

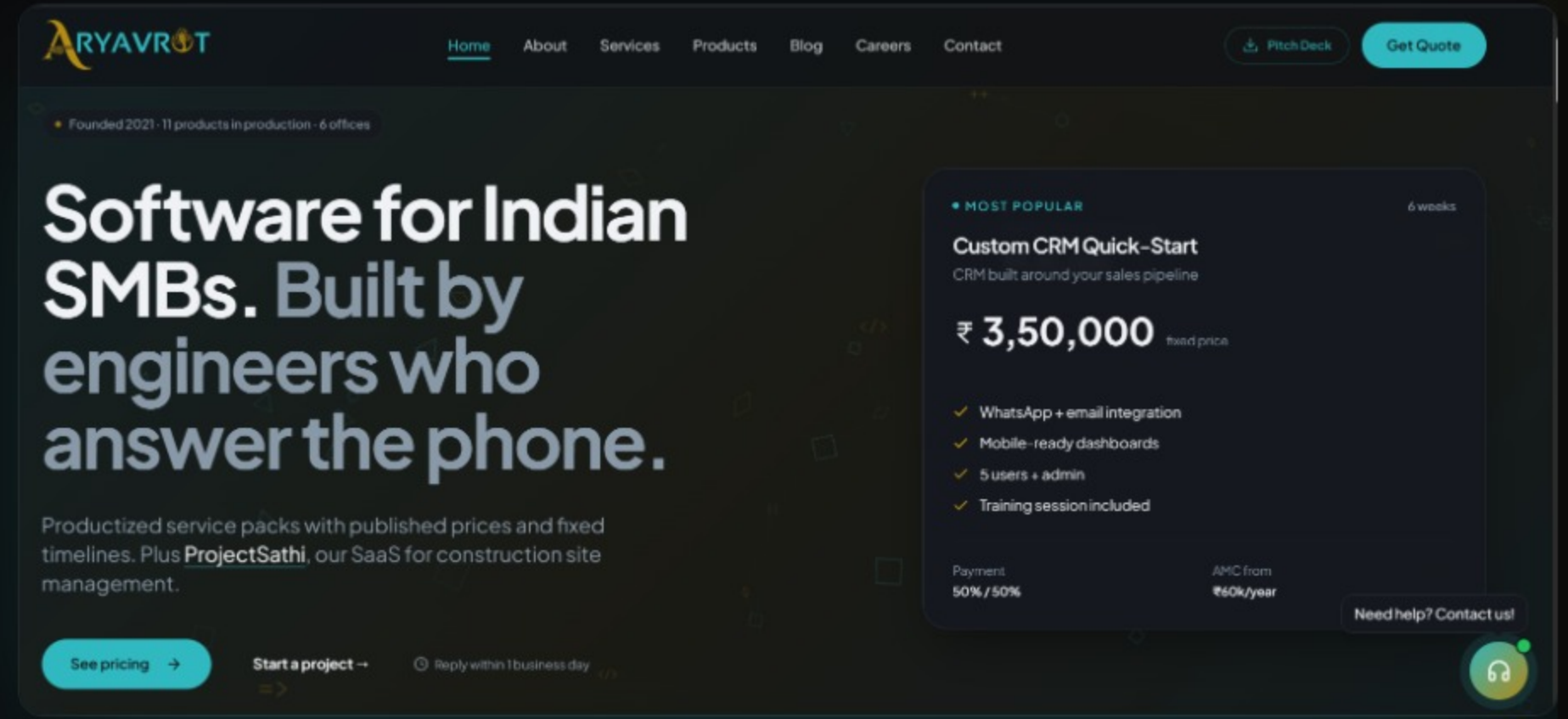


— FOUNDED 2021 • HIMACHAL PRADESH, INDIA

# Software for *Indian SMBs*. Built by engineers who **answer the phone.**

Productized service packs with published prices and fixed timelines. Plus ProjectSathi — our SaaS for construction site management.

