwik or Shopflo) with RTO and COD controls
- ✓ Server-side tracking: Meta Conversions API and GA4
- ✓ Loyalty points and reviews with photos
- ✓ Subscriptions-ready product setup

► +3 more included

Quote Growth Store →

STANDARD BRAND STORE

## Scale Store

*Everything a serious D2C brand runs on.*

₹1.65 L - ₹2 L

7 weeks · up to 500 products · Shopify Grow or Advanced

- ✓ Everything in Growth Store
- ✓ Multi-warehouse inventory
- ✓ Wholesale price lists for B2B buyers
- ✓ Store in English plus one Indian language
- ✓ Conversion audit with a fix list
- ✓ Role-based access to the web panel for your team

► +1 more included

Quote Scale Store →

TIER 03 • FOR HIGH-VOLUME RETAIL

# 03 Established Brands

A fully custom build wired into your ERP, with event-driven workflows and a console that makes sure no sync ever fails silently.

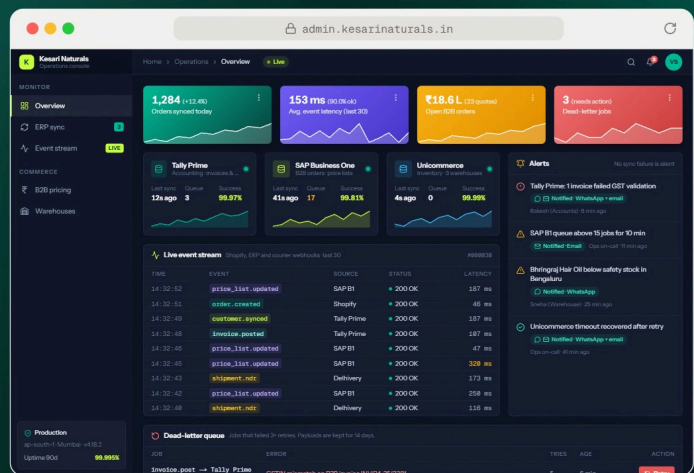
FOR  
High-volume retailers and  
large enterprises

CATALOGUE  
500+ products

INVESTMENT  
₹2 L - ₹5 L

THE CORE OF EVERY ESTABLISHED BRANDS PACKAGE

- 100% custom theme
- Bespoke web application infrastructure
- Event-driven workflows for high volume and edge cases
- Custom ERP integration: inventory, B2B pricing, customers, near-real-time
- Admin monitoring dashboards with sync-failure alerts
- Razorpay Magic Checkout



YOUR PANEL AT THIS TIER: THE OPERATIONS CONSOLE. IT'S LIVE: CLICK AROUND.

ESTABLISHED BRANDS

## Enterprise Core

Custom store, wired into your ERP.

₹2 L - ₹3 L

8-10 weeks · up to 5,000 products · Shopify Advanced

- ✓ 100% custom Shopify theme, designed from scratch
- ✓ Razorpay Magic Checkout: one-tap UPI, cards, netbanking and COD
- ✓ Near-real-time ERP integration with one system (Tally, Zoho, SAP Business One or Uncommerce): stock, orders, customers
- ✓ Event-driven workflows with retries and a dead-letter queue
- ✓ Operations console: sync health, event log, failed-job replay
- ✓ Alerts on WhatsApp and email the moment a sync fails

► +3 more included

Quote Enterprise Core →

ESTABLISHED BRANDS

Most picked

## Enterprise Plus

B2B, multi-channel, sale-day ready.

₹3 L - ₹4 L

10-12 weeks · up to 20,000 products · Shopify Advanced, Plus optional

- ✓ Everything in Enterprise Core
- ✓ B2B pricing rules: customer price lists, minimum order quantities, payment terms
- ✓ Multi-warehouse and marketplace order orchestration
- ✓ Custom discounts and checkout logic with Shopify Functions
- ✓ Role-based admin with audit log
- ✓ Load test before your biggest sale day

Quote Enterprise Plus →

ESTABLISHED BRANDS

## Headless Flagship

The fastest store your customers have used.

