



Codelith Lab

PRIVATE LIMITED · EST. 2025

NEXT-GEN AI-POWERED DIGITAL AGENCY

PUNE · MAHARASHTRA · INDIA

SERVICE PORTFOLIO • VOLUME **01** OF 04

Website Development

Packages, Pricing & Deliverables — 2026 Edition

A complete, transparent guide to how we design and build websites — from a 4-page launch site for a local business, to an 85-page enterprise platform engineered to scale. Backed by **68 live flagship demos** you can open and click through before you commit to anything.

PACKAGES FROM

₹8,000 — up to ₹99,999 for enterprise-grade builds

WEBSITE

codelithlab.com

LIVE DEMOS

codelithlabdemo.online

CALL / WHATSAPP

+91 86691 17894

business@codelithlab.com

CIN · U62091PN2025PTC247887

Valid for 30 days from issue

— INSIDE THIS DOCUMENT

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A note on pricing

Every figure in this document is a real, deliverable price — not a teaser. Packages are fixed-scope, so you know the cost before we start. Where a range is shown (Enterprise), the final figure depends on module count and integration complexity, confirmed in writing before any work begins. **All prices are exclusive of 18% GST.**

SECTION 01

About Codelith Lab

Codelith Lab Private Limited is a next-generation, AI-powered digital agency headquartered in Pune, India. Founded in 2025 by **Aditya Sonawane** and **Bhavana Sonawane**, we build websites, mobile applications, CRM platforms and automation systems for businesses that want to scale — not merely exist online.

We are also the parent company behind **ZupiChat** — our WhatsApp-first CRM and customer engagement platform. That matters to you as a website client, because it means the site we build can plug directly into lead capture, follow-up automation and customer messaging, instead of being a brochure that sits still.

2025

INCORPORATED

10+

SERVICE VERTICALS

100%

IN-HOUSE TEAM

90+

PAGESPEED TARGET

WHAT WE DO

Website Development

Mobile App Development

SEO & Digital Marketing

ZupiChat CRM & WhatsApp API

SaaS & Custom Software

Automation & AI Solutions

Domain & Hosting

Maintenance & Support

THIS DOCUMENT COVERS

- ✓ Four fixed-scope website packages, from **₹8,000** to **₹99,999**
- ✓ A line-by-line feature comparison across all tiers
- ✓ Specialised builds — e-commerce, marketplaces, web apps
- ✓ Transparent add-on pricing with no hidden charges
- ✓ Annual maintenance and care plan options
- ✓ Our process, timelines, payment schedule and terms

THE REST OF THE SERIES

Volume 02 — App Development

Android and iOS applications, cross-platform builds, backend APIs and app store publishing, with pricing from MVP to full product.

Volume 03 — SEO Services

Local, national and e-commerce SEO retainers, technical audits, content strategy and link building, with monthly deliverables listed.

Volume 04 — Domain & Hosting

Domain registration, shared and cloud hosting, business email, SSL and managed server plans, with annual renewal pricing.

REGISTERED OFFICE

Sr. No. 61/1A, Lipane Vasti, Ambegaon BK, Pune, Maharashtra — 411046, India

CIN U62091PN2025PTC247887 · **Email** business@codelithlab.com · **Phone** +91 86691 17894, +91 83296 08019

SECTION 02

Why businesses choose us

A website is not a design exercise — it is a sales asset. Here is what we build into every project regardless of which package you pick.



Designed to convert

Every layout follows a deliberate path — attention, trust, proof, action. We design around the enquiry, not around the decoration.



Fast by default

Compressed assets, lazy loading, modern formats and CDN delivery. We target a 90+ PageSpeed score and healthy Core Web Vitals.



SEO-ready from day one

Semantic markup, clean URL structure, schema, sitemaps and Search Console — set up during the build, not sold to you later.



You own everything

Source code, design files, domain, hosting and all credentials are transferred to you on final payment. No lock-in, ever.



Mobile-first, always

Most Indian traffic arrives on a phone. We design the mobile view first and test on real devices before launch, not after.



Support that replies

A real WhatsApp number and a real person. Every package includes a defined post-launch support window, in writing.



Secured & backed up

Free SSL on every build, plus firewall rules, malware scanning and automated backups on higher tiers.



Fixed scope, fixed price

You approve a written scope before we start. No surprise invoices halfway through the project.



Built to plug into CRM

Native ZupiChat and WhatsApp Business API integration means leads land in a follow-up system, not an unread inbox.

SECTION 03

See the work before you decide

Most agencies show you three screenshots and ask for an advance. We publish a live gallery of **68 flagship demo websites** — real, clickable builds organised by industry. Open the one closest to your business, use it on your phone, and tell us what to change.

