

DESCRIPTION	Starter (INR upto 120K)	Standard (INR 120K- 200K)	PLUS (INR 200K- 350K)	Xtra (INR 350K+)	Enterprise (INR 5000K+)
Supported Number of products	1000	Unlimited	Unlimited	Unlimited	
Email Support	✓	✓	✓	✓	
Phone Support	✓	✓	✓	✓	
Custom design capabilities	✓	✓	✓	✓	
Advanced multi-column navigation	—	Optional	✓	✓	
Standard products search & discovery	✓	✓	✓	✓	
Advanced product search & discovery	—	—	✓	✓	
Standard catalog management	✓	✓	✓	✓	
Advanced catalog management	—	—	✓	✓	
Product Bundles	—	—	✓	✓	

Support for digital products (downloadable content)	-	✓	✓	✓	D e
Advanced merchandizing & catalog management	-	-	✓	✓	
Support for Local Deals	-	✓	✓	✓	
Promotions with basic vouchers & discounts	✓	✓	✓	✓	
Promotions with advanced vouchers & discounts	-	-	✓	✓	
Shopping catalog level promotions	-	Optional	✓	✓	
Shopping Cart level promotions	-	Optional	✓	✓	
Promotions Add-ons	-	Optional	✓	✓	
Basic Consumer engagement tools	-	Optional	✓	✓	
Advanced Consumer engagement tools	-	-	✓	✓	
Custom 'call for action' options (Lead capture and management)	Basic options like buy now, add to wishlist,	✓	✓	✓	
Ratings & review	-	✓	✓	✓	

Discussions	-	Optional	✓	✓	t a i l s U p o n R e q u e
Social Media Marketing	✓	✓	✓	✓	
Support for Consumer level Wish-lists	✓	✓	✓	✓	
Support for Facebook Login (FConnect)	-	✓	✓	✓	
Support for Gmail/ Twitter Login	-	Optional	✓	✓	
Checkout & Payment processing	✓	✓	✓	✓	
Notifications and alerts	-	✓	✓	✓	
Order Management	✓	✓	✓	✓	
Partial Order Management	-	-	✓	✓	
Create orders from backend (for phone orders or leads etc.)	-	✓	✓	✓	
SEO Management	✓	✓	✓	✓	
URL Rewriting Support	✓	✓	✓	✓	

Custom HTTP 404 & others Error page	✓	✓	✓	✓	S t
Error Log tracking	✓	✓	✓	✓	
Google Analytics embed	✓	✓	✓	✓	
Advanced B2B Multi Level Vendo/Distributor management	-	-	-	Optional	
Customer management tools	✓	✓	✓	✓	
Support for custom fields for Customer data collection	-	Optional	✓	✓	
Multiple currency support	-	-	✓	✓	
Location based (IP address based) currency auto-selection	-	Optional	Optional	✓	
Credit points/Loyalty points management	-	-	-	✓	
Shipping & Tax customization	✓	✓	✓	✓	
Advanced Inventory movement & management	-	-	✓	✓	

Online store administration	✓	✓	✓	✓	
Multiple logins for administration	✓	✓	✓	✓	
Multiple logins and role based administration	—	—	✓	✓	
Standard data Import/Exports & Bulk management tools (Microsoft Excel based)	—	—	✓	✓	
Abandoned cart report export to Microsoft Excel	—	—	✓	✓	
Batch processing for cross-sell/up-sell updates (Microsoft Excel Sheet based)	—	—	✓	✓	
Mobile Optimized Site (Add-on)	—	Optional	Optional	✓	
Serve static content using Content Distribution Network (CDN)	—	—	Optional	✓	
Monthly bandwidth (GB/month)	as per hosting plan opted	as per hosting plan opted	as per hosting plan opted	as per hosting plan opted	
Data storage capacity (in GB)	as per hosting plan opted	as per hosting plan opted	as per hosting plan opted	as per hosting plan opted	