

PRICING GUIDE • 2026

Design and software, priced in the open.

Websites, Shopify stores, apps, dashboards, brand identity and print design. Starting prices for every package, and how we work together.

Websites & Shopify

Apps & dashboards

Brand & UI design

Print design

Care plans

Ready-made products

velorexstudio.com

velorexdesign@gmail.com

Landing pages from

₹24,999

Three packages for every job. One fixed price in writing.

Every service below comes in three packages. The prices are where each package starts. After a thirty-minute call you get a written quote with one fixed price, and it only changes if the scope does.

START RIGHT

Essential

- One design direction
- 1 round of revisions per stage
- Standard animations

MOST CHOSEN

Pro

- Two design directions
- 2 rounds of revisions per stage
- Custom motion and micro-interactions
- Speed, SEO and accessibility pass

GO ALL IN

Signature

- Art-directed concept
- 3 rounds of revisions per stage
- Signature interactions and 3D/visual effects
- Launch support for 30 days

Always included

You own the work. Source files, logins and full rights once the final invoice is paid.

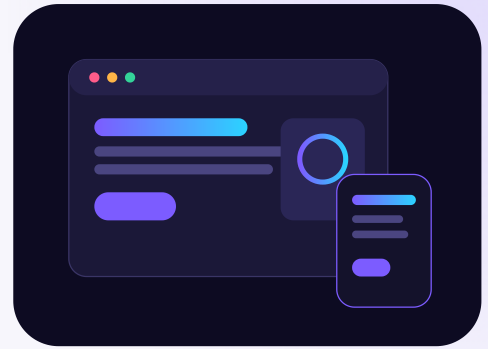
Milestone payments. 40% to start, 40% on design sign-off, 20% at launch.

Built for phones first. Every site and app is tested on real phones, tablets and desktops.

Extras at a clear rate. ₹2,500 an hour for work outside the agreed scope.

Websites & Shopify

Landing pages, business websites and online stores, designed and built by one studio.



SERVICE	ESSENTIAL	PRO	SIGNATURE	TIMELINE
Landing page One page that explains, convinces and converts.	₹24,999	₹49,999	₹89,999	1–3 weeks
Business website 5–10 pages for a company, clinic, shop or studio.	₹59,999	₹1,19,999	₹2,49,999	3–6 weeks
Portfolio or creator site A home for your work, case studies and links.	₹29,999	₹59,999	₹99,999	2–4 weeks
Shopify store setup Your store on an existing theme, ready to sell.	₹34,999	₹64,999	₹99,999	1–3 weeks
Custom Shopify theme A theme built for your brand, editable in Shopify.	₹1,49,999	₹2,49,999	₹4,49,999	4–8 weeks
Custom e-commerce website A full storefront outside Shopify.	₹1,99,999	₹3,99,999	₹7,99,999	6–12 weeks

Essential

One design direction
1 round of revisions per stage
Standard animations

Pro

Two design directions
2 rounds of revisions per stage
Custom motion and micro-interactions
Speed, SEO and accessibility pass

Signature

Art-directed concept
3 rounds of revisions per stage
Signature interactions and 3D/visual effects
Launch support for 30 days

Not sure which package fits? Book a free 30-minute call and get one fixed price in writing.

velorexstudio.com/contact →

Apps & dashboards

Prototypes, mobile apps, admin dashboards and web software. Every app project starts with a paid discovery.