LIVE DEMO GALLERY

codelithlabdemo.online

Browse by industry, search by keyword, and open any demo full-screen on desktop or mobile. No login, no form — the whole library is public.

68

FLAGSHIP DEMOS

THE INTERNATIONAL COLLECTION, BY INDUSTRY

Retail &
E-Commerce**17**Luxury &
Travel**13**Technology
& SaaS**9**Industry &
Manufacturing**7**Finance &
Insurance**6**Professional
Services**6**Health &
Wellness**6**Education
& Events**4**

BRANDS WE HAVE BUILT FOR

Codelith Studio

Orbit Walls

MBBS Mitra

Air O Sea

The Right Admission

Doctor at Door

CA Jitesh Telisara

Gadget Free Hours

BeyondWalls

Disha

Eklavya Overseas

HOW TO USE THE GALLERY

- ✓ Find the demo closest to your industry and open it on your phone
- ✓ Note the sections you want and the ones you do not
- ✓ Send us the demo name — we start from that structure, in your branding
- ✓ Starting from a proven demo cuts design time by roughly a third

WHAT EVERY DEMO PROVES

- ✓ Real mobile behaviour, not a desktop mockup
- ✓ Load speed you can measure yourself
- ✓ Working forms, menus and WhatsApp buttons
- ✓ The finish level you get at each package tier

A DEMO IS A STARTING POINT, NOT A TEMPLATE YOU ARE STUCK WITH

From the **Business** package upward every build is custom-designed for you. The gallery exists so you can point at something real and say "like this, but..." — which is far faster and far more accurate than describing a website in words.



PART ONE

The packages

Four fixed-scope tiers, from a first professional presence to an enterprise platform. Each one lists exactly what is built, what it costs and how long it takes — then a line-by-line comparison so you can see precisely where the money goes.

Packages at a Glance	07
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Premium Business — ₹24,999	10
Enterprise — ₹89,999–₹99,999	11
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SECTION 04

Packages at a glance

Four fixed-scope tiers. Pick the one that matches where your business is today — you can upgrade at any time and only pay the difference.

TIER 01 Starter	TIER 02 Business	TIER 03 Premium Business	TIER 04 Enterprise
POPULAR			
₹8,000 ONWARDS	₹15,000 FIXED PRICE	₹24,999 FIXED PRICE	₹89,999+ UP TO ₹99,999
Pages 3–4	Pages 6–8	Pages 15–18	Pages 80–85
Delivery 5–7 days	Delivery 10–14 days	Delivery 20–25 days	Delivery 45–60 days
Revisions 2 rounds	Revisions 3 rounds	Revisions 4 rounds	Revisions Unlimited*
Support 15 days	Support 30 days	Support 3 months	Support 12 months
✓ Responsive premium template ✓ Enquiry form + WhatsApp ✓ Free SSL + 1 business email ✓ Basic on-page SEO ✓ Google Maps & social links For local shops, freelancers, consultants and personal brands going online.	✓ Custom design, not a template ✓ WordPress CMS — self-editable ✓ Blog module + categories ✓ 5 business emails ✓ GA4 + Search Console setup For growing SMEs, service firms, clinics, institutes and B2B companies.	✓ Bespoke UI/UX + animations ✓ Payment gateway integration ✓ Booking & multi-step forms ✓ Schema markup + Tag Manager ✓ 3 months free maintenance For established brands, multi-service firms, real estate, healthcare and education.	✓ Custom-coded Next.js / React ✓ Admin dashboard + user roles ✓ API & CRM integrations ✓ Multi-language support ✓ Dedicated project manager For large organisations, marketplaces, portals, franchise networks and funded startups.

NOT SURE WHICH ONE FITS?

"I just need to look professional and be findable."

You need credibility, not complexity. Start with **Starter** — and upgrade once enquiries start coming in.

"I have several services and want to post updates myself."

You need a CMS and room to grow. **Business** is the right fit for most SMEs in India today.

"I need bookings, payments and to outrank my competitors."

You need functionality and serious SEO. **Premium Business** — our most chosen package.

INCLUDED IN EVERY PACKAGE

Mobile · tablet · desktop responsive build · Cross-browser testing · Free SSL certificate · Contact & enquiry forms · WhatsApp and click-to-call buttons · Google Search Console submission · Handover training call · Full ownership of code and credentials.

*Unlimited revisions on Enterprise applies within the approved scope. All prices exclusive of 18% GST.

01

TIER 01 — ENTRY

Starter Website

Your first professional presence online. A clean, fast, mobile-ready site that makes a small business look established and gives customers a way to reach you in one tap.