₹4 L - ₹5 L

12-14 weeks · up to 50,000 products · Shopify Plus (client-funded)

- ✓ Everything in Enterprise Plus
- ✓ Headless Next.js storefront on the Shopify Storefront API
- ✓ International selling with Shopify Markets: currencies, duties, languages
- ✓ Product information hub for large catalogues
- ✓ Full observability dashboard and uptime monitoring
- ✓ 6 months of the Care plan included

Quote Headless Flagship →

MAKE IT YOURS

# Change the store. *Watch it change.*

This is a working storefront for a sample brand. Pick colours, fonts, layouts and sections on the left and the desktop and phone versions update instantly. Yours is built the same way, around your products.

START FROM A PRESET

Minimal Festive sale Luxe

PALETTE

FONTS

Aa Modern Aa Editorial Aa Playful

HERO LAYOUT

Split Full-bleed Collage

PRODUCT CARDS

Minimal Bordered Overlay

CORNERS

Sharp Soft Pill

SECTIONS

Announcement bar ☒

Shop by category ☒

Bestsellers grid ☒

Brand story ☒

Customer reviews ☒

WhatsApp chat button ☒

Newsletter ☒

Palette and fonts: included in every tier.

Desktop Mobile Both

kesarinaturals.in

Free shipping over ₹499 COD available across India

Kesari Shop all Face Hair Body Gifting Search for kumkumadi, ubtan...

Small-batch Ayurveda · Jaipur

## Skin rituals, slow-made with saffron.

Cold-pressed oils and botanical cleansers, made in batches of 200 from recipes older than your nani.

Shop bestsellers → Meet the Kumkumadi oil

4.8 12,400+ reviews Free shipping over ₹499 COD available

Kumkumadi Radiance Face...

4.8 ₹1,299

SHOP BY CATEGORY

### Rituals for every routine

Free shipping over ₹499 COD available across India

Kesari

Small-batch Ayurveda · Jaipur

## Skin rituals, slow-made with saffron.

Cold-pressed oils and botanical cleansers, made in batches of 200 from recipes older than your nani.