SERVICE	ESSENTIAL	PRO	SIGNATURE	TIMELINE
Clickable prototype Test the idea, or show investors, before building.	₹1,49,999	₹2,49,999	₹3,99,999	2–4 weeks
Admin dashboard The control room for your business data.	₹1,49,999	₹2,99,999	₹4,99,999	4–8 weeks
Mobile app MVP A first version on one platform.	₹5,99,999	₹9,99,999	₹14,99,999	8–14 weeks
Mobile app, iOS + Android One app for both platforms.	₹14,99,999	₹24,99,999	On quote	12–24 weeks
Custom web app or SaaS Multi-user software with accounts and billing.	₹5,99,999	₹14,99,999	₹29,99,999	8–24 weeks

Essential

Core features only
 Standard UI kit
 Email support during the build

Pro

Custom UI design
 Analytics and admin tools
 Weekly demos

Signature

Advanced features and integrations
 Performance and security review
 60 days of launch support

Not sure which package fits? Book a free 30-minute call and get one fixed price in writing.

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Brand & UI design

Logos, identities, interface design and social media, from a senior graphic designer.



SERVICE	ESSENTIAL	PRO	SIGNATURE	TIMELINE
Logo A mark that works from favicon to billboard.	₹14,999	₹29,999	₹49,999	1–2 weeks
Brand identity kit Logo, colours, type and stationery as one system.	₹44,999	₹89,999	₹1,79,999	2–5 weeks
UI/UX design (per screen) Designed screens with every state, ready for developers.	₹3,500	₹6,000	₹9,000	By scope
Design system or UI kit Tokens and components your team can build with.	₹99,999	₹1,99,999	₹3,49,999	3–8 weeks
Social media design (monthly) 12, 20 or 30 designed posts every month.	₹9,999	₹19,999	₹34,999	Monthly

Essential

2 concepts
2 revision rounds
Files for web and print

Pro

3 concepts
3 revision rounds
Usage guidelines
Source files

Signature

4 concepts and a strategy session
Unlimited small tweaks for 14 days
Full guidelines and mock-ups

Not sure which package fits? Book a free 30-minute call and get one fixed price in writing.

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Print design

Business cards, stationery, flyers, brochures, menus and packaging, delivered print-ready. Design fee only; printing is arranged at cost + 15% if you want it.



SERVICE	ESSENTIAL	PRO	SIGNATURE	TIMELINE
Business card Both sides, ready for any printer.	₹1,999	₹3,499	₹5,999	2–4 days
Stationery set Card, letterhead, envelope and email signature.	₹5,999	₹9,999	₹14,999	4–7 days
Flyer / leaflet One-page promotion for events, offers and launches.	₹2,999	₹4,999	₹7,999	2–4 days
Brochure Bi-fold or tri-fold, with your products or services.	₹7,999	₹12,999	₹19,999	5–8 days
Restaurant menu Easy to read, easy to update.	₹4,999	₹8,999	₹14,999	4–7 days
Product packaging Boxes, sleeves and labels from your printer's die-line.	₹14,999	₹29,999	₹59,999	1–3 weeks
Banner / standee Flex, roll-up and shop banners.	₹3,999	₹6,999	On quote	2–4 days

Essential

1 design option
 2 revision rounds
 Print-ready PDF (CMYK, 3 mm bleed)

Pro

2 design options
 3 revision rounds
 Editable source files
 Realistic mock-up

Signature

3 design options
 Special finishes: foil, spot UV, emboss layers
 Printer coordination and proof check

Not sure which package fits? Book a free 30-minute call and get one fixed price in writing.

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Every print item, one design fee.

Design fee per item. Printing is arranged for you at cost + 15%, or you take the files to any printer you like.

Business card Both sides · 85 × 55 mm from ₹1,999	Letterhead A4 / Letter from ₹1,999
Envelope DL, C4, C5 from ₹1,499	Stationery set Card, letterhead, envelope, email signature from ₹5,999
ID card CR80 · with photo fields from ₹1,999	Flyer / leaflet A5, A4, DL · one side from ₹2,999
Poster A3 to A1 · 18 × 24 in from ₹3,999	Brochure Bi-fold or tri-fold from ₹7,999
Catalogue / booklet Per page · multiples of 4 from ₹1,499	Restaurant menu A4, A3, tri-fold, board from ₹4,999
Banner / standee Flex, roll-up · 3 × 6 ft from ₹3,999	Hoarding / billboard Custom size from ₹9,999
Invitation card 5 × 7 in, A5 from ₹2,999	Certificate A4 landscape from ₹1,999
Sticker / label Custom shape with die-line from ₹1,999	Product packaging From the printer's die-line from ₹14,999
Wall calendar 12 months · A3, A4, desk from ₹9,999	Signage / shop board Custom from ₹7,999