STARTING AT

₹8,000

+ 18% GST

PAGES

3–4 pages

DELIVERY

5–7 days

REVISIONS

2 rounds

FREE SUPPORT

15 days

DESIGN & BUILD

- ✓ Premium template design, customised to your brand colours and fonts
- ✓ Fully responsive — mobile, tablet and desktop
- ✓ **Home, About, Services and Contact** pages
- ✓ Up to 10 licensed stock images sourced and placed
- ✓ Cross-browser tested (Chrome, Safari, Edge, Firefox)

FEATURES

- ✓ Click-to-call and floating WhatsApp chat button
- ✓ Enquiry form with email notification to you
- ✓ Google Maps location embed
- ✓ Image gallery — up to 12 photos
- ✓ Social media profile links
- ✓ Business hours and service area section

TECHNICAL & SEO

- ✓ Free SSL certificate (HTTPS padlock)
- ✓ **1 professional business email** (you@yourdomain.com)
- ✓ Basic on-page SEO — page titles, meta descriptions, image alt tags
- ✓ Google Search Console submission and sitemap
- ✓ Image compression and mobile speed optimisation
- ✓ Favicon and social sharing preview setup

HANDOVER

- ✓ Domain and hosting setup assistance
- ✓ 30-minute walkthrough call
- ✓ 15 days of post-launch bug fixing at no cost

NOT INCLUDED AT THIS TIER

- ✗ Self-editable CMS / admin panel
- ✗ Blog module
- ✗ Content writing (available at ₹500 per page)

BEST SUITED FOR

Local retail shops, salons, gyms, tutors, freelancers, consultants, small clinics, contractors and personal brands who need a credible online presence quickly and affordably. **Need more than 4 pages?** Additional pages are ₹800 each at this tier — or move to Business for better value.

MOST REQUESTED ADD-ONS AT THIS TIER

Logo design — 3 concepts, 2 revisions

₹2,500

SEO content writing for your pages

₹500 / page

Google My Business setup & optimisation

₹2,500

Additional page beyond the 4 included

₹800 / page

02

TIER 02 — GROWTH

Business Website

A custom-designed site you can update yourself. Built for companies with real services to explain, content to publish, and enquiries worth tracking.

FIXED PRICE

₹15,000

+ 18% GST

PAGES

6–8 pages

DELIVERY

10–14 days

REVISIONS

3 rounds

FREE SUPPORT

30 days**Everything in Starter + the following**

DESIGN & BUILD

- ✓ **Custom-designed layout** — created for you, not a recycled template
- ✓ Dedicated service or product detail pages
- ✓ Testimonials and client logo sections
- ✓ Team, portfolio and case study sections
- ✓ Scroll animations and hover interactions
- ✓ Custom footer with quick links and sitemap

CONTENT MANAGEMENT

- ✓ **WordPress CMS** — edit text and images yourself, no coding
- ✓ Blog / News module with categories and tags
- ✓ Media library management
- ✓ 60-minute admin panel training session
- ✓ Written admin guide (PDF)

FEATURES

- ✓ Multi-field enquiry and callback request forms
- ✓ Newsletter signup with mailing list integration
- ✓ WhatsApp + Call + Email quick-action bar
- ✓ Downloadable brochure / price list section
- ✓ FAQ accordion module
- ✓ Google Reviews display widget

TECHNICAL & SEO

- ✓ **5 professional business emails**
- ✓ On-page SEO across every page, keyword-mapped
- ✓ XML sitemap and robots.txt configuration
- ✓ Google Analytics 4 + Search Console integration
- ✓ Speed optimisation, caching and image compression
- ✓ Automated daily backups for the first 30 days
- ✓ 301 redirects from any existing site

BEST SUITED FOR

Growing SMEs, manufacturers, service companies, clinics, coaching institutes, law and CA firms, interior designers, travel agencies and B2B suppliers — anyone who needs to explain multiple services properly and publish content regularly.

MOST REQUESTED ADD-ONS AT THIS TIER

Payment gateway
integration

₹5,000

Live chat or AI chatbot on
your site

₹4,500

ZupiChat CRM +
WhatsApp Business API

₹8,000 onwards

Monthly SEO retainer to
build rankings

₹8,000 / month

03

TIER 03 — MOST CHOSEN

Premium Business

A bespoke, conversion-engineered website with the functionality most established brands actually need — bookings, payments, advanced SEO and a design nobody else has.