<b>6</b>	<b>11</b>	<b>6</b>	<b>1</b>
SERVICE PACKS	PRODUCTS	OFFICES	REPLY



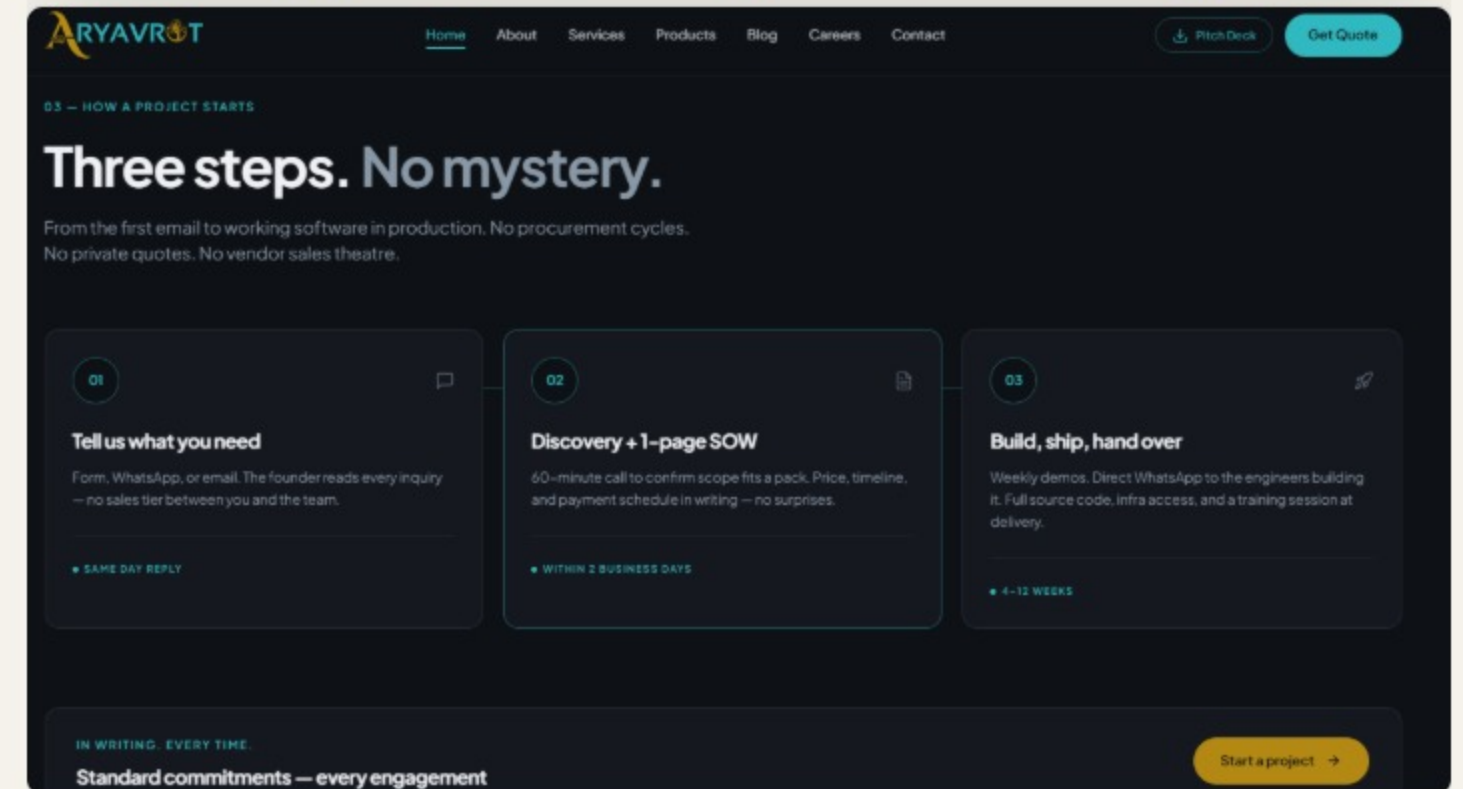
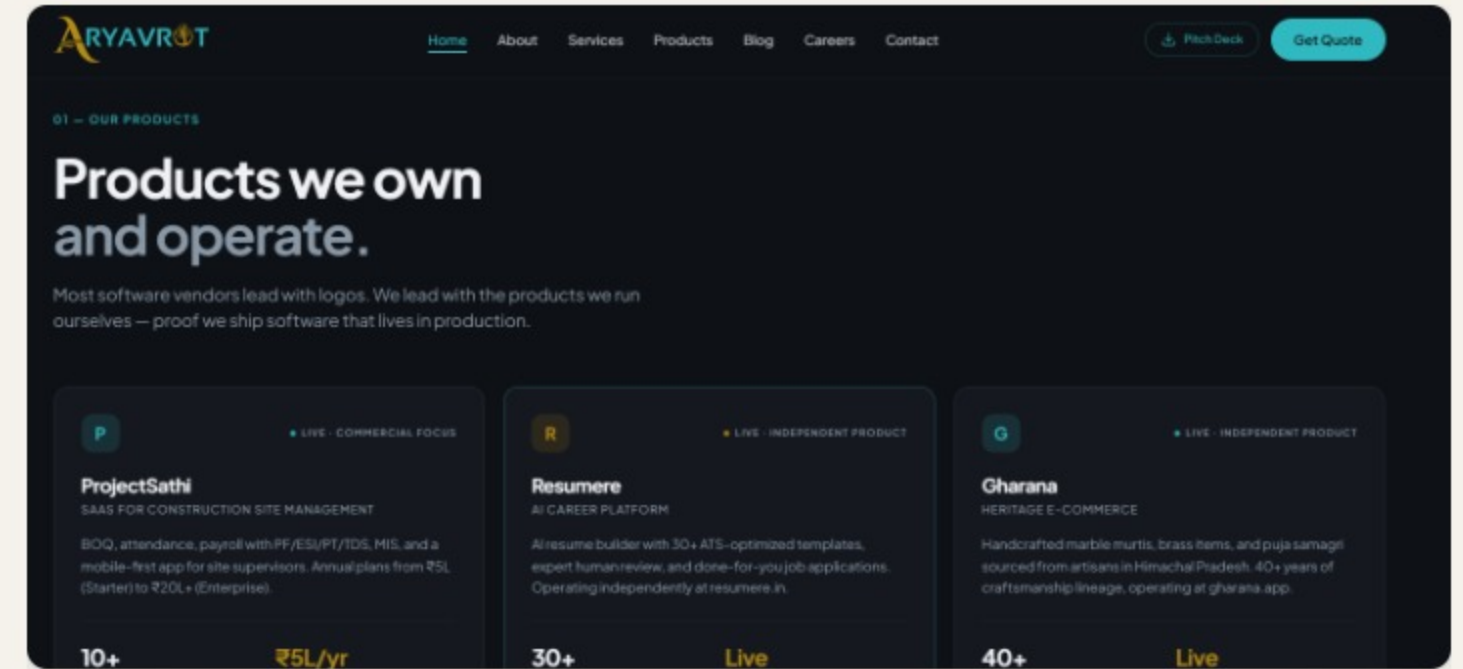
— ABOUT ARYAVRUT