- Print-ready files: CMYK, 300 dpi, 3 mm bleed
- Two revision rounds included
- Editable source file with every job
- Printing arranged for you at cost + 15%

After launch, we stay.

Essential care

₹2,999 / month

- Monthly updates and backups
- Uptime monitoring
- 1 hour of small edits
- Email reply in 2 working days

Growth care

₹7,999 / month

- Everything in Essential
- 4 hours of edits or new sections
- Monthly speed and SEO check
- Reply in 1 working day

Priority care

₹19,999 / month

- Everything in Growth
- 12 hours a month
- New campaign pages
- Same-day reply

READY-MADE PRODUCTS • PLANNED LAUNCH PRICES

Themes, templates and kits

PRODUCT	PERSONAL One project of your own • 6 months support	COMMERCIAL One project for a client • 12 months support	EXTENDED Products your users pay for • priority support
Landing page template	₹1,499	₹2,499	₹12,999
Website theme	₹2,999	₹3,999	₹19,999
Shopify theme	₹14,999	₹19,999	On quote
E-commerce web theme	₹2,999	₹4,499	₹22,999
Mobile app UI kit	₹1,999	₹3,499	₹14,999
Dashboard / admin kit	₹2,999	₹4,499	₹19,999
Social media pack	₹799	₹1,499	₹4,999
Brand kit	₹1,499	₹2,499	₹9,999
UI kit & icon system	₹2,499	₹3,999	₹17,999

All-access (every product, one year): ₹19,999. Not on sale yet: every item has a live preview in the Store at velorexstudio.com/store.

From idea to launch, in six steps.

1

Tell us the idea

Use the contact form. We reply within one working day.

2

Discovery call

Thirty minutes to agree goals, scope and timeline. Apps start with a paid discovery, credited to the project.

3

Fixed quote

A written proposal with the package, timeline and one fixed price.

4

40% to start

Work begins when the first invoice is paid. Smaller jobs are 50 / 50.

5

Design and review

You review designs and request changes; 40% on sign-off.

6

Build and launch

Built, tested on phones and desktops, launched after the final 20%.

WAYS TO PAY

UPI

Pay instantly from any UPI app (India).

Bank transfer

NEFT, RTGS or IMPS (India); SWIFT from abroad.

Cards & netbanking

Through a secure payment link we send with the invoice.

International transfer

USD, GBP or EUR to our business account.

There is no checkout on our website. You pay against an invoice after you have a written quote.

QUESTIONS

Are these final prices?

They are starting prices for each package. After a short discovery call you get one fixed price in writing, and it does not change unless the scope does.

What if I need something in between?

Mix and match. Packages are a starting point; we can add pages, features or design work at the rates on this page.

Can I pay in instalments?

Yes. Projects are paid in milestones (40% / 40% / 20%), and larger software projects can be paid monthly by sprint.

Do prices include GST?

Prices for India exclude 18% GST, which is added to the invoice. Invoices for clients outside India are in USD; export invoices are handled under GST rules for exported services.

Who owns the work?

You do, once the final invoice is paid. You get the source files, logins and full rights to the custom work we create for you.

Can I buy the ready-made themes and kits now?

Not yet. The licence prices shown are planned for launch. Every item in the Store has a live preview you can try today.

Let's build something good.

Tell us the idea. We reply within one working day.

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velorexdesign@gmail.com

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Velorex Design IT Services · Prices are starting prices and can change; your written quote is final. GST at 18% is added to invoices in India. © 2026 Velorex Studio.