FIXED PRICE

₹24,999

+ 18% GST

PAGES

15–18 pages

DELIVERY

20–25 days

REVISIONS

4 rounds

FREE SUPPORT

3 months**Everything in Business + the following**

DESIGN & EXPERIENCE

- ✓ **Bespoke UI/UX** with wireframes approved before design
- ✓ Premium micro-interactions and scroll-triggered animations
- ✓ Custom iconography and graphic elements
- ✓ Multi-location and multi-service landing pages
- ✓ Sticky navigation with mega-menu

ADVANCED FUNCTIONALITY

- ✓ Multi-step forms with file upload
- ✓ **Appointment / booking enquiry module**
- ✓ Advanced search with filters and sorting
- ✓ Live chat or AI chatbot integration
- ✓ **Payment gateway** — Razorpay, PayU or Cashfree
- ✓ Basic customer login area
- ✓ Careers / job listing module
- ✓ Event or notice board module

SEO & ANALYTICS

- ✓ Advanced on-page SEO with keyword-mapped architecture
- ✓ **Schema markup** — LocalBusiness, FAQ, Service, Breadcrumb
- ✓ Core Web Vitals optimisation, 90+ PageSpeed target
- ✓ Google Tag Manager and Meta Pixel setup
- ✓ Conversion and event tracking configuration
- ✓ Google My Business connection

SECURITY & PERFORMANCE

- ✓ CDN integration for faster global delivery
- ✓ Firewall rules and malware protection
- ✓ Automated daily backups for 3 months
- ✓ Uptime monitoring with email alerts

BONUS INCLUDED

- ✓ **3 months free maintenance** and content updates
- ✓ Free logo refresh **or** 5 social media creatives

BEST SUITED FOR

Established brands, real estate developers, hospitals and multi-speciality clinics, education groups, hotels and resorts, multi-branch retail, event companies and professional firms that need bookings, payments and serious search visibility.

MOST REQUESTED ADD-ONS AT THIS TIER

Customer login area & dashboard

₹12,000

Additional language (full site)

₹6,000 / language

ZupiChat CRM + WhatsApp Business API

₹8,000 onwards

Business Care plan after free 3 months

₹2,999 / month

04

TIER 04 — ENTERPRISE

Enterprise Platform

A custom-engineered, 80–85 page platform with its own design system, admin dashboard and integrations. Built to handle scale, traffic and complex content operations.

INVESTMENT

₹89,999

to ₹99,999 · + 18% GST

PAGES

80–85 pages

DELIVERY

45–60 days

REVISIONS

Unlimited*

FREE SUPPORT

12 months

Everything in Premium Business + the following

ARCHITECTURE & ENGINEERING

- ✓ Full custom design system and reusable component library
- ✓ Custom-coded in **Next.js / React** or headless WordPress
- ✓ Scalable database architecture
- ✓ Server-side rendering for maximum SEO performance
- ✓ Staging environment with Git version control
- ✓ Code documentation and technical handover

ADVANCED MODULES

- ✓ Custom admin dashboard with live analytics
- ✓ Role-based access — Admin, Editor, Author, Viewer
- ✓ Multi-language support (up to 2 languages)
- ✓ Advanced listing / catalogue management
- ✓ Payment gateway with automated invoicing
- ✓ REST API integrations — CRM, ERP, third-party systems
- ✓ ZupiChat CRM + WhatsApp Business API
- ✓ Email automation and drip workflows
- ✓ Bulk import / export tools (CSV, Excel)

ENTERPRISE SEO

- ✓ Full information architecture and internal linking plan
- ✓ Programmatic SEO page templates for scale
- ✓ Advanced schema across every template type
- ✓ Technical SEO audit with fixes implemented
- ✓ Competitor and keyword gap analysis
- ✓ Multi-location / multi-city page framework

RELIABILITY & GOVERNANCE

- ✓ Load and stress testing before launch
- ✓ Security hardening and vulnerability checks
- ✓ Automated daily off-site backups for 12 months
- ✓ 99.9% uptime monitoring with instant alerts
- ✓ Dedicated project manager and private WhatsApp channel
- ✓ Quarterly performance and traffic reports

ALSO INCLUDED

- ✓ Unlimited business email accounts
- ✓ 12 months free maintenance with priority response

BEST SUITED FOR

Large organisations, marketplaces and directories, news and media portals, franchise networks, hospital and education groups, manufacturers with large catalogues, and funded startups. *Unlimited revisions apply within the scope approved at kick-off; new modules requested mid-project are quoted separately.

COMMONLY BOLTED ON TO ENTERPRISE BUILDS

E-commerce module with full catalogue

₹34,999 onwards

Each additional language beyond 2

₹6,000 / language

Enterprise SEO retainer, ongoing

₹8,000 / month

Priority Care after free 12 months

₹5,999 / month

SECTION 09 — PART 1 OF 2

Full feature comparison

Every difference between the four tiers, line by line. Scope, design and content management first — functionality and infrastructure follow overleaf.