Shop bestsellers →

4.8 12,400+ reviews Free shipping over ₹499

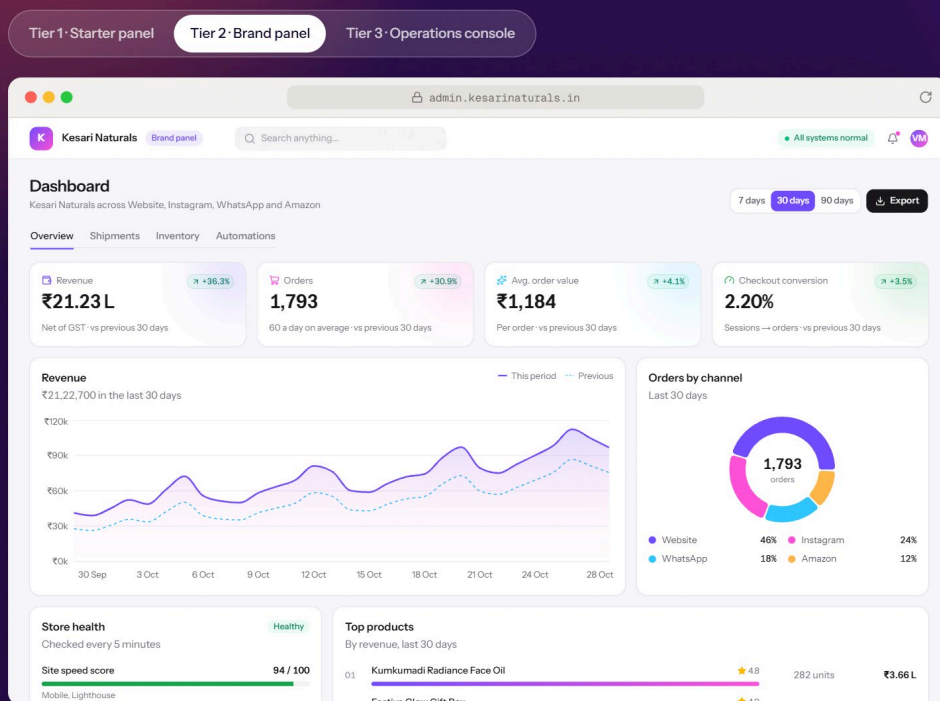
Kumkumadi Radiance Face Oil

4.8 ₹1,299

BEHIND THE COUNTER

# One panel for *the whole business.*

Shopify's admin runs the store. Our web panel runs the business around it: orders, couriers, stock and syncs in one view, shaped to your team. It grows with your tier.



AFTER THE NEXT SHADCN ADMIN DASHBOARD · LIVE DEMO WITH SAMPLE DATA

## What each panel does

|                                           | T1 | T2 | T3 |
|-------------------------------------------|----|----|----|
| Today's orders, sales and stock           | ✓  | ✓  | ✓  |
| Order filters and low-stock alerts        | ✓  | ✓  | ✓  |
| Sales charts and channel split            | —  | ✓  | ✓  |
| Courier shipments, NDR and RTO            | —  | ✓  | ✓  |
| Store health: speed, uptime, conversion   | —  | ✓  | ✓  |
| Workflow on/off switches                  | —  | ✓  | ✓  |
| ERP sync health and failed-job replay     | —  | —  | ✓  |
| Live event stream                         | —  | —  | ✓  |
| B2B price lists and payment terms         | —  | —  | ✓  |
| Multi-warehouse stock and transfers       | —  | —  | ✓  |
| Sync-failure alerts on WhatsApp and email | —  | —  | ✓  |

# Add-ons, *and the honest bill.*

Add any of these to any package. Our fee is one-time, apart from the monthly Care plan; anything charged by Shopify, Razorpay or an app vendor is billed to you by them, and listed here so you can plan for it.

## MARKETING & GROWTH

### WhatsApp commerce ₹8k–15k

Automatic WhatsApp messages from your business number: order confirmed, shipped, delivered, and reminders for abandoned carts. Includes broadcast templates and a shared inbox for your team.

+ Platform ₹1,500–3,200/mo + Meta ₹0.86–1.09 per marketing message

Best for 🌟🌟🌟

### WhatsApp chatbot ₹15k–30k

An assistant on your WhatsApp number that answers “where is my order?”, common questions and product queries at any hour, and hands the chat to your team when it can't help.

+ Bot builder ₹2,500/mo Best for 🌟🌟

### Email and SMS automation ₹20k–35k

Messages that send themselves at the right moment: a welcome series, reminders after someone browses or leaves a cart, thank-you and review requests after a purchase, and offers to win back lapsed customers.

+ Klaviyo or similar, billed by the vendor Best for 🌟🌟🌟

### Loyalty and reviews ₹10k–18k

Customers earn points for purchases and referrals, and leave photo reviews that show on your product pages. Brings buyers back and reassures first-time visitors.

+ App ₹500–5,000/mo Best for 🌟🌟

## CHECKOUT & PAYMENTS

### GoKwik / Shopflo checkout ₹15k–25k

A smarter checkout for brands with many cash-on-delivery orders. It fills in the address from the phone number, flags COD orders likely to be refused (RTO), and nudges COD buyers to pay online.

+ Shopflo ₹1% of sales, min ₹10k/mo; GoKwik on quote

Best for 🌟🌟

## OPERATIONS

### Regional language store ₹12k–20k

Your store in another Indian language, such as Hindi, Tamil, Telugu or Marathi, with a language switcher. Priced per language; we check every key page.

Best for 🌟🌟

### Marketplace sync ₹25k–45k

Lists your Shopify products on Amazon, Flipkart and Meesho, keeps stock in step so you never oversell, and brings marketplace orders into one place.

