

YOUR OPTIONS, SIDE BY SIDE

# Everything you need to sell online, at one flat yearly price.

 Scan to start  
free


How Relaycial compares with the usual ways Indian businesses get an online store.

|                             | Relaycial                                                         | Global SaaS platforms                                            | Plugin-based websites                                 | Custom-built website                               |
|-----------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------|----------------------------------------------------|
| Yearly cost                 | ✓ ₹999–₹19,999 a year, GST included. Explorer is free.            | Monthly subscription, often billed in US dollars, plus paid apps | Hosting, domain and paid plugins, plus developer time | Large upfront build cost, plus ongoing maintenance |
| Platform fee on sales       | ✓ 0% Relaycial fee when you use your own payment gateway          | Varies by plan and gateway                                       | Payment gateway charges only                          | Payment gateway charges only                       |
| Indian shipping             | ✓ Shiprocket built in: rates, labels and tracking                 | Usually needs an extra app                                       | Usually needs an extra plugin                         | Has to be built and maintained                     |
| Cash on delivery            | ✓ Built in; COD protection on Growth and above                    | Often needs an extra app                                         | Often needs an extra plugin                           | Has to be built                                    |
| GST invoices                | ✓ GST-ready invoices built in                                     | Usually needs an extra app                                       | Usually needs an extra plugin                         | Has to be built                                    |
| WhatsApp                    | ✓ Order updates built in; inbox and campaigns on Growth and above | Usually needs an extra app                                       | Usually needs an extra plugin                         | Has to be built                                    |
| Shop counter (POS)          | ✓ POS with one shared stock, on Growth and above                  | Separate add-on                                                  | Separate system                                       | Separate system                                    |
| Themes & design             | ✓ 150 themes made for Indian businesses                           | Large theme store, many paid                                     | Large choice, quality varies                          | Designed from scratch                              |
| Hosting, security & updates | ✓ Included and managed for you                                    | Included                                                         | You manage them                                       | You or your developer manage them                  |
| Time to go live             | ✓ Go live in a day                                                | Days to weeks                                                    | Weeks                                                 | Months                                             |
| Help when you need it       | ✓ Call or WhatsApp our team in India, Mon–Sat, 10 AM–7 PM IST     | Mostly online help centre and chat                               | Depends on your developer                             | Depends on your developer                          |

General guidance only. Other options vary by provider and plan, so check their current pricing and features before you decide.