FEATURE	STARTER ₹8,000	BUSINESS ₹15,000	PREMIUM ₹24,999	ENTERPRISE ₹89,999+
SCOPE & DELIVERY				
Number of pages	3–4	6–8	15–18	80–85
Delivery timeline	5–7 days	10–14 days	20–25 days	45–60 days
Design revision rounds	2	3	4	Unlimited*
Free post-launch support	15 days	30 days	3 months	12 months
Written fixed-scope document	✓	✓	✓	✓
Private staging link during build	–	✓	✓	✓
DESIGN				
Mobile responsive	✓	✓	✓	✓
Fully custom design (no template)	–	✓	✓	✓
Wireframes before design	–	–	✓	✓
Animations & micro-interactions	–	Basic	Premium	Premium
Custom iconography & graphics	–	–	✓	✓
Custom design system / components	–	–	–	✓
CONTENT & MANAGEMENT				
Self-editable CMS	–	✓	✓	✓
Blog / news module	–	✓	✓	✓
Admin training session	30 min	60 min	60 min	Full onboarding
Custom admin dashboard	–	–	–	✓
Role-based user access	–	–	Basic	✓
Multi-language support	–	–	Add-on	2 languages

All prices exclusive of 18% GST. *Within approved scope. Comparison continues on the next page.

SECTION 09 — PART 2 OF 2

Full feature comparison

Functionality, integrations, SEO and infrastructure across the four tiers.

FEATURE	STARTER ₹8,000	BUSINESS ₹15,000	PREMIUM ₹24,999	ENTERPRISE ₹89,999+
FUNCTIONALITY				
Enquiry form + WhatsApp button	✓	✓	✓	✓
Multi-step forms with file upload	—	—	✓	✓
Booking / appointment module	—	—	✓	✓
Payment gateway integration	—	—	✓	+ invoicing
Live chat / AI chatbot	—	—	✓	✓
Advanced search & filters	—	—	✓	✓
Customer login area	—	—	Basic	✓
ZupiChat CRM + WhatsApp API	—	Add-on	Add-on	✓
REST API / third-party integrations	—	—	Limited	✓
SEO, ANALYTICS & INFRASTRUCTURE				
On-page SEO	Basic	Full	Advanced	Enterprise
Schema markup	—	—	✓	All templates
Google Analytics 4 + Search Console	GSC only	✓	✓	✓
Tag Manager + Meta Pixel	—	—	✓	✓
Core Web Vitals optimisation	Basic	✓	90+ target	90+ target
Business email accounts	1	5	10	Unlimited
Free SSL certificate	✓	✓	✓	✓
CDN + firewall + malware scan	—	—	✓	✓
Automated backups	—	30 days	3 months	12 months
Uptime monitoring & alerts	—	—	✓	99.9% SLA
Dedicated project manager	—	—	—	✓

All prices exclusive of 18% GST. Any feature marked **Add-on** can be attached to that package at the price listed in Section 11.

02

PART TWO

Beyond the **packages**

Not every project is a brochure site. Here are the builds we price separately — e-commerce, marketplaces, portals and web applications — followed by every add-on you can attach to any package, and the care plans that keep a finished site healthy.

Specialised Builds & E-Commerce	15
Add-Ons & Optional Modules	16
Maintenance & Care Plans	17

SECTION 10

Specialised builds & e-commerce

Not every project fits a standard brochure-site tier. These are priced separately because the engineering effort is different.

BUILD TYPE	WHAT'S INCLUDED	TIMELINE	PRICE
FOCUSED & SMALL-SCALE			
Single Landing Page	One long-form conversion page, hero + proof + offer + form, A/B ready, ad-campaign optimised	3–4 days	₹4,999
Portfolio / Personal Brand	5–6 pages, gallery-led layout, project case studies, resume download, contact form	6–8 days	₹9,999
Website Redesign	Restructure and rebuild an existing site, content migration, 301 redirects, SEO preserved	10–20 days	From ₹12,000
PWA Upgrade	Convert an existing site into an installable, offline-capable progressive web app	5–7 days	₹18,000
E-COMMERCE			
E-Commerce Starter	Up to 50 products, cart & checkout, payment gateway, shipping & tax setup, order emails, basic admin	18–22 days	₹34,999
E-Commerce Professional	Up to 500 products, variants, coupons, wishlist, abandoned-cart recovery, reviews, invoicing, analytics dashboard	30–40 days	₹64,999
Multi-Vendor Marketplace	Vendor onboarding & panels, commission engine, payouts, product approval workflow, dispute handling	60–90 days	From ₹1,49,000
APPLICATIONS & PORTALS			
Custom Web Application	Dashboards, workflows, user roles, reporting, data exports — scoped to your process	45–75 days	From ₹75,000
Directory / Listing Portal	Search & filters, listing submissions, membership tiers, map view, featured placements	40–60 days	From ₹85,000
Learning Platform (LMS)	Courses, lessons, quizzes, progress tracking, certificates, student & instructor dashboards	45–70 days	From ₹95,000
Booking / Reservation System	Real-time availability, calendar sync, online payment, reminders, cancellation rules	30–45 days	From ₹55,000

HOW SPECIALISED BUILDS ARE QUOTED

Where a price says "From", we run a short discovery call, document the exact modules and integrations you need, and send a fixed written quotation before any work starts. You never receive an invoice for something you did not approve in writing.