+ Connector app, billed by the vendor Best for 🌟🌟

### ERP / OMS connector ₹40k–1.2 L

Connects your store to the software you already run the business on (Tally, Zoho Inventory, Unicommerce or Easyecom), so stock, orders and invoices move across automatically instead of being typed in twice. Priced per system.

Best for 🌟🌟

### Extra product uploads ₹2k–3k

Adding products after launch, per batch of 50: titles, descriptions, sizes and colours, prices and images, ready to sell.

Best for 🌟🌟🌟🌟

## CARE PLAN

### Care plan ₹6,000/mo

A monthly maintenance plan for after your free bug-fix period ends. Shopify, apps and browsers keep changing; we keep your store working through those changes, so you don't need a developer on staff.

- Shopify theme and app updates, tested before they go live
- Fixes for anything that breaks in what we built
- A monthly health check: site speed, a test order on every payment method, broken links and app conflicts
- Up to 2 hours a month of small changes: banners, offers, text and images
- Replies within 2 working days, by email or WhatsApp
- Not included: new features, redesigns and new integrations, which we quote separately

Best for 🌟🌟🌟

## Shopify plans in India

Per month, before 18% GST. The fee is charged on each online-payment order, on top of Razorpay's.

| Plan     | Billed yearly  | Billed monthly | Order fee | We use it for        |
|----------|----------------|----------------|-----------|----------------------|
| Basic    | ₹1,499         | ₹1,994         | 2%        | Basic Storefront     |
| Grow     | ₹5,599         | ₹7,447         | 1%        | Standard Brand Store |
| Advanced | ₹22,680        | ₹30,164        | 0.6%      | Established Brands   |
| Plus     | from ₹1,75,000 | from ₹1,90,000 | 0.2%      | Tier 3, at scale     |

## Worth knowing

- Shopify Payments is not available in India, so Shopify charges the fee above on every online-payment order. Cash-on-delivery orders carry no Shopify fee.
- Razorpay adds 2% + GST (≈2.36%) on domestic cards, UPI, netbanking and wallets, with no setup fee or AMC.
- Upgrade points: Basic → Grow pays for itself at about ₹4.1 lakh of monthly sales; Grow → Advanced at about ₹42.7 lakh.
- Shopify Plus costs about ₹21–23 lakh a year. We build Tier 3 on Advanced by default and move to Plus only when your volume justifies it.
- Apps typically cost ₹500–5,000 a month each; a premium theme is a one-time ₹12,000–35,000; a domain about ₹800–1,500 a year.

Sources, checked October 2026: [shopify.com/in/pricing](https://shopify.com/in/pricing) · [razorpay.com/pricing](https://razorpay.com/pricing) · [shopflo.com/pricing](https://shopflo.com/pricing) · [go4whatsapp.com/pricing](https://go4whatsapp.com/pricing)

## The jargon, explained

Terms you'll meet in the packages above.

### COD

Cash on delivery: the customer pays the courier when the parcel arrives.

### Razorpay Magic Checkout

Razorpay's one-tap checkout, included in every package. It remembers the customer's phone and address and offers UPI first.

### Shopify Flow

Shopify's built-in automations: “when this happens, do that”, such as alerting you when stock runs low.

### ERP / OMS

The software that runs your stock, orders and accounts, such as Tally, Zoho or Unicommerce.

### Shopify Functions

Custom rules inside Shopify's checkout, such as B2B discounts or limits on cash on delivery.

### RTO

Return to origin: a parcel the customer refuses, usually a COD order, which comes back to you at your cost.

### DPDP

India's Digital Personal Data Protection rules. Every package includes a clear privacy notice and lets customers withdraw consent and delete their account.

### Online Store 2.0

Shopify's current theme system, which lets you rearrange page sections yourself without code.

### Event-driven workflows

Each order, payment or stock change triggers the next step automatically, and a failed step is retried.

### Headless

A storefront built as its own fast website, with Shopify still running products, orders and payments behind it.