All prices exclusive of 18% GST.

SECTION 11

Add-ons & optional modules

Attach any of these to any package. Prices are per item unless stated otherwise.

DESIGN & BRAND	PRICE
Additional page — Starter tier	₹800
Additional page — Business & above	₹1,200
Logo design (3 concepts, 2 revisions)	₹2,500
Complete brand identity kit	₹7,500
Custom illustration / infographic	₹1,200
Social media creatives (set of 5)	₹1,500
Business card + letterhead design	₹1,800

CONTENT	PRICE
SEO content writing	₹500 / page
Product description writing	₹100 / item
Blog article (800–1,000 words)	₹900
Content proofreading & polish	₹250 / page
Premium stock image pack (20)	₹1,500
Product / office photoshoot	On request

FUNCTIONALITY	PRICE
Payment gateway integration	₹5,000
Booking / appointment system	₹9,000
Live chat or AI chatbot	₹4,500
ZupiChat CRM + WhatsApp API	From ₹8,000
Additional language	₹6,000
Customer login & dashboard	₹12,000
Blog migration from old site	₹3,500
Email automation setup	₹4,000
Advanced search & filters	₹6,500

GROWTH & VISIBILITY	PRICE
Google My Business setup	₹2,500
Speed & Core Web Vitals audit	₹4,000
Technical SEO audit report	₹5,500
Google Ads campaign setup	₹6,000
Monthly SEO retainer	From ₹8,000
Extra design revision round	₹1,500

BILLED SEPARATELY — NOT PART OF ANY PACKAGE PRICE

Domain registration from ₹899 / year · **Web hosting** from ₹2,400 / year · Premium plugin, theme or API licences · SMS / WhatsApp message credits · Paid advertising spend · Third-party subscription fees.

Detailed domain and hosting pricing is covered in **Volume 04 — Domain & Hosting Services**.

SECTION 12

Maintenance & care plans

A website is software — it needs updates, backups and security patches. Once your free support window ends, one of these plans keeps the site healthy, fast and safe.

Essential Care

₹1,499 / month

or ₹14,999 / year — save 2 months

- ✓ Monthly CMS, plugin & theme updates
- ✓ Weekly automated backups
- ✓ Uptime monitoring with alerts
- ✓ SSL renewal management
- ✓ 2 content updates per month
- ✓ Broken link checks
- ✓ Email support — 48 hour response

Business Care

POPULAR

₹2,999 / month

or ₹29,999 / year — save 2 months

- ✓ **Everything in Essential, plus:**
- ✓ Daily automated backups
- ✓ Malware scanning & removal
- ✓ Firewall rule management
- ✓ 8 content updates per month
- ✓ Monthly speed & health check
- ✓ Monthly traffic & performance report
- ✓ WhatsApp support — 24 hour response

Priority Care

₹5,999 / month

or ₹59,999 / year — save 2 months

- ✓ **Everything in Business, plus:**
- ✓ Unlimited content updates
- ✓ Dedicated account manager
- ✓ Staging environment for safe testing
- ✓ Quarterly redesign of one section
- ✓ Quarterly SEO health check
- ✓ Emergency restore within 4 hours
- ✓ Priority support — 4 hour response

WHAT A CARE PLAN PROTECTS YOU FROM

- ✓ Sites going down silently and losing enquiries for days
- ✓ Outdated plugins becoming a security hole
- ✓ Hacked sites showing spam links in Google results
- ✓ Losing content permanently with no recent backup
- ✓ Slow pages quietly dropping your search rankings

PLAN TERMS

- ✓ Plans can start immediately after the free support window
- ✓ Monthly plans are billed in advance, cancel with 30 days' notice
- ✓ Annual plans are paid upfront and include 2 months free
- ✓ Content updates mean text, image and page edits — not new modules
- ✓ Hosting and domain renewals are billed separately

PREFER TO PAY ONLY WHEN YOU NEED US?

AD-HOC SUPPORT	RATE
Emergency fix — site down or broken	₹2,500 / incident
Malware cleanup & hardening	₹4,500
Content or design edits	₹800 / hour
Backup restore to a previous version	₹1,500
Plugin conflict or error debugging	₹2,000

WHAT A CARE PLAN DOES NOT COVER

- ✗ Building new pages, modules or features — quoted separately
- ✗ Complete redesigns or restructuring of the site
- ✗ Domain, hosting, plugin licence and third-party renewal fees
- ✗ Content writing, photography or ad campaign management
- ✗ Damage caused by edits made by another developer

03

PART THREE

Working **together**

How a Codelith Lab project actually runs — the six stages, the technology we build on, the payment schedule, and the terms both sides agree to before a single line of code is written. Nothing here is a surprise you discover later.

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SECTION 13

How we work

The same six stages run on every project. Timings shown are for the Premium Business package — they compress for smaller tiers and extend for Enterprise.

- 1

Discovery & requirement mapping
Day 1–2

A structured call to understand your business, customers, competitors and goals. We agree the sitemap, page count and feature list, then put it in writing as an approved scope document.
- 2

Wireframe & structure sign-off
Day 2–5

Low-fidelity layouts showing what sits where on each page and how a visitor moves toward the enquiry. Cheap to change now, expensive to change later — so we lock it here.
- 3

UI design & your approval
Day 5–11

Full-colour designs for every unique page template, on desktop and mobile. You review, we revise within the included rounds, and nothing gets built until you sign off.
- 4

Development & integrations
Day 11–20

Front-end build, CMS setup, forms, payment gateway, analytics and any third-party connections. You get a private staging link to watch progress as it happens.
- 5

QA, speed & device testing
Day 20–23

Real-device testing across phones, tablets and browsers. Form delivery checks, broken link scan, PageSpeed and Core Web Vitals tuning, plus a full SEO pre-launch checklist.
- 6

Launch, training & handover
Day 23–25

DNS switch, SSL, Search Console submission and go-live. Then a recorded training session, your admin guide, and transfer of all source code and credentials.

WHAT WE NEED FROM YOU

Logo files, brand colours if you have them, page content or approval to write it, product or service photographs, and a single point of contact for approvals. **Timelines start from receipt of advance payment and complete content** — the most common cause of delay is content arriving late, so we will chase you for it politely and persistently.

TYPICAL DELIVERY TIMELINE BY PACKAGE

Starter — 3 to 4 pages

5–7 working days

Business — 6 to 8 pages

10–14 working days

Premium Business — 15 to 18 pages

20–25 working days

Enterprise — 80 to 85 pages

45–60 working days

SECTION 14

Technology stack

We choose the stack that fits the project, not the one that is fashionable. Everything below is production-proven, well-documented and maintainable by any competent developer after handover.

Front-end	HTML5	CSS3	JavaScript ES6+	React	Next.js	Tailwind CSS	GSAP
CMS	WordPress	Headless WordPress	Strapi	Sanity	Custom CMS		
Back-end	PHP / Laravel	Node.js	Express	Python	REST APIs		
Database	MySQL	PostgreSQL	MongoDB	Redis			
E-commerce	WooCommerce	Shopify	Custom cart	Multi-vendor engines			
Hosting & infra	cPanel	AWS	DigitalOcean	Cloudflare CDN	Vercel	Git / CI	
Payments	Razorpay	PayU	Cashfree	PhonePe	Stripe	UPI	
Analytics	Google Analytics 4	Search Console	Tag Manager	Meta Pixel	Hotjar		
Integrations	ZupiChat CRM	WhatsApp Business API	Zoho	HubSpot	Mailchimp		
	Google Sheets	Tally					
AI & automation	AI chatbots	Content assistance	Lead scoring	Workflow automation			

Standards we hold every build to

- ✓ Semantic, accessible HTML structure
- ✓ 90+ mobile PageSpeed target
- ✓ HTTPS everywhere, no mixed content
- ✓ Compressed, next-gen image formats
- ✓ Clean, commented, handover-ready code

What you receive at handover

- ✓ Complete source code and database
- ✓ Admin, hosting and domain credentials
- ✓ Design files where applicable
- ✓ Written admin guide and training recording
- ✓ Analytics and Search Console ownership

SECTION 15

Payment schedule & terms

Clear from the first day, so there are no awkward conversations on the last.

PACKAGE	ON CONFIRMATION	ON DESIGN APPROVAL	DEVELOPMENT MILESTONE	BEFORE LAUNCH
Starter — ₹8,000	50%	—	—	50%
Business — ₹15,000	50%	—	—	50%
Premium Business — ₹24,999	40%	30%	—	30%
Enterprise — ₹89,999+	30%	25%	25%	20%

INCLUDED IN EVERY PACKAGE PRICE

- ✓ Responsive design across mobile, tablet and desktop
- ✓ Cross-browser and real-device testing
- ✓ Free SSL certificate installation
- ✓ Search Console submission and sitemap
- ✓ Handover training and admin guide
- ✓ Full ownership of code and credentials
- ✓ The stated post-launch support window

BILLED SEPARATELY

- ✗ Domain registration — from ₹899 per year
- ✗ Web hosting — from ₹2,400 per year
- ✗ Premium plugin, theme and API licences
- ✗ Stock photography beyond the included quota
- ✗ SMS and WhatsApp message credits
- ✗ Paid advertising spend
- ✗ Third-party subscription fees