### NDR

Non-delivery report: the courier's alert that a delivery failed. Acting on it quickly saves the order.

### Products and variants

A product is one item you sell; a T-shirt in three sizes is one product with three variants. Package limits count products.

### Server-side tracking

Sends purchase data to Meta and Google from the server, so ad reporting stays accurate even when browsers block trackers.

### Dead-letter queue

Where a sync that keeps failing is parked, with an alert, so it can be fixed and replayed instead of being lost.

### Core Web Vitals

Google's measures of how fast and stable a page feels. They affect search ranking and sales.

HOW WE WORK

# From brief to first order, *in the open.*

01

## Brief

WEEK 1

A call, a questionnaire and a written scope: what ships, what does not, and the fixed price.

02

## Design

WEEKS 1-3

Homepage, product and collection designs for your sign-off, on desktop and mobile.

03

## Build

WEEKS 2-10

Store, integrations and admin panel, with a weekly demo on a private preview link.

04

## Launch

GO-LIVE

Test orders on every payment and courier, DNS cut-over, and a training session for your team.

05

## Care

AFTER LAUNCH

Bug fixes included for the warranty period, then an optional care plan.

GET A QUOTE

# Build your package. *We'll send the quote.*

Choose a tier, a package and any add-ons. You'll see an estimate as you go; we reply with a fixed quote within two working days, usually sooner.

## 01 - TIER AND PACKAGE

Tier 01 - Basic Storefront

**Tier 02 - Standard Brand Store**

Tier 03 - Established Brands

### Brand Store

₹1,00,000 - 1,30,000

5 weeks - 200 products

### Growth Store

₹1,30,000 - 1,65,000

6 weeks - 500 products

### Scale Store

₹1,65,000 - 2,00,000

7 weeks - 500 products

## YOUR ESTIMATE

### Growth Store

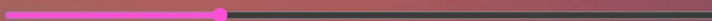
Standard Brand Store - Shopify Grow

₹1,30,000 - 1,65,000

one-time, before GST

An estimate from this catalogue, not a final price. Your quote is fixed after a short call about your products and integrations.

## 02 - HOW MANY PRODUCTS?



150

Growth Store covers up to 500 products.



Scan to send us your brief, or write to [info@philotium.com](mailto:info@philotium.com).

## 03 - ADD-ONS - RECOMMENDED FOR THIS TIER FIRST

### GoKwik / Shopflo checkout

₹15,000 - 25,000

► What is this?

Suggested

### WhatsApp commerce

₹8,000 - 15,000

► What is this?

Suggested

### WhatsApp chatbot

₹15,000 - 30,000

► What is this?

Suggested

### Email and SMS automation

₹20,000 - 35,000

► What is this?

Suggested

### Loyalty and reviews

₹10,000 - 18,000

► What is this?

Suggested

### Regional language store

₹12,000 - 20,000

► What is this?

Suggested

### Marketplace sync

₹25,000 - 45,000

► What is this?

Suggested

### ERP / OMS connector

₹40,000 - 1,20,000

► What is this?

Suggested

### Care plan

₹6,000/mo

► What is this?

Suggested

## 04 - YOUR DETAILS

Your name

Business or brand

Phone (WhatsApp)

Email

Anything else? Your current site, launch date, ERP.

PHILOTIUM STUDIOS · INDIA



# Strategy, design, engineering, launch, *and the month after.*

[info@philotium.com](mailto:info@philotium.com)

[philotium.com](https://philotium.com)

Philotium Commerce, Issue 01, October 2026. Prices in rupees before GST; package prices are estimates until quoted. Shopify, Razorpay, Delhivery, Shiprocket, WhatsApp and other names are trademarks of their owners. Interface pieces from 21st.dev: Agentic Factory 3D (vibecoding.tech), Mesh Gradient (Paper Shaders, Apache-2.0), iPhone Mockup, Safari mockup (Magic UI). Demo panels styled after the AdminCN, Next Shadcn Admin, CoreUI, Next.js Commerce and Your Next Store templates.