GENERAL TERMS

- 01 All prices in this document are exclusive of 18% GST**, which is charged additionally on every invoice.
- 02** This quotation is valid for **30 days** from the date of issue. Prices may be revised after that period.
- 03** The advance payment is non-refundable once design or development work has commenced.
- 04** Content — text, images, logo and brand assets — is to be provided by the client unless a content add-on is purchased.
- 05** Delivery timelines begin from the date the advance payment and complete content are both received.
- 06** Delays in client feedback or approvals extend the delivery timeline proportionately.
- 07** Revisions beyond the included rounds are billed at **₹1,500 per additional round**.
- 08** Requests outside the approved scope are quoted separately and require written confirmation before work begins.
- 09** Full source code, database and all credentials are transferred to the client after the final payment is cleared.
- 10** Domain and hosting renewals are the client's responsibility unless an active Care Plan covers them.
- 11** We are not liable for downtime, data loss or damages caused by third-party services, client-side changes, or hosting providers outside our control.
- 12** Both parties may terminate with written notice; work completed until that date is chargeable on a pro-rata basis.
- 13** Codelith Lab may display the completed project in its portfolio unless the client requests otherwise in writing.
- 14** All disputes are subject to the jurisdiction of courts in Pune, Maharashtra, India.

SECTION 16

Frequently asked questions

Q. Do I actually own the website once it is built?

Yes, completely. After the final payment we transfer the full source code, database, admin logins, hosting panel and domain control to you. There is no licence fee and no lock-in — you can move to any developer or host at any time.

Q. Are domain and hosting included in the package price?

No — they are separate recurring costs, because they renew every year while the build is one-time. Domains start from ₹899 per year and hosting from ₹2,400 per year. We set both up for you, and full pricing is detailed in Volume 04 of this series.

Q. Can I update the website myself afterwards?

From the Business package upward, yes. You get a WordPress admin panel, a 60-minute training session and a written guide, so you can change text, images, prices and blog posts without calling us. The Starter package is a static build and updates are handled by us.

Q. What if I need more pages than my package includes?

Additional pages are ₹800 each on Starter and ₹1,200 each on Business and above. If you need several, it is usually cheaper to move up a tier — tell us the total page count and we will show you which option costs less.

Q. Do you write the content and arrange photographs?

Content is client-provided by default. If you would rather not write it, our SEO content writing add-on is ₹500 per page, product descriptions are ₹100 each and blog articles are ₹900. Stock images are included up to the package quota; photoshoots are quoted on request.

Q. What happens after the free support period ends?

Nothing breaks — the site is yours and keeps running. But updates, backups and security patches stop unless you take a Care Plan, which starts at ₹1,499 per month. You can also pay per issue, though the plan works out cheaper for most clients.

Q. Can I upgrade my package later?

Yes. If you upgrade within 6 months of launch, you pay only the difference between the two packages plus any additional content cost. Nothing already built is wasted or rebuilt from scratch.

Q. Do you work with clients outside Pune?

Yes — we work with clients across India and abroad. The entire process runs on video calls, WhatsApp and a shared staging link, so location makes no difference to timeline or price.

Q. Will my website rank on Google?

We build every site to be technically ready to rank — clean structure, schema, speed, mobile-first, Search Console configured. Ranking itself also depends on competition, content depth and time, which is what our monthly SEO retainers address. We do not promise a position, and you should be cautious of anyone who does.

Q. How do I get started?

Send us a WhatsApp on +91 86691 17894 or email business@codelithlab.com. We will do a short discovery call, send you a written scope and fixed quotation, and once the advance is received, work begins the same week.

— NEXT STEP

Let's build something that actually works.

Tell us what your business does and who you want to reach. We will come back with a written scope, a fixed price and a delivery date — usually within 24 hours. No pressure, no retainer to talk, no jargon.

CALL OR WHATSAPP

+91 86691 17894

+91 83296 08019

EMAIL & WEB

business@codelithlab.com

codelithlab.com

BEFORE YOU DECIDE — OPEN THE LIVE GALLERY

codelithlabdemo.online

68 flagship demo websites across 8 industries. Open them on your phone, pick the one closest to your business, and tell us what to change.

REGISTERED OFFICE

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Ambegaon BK, Pune — 411046**

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01

Send us a message

WhatsApp or email us with what your business does. One paragraph is enough to start.

02

Get a written quotation

A 20-minute call, then a documented scope, fixed price and delivery date — within 24 hours.

03

We start the same week

Pay the advance and your project enters the queue immediately, with a staging link to follow.

Codelith Lab

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Volume **01** of 04 — Website Development

Also available: App Development · SEO Services · Domain & Hosting

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