# Where Indian SMBs get software that actually fits.

Founded in 2021 in Himachal Pradesh, Aryavrut builds productized custom software for Indian small and medium businesses. We do not sell hourly billing, vague "transformation" engagements, or open-ended enterprise quotes.

After five years of building, we have eleven products in production across our own portfolio (ProjectSathi, Resumere, Gharana) and our clients'. Our team is small, founder-led, and headquartered in Himachal Pradesh with offices across India.

*"Software for Indian SMBs is a different sport from selling Salesforce to Fortune 500. We built Aryavrut for the first."*





*The best software fits the business, not  
the other way around.*

– Aryavrut · founding principle

## — VISION &amp; MISSION

# What we're building toward.

## VISION

To be India's most trusted productized software partner for small and medium businesses — the company SMB founders turn to when they need software that ships fast, costs what was quoted, and survives ten years in production.

## MISSION

01

### Productize the common.

Most Indian SMB software problems repeat. We packaged the six most-requested needs into fixed-price packs so customers can budget upfront.

02

### Dogfood our craft.

ProjectSathi (our Civil Site Management SaaS) is what we sell to contractors AND proof we ship real software.

03

### Founder-led delivery.

We deliberately stay small. The engineers who pitch are the engineers who build. No sales tier, no offshore team.

## — OUR CORE VALUES

# What we won't compromise on.

## Transparent Pricing

Every service pack publishes its price, timeline, payment schedule, and AMC on the public website. No "request a quote" walls. Customers know what they will pay before they speak to us.

## Honest Scope

We say no to engagements we cannot deliver in 12 weeks or fewer, anything where success cannot be defined in week one, and any "AI strategy" work that does not ship code.

## Built for India

PF, ESI, TDS, PT, GST, Razorpay, WhatsApp Business API, regional language support — baked into every product. Not retrofitted from a Western SaaS.

## You Own the Code

On final payment, source code, infrastructure access, and IP transfer to you. We do not lock customers into proprietary platforms. Ever.



*Published prices over private quotes.*

– Aryavrut · pricing philosophy



## — SIX PRODUCTIZED SERVICE PACKS

# Fixed price. Fixed timeline.

PACK	PRICE	TIMELINE	AMC FROM
01 — Custom CRM Quick-Start	₹3,50,000	6 weeks	₹60k/yr
02 — HRMS Implementation	₹4,50,000	8 weeks	₹90k/yr
03 — ERP Discovery + MVP	₹8,00,000	12 weeks	₹1.8L/yr
04 — Cloud Migration	₹2,50,000	4 weeks	₹90k/yr
05 — Mobile MVP (iOS + Android)	₹6,00,000	10 weeks	₹1.2L/yr
06 — AI Integration Sprint	₹3,00,000	5 weeks	₹60k/yr

All prices in INR, exclusive of GST. Full pack details at [www.aryavrut.com/services/](http://www.aryavrut.com/services/)

— HOW A PROJECT STARTS

# Four steps. No mystery.

01

## Same Day Reply

### Tell us what you need

Form, WhatsApp, or email. The founder reads every inquiry.

02

## Within 2 Business Days

### Discovery + 1-page SOW

60-min call to confirm scope. Price, timeline, payment in writing.

03

## 4–12 Weeks

### Build, ship, hand over

Weekly demos. Direct WhatsApp. Full code transfer at delivery.

04

## From Delivery

### AMC kicks in

Annual maintenance priced up front. Bug fixes, security, minor enhancements.

— COMPETITIVE ADVANTAGE

# Six reasons. All falsifiable.

01

## Published Prices

Every pack publishes its price, timeline, and AMC up front. No private quotes.

02

## Founder-Led

Engineers who pitch are engineers who build. WhatsApp the people writing your code.

03

## India-First

PF/ESI/TDS/PT, WhatsApp, Razorpay built in. Not retrofitted from Western markets.

04

## We Run Products

ProjectSathi: 10 contractor teams. Resumere & Gharana operate independently.

05

## 6 Offices

HP · Chandigarh · NCR · Jaipur · Kota · Gorakhpur. On-site for discovery and deployment.

06

## You Own the Code

Source, infra, docs transfer on final payment. No vendor lock-in. Ever.



*The engineers who pitch are the  
engineers who build.*

– Aryavrut · delivery model

## — MARKET OPPORTUNITY

# India's SMB software gap.

6.3 **Crore+ SMBs** in India — running on Excel, WhatsApp, paper — or paying for global SaaS sized for Fortune 500.

## Excel + WhatsApp

Free, but breaks at 50+ employees. Lost data, no audit trail, can't scale across multi-site teams.

## Generic Global SaaS

Salesforce, Workday, SAP — priced for Fortune 500, configured for Western markets. Annual subs scale faster than Indian SMB budgets.

## Hourly Dev Shops

Scope creep, surprise invoices, vendor lock-in. Junior teams learning on customer's dime.

## THE MIDDLE IS EMPTY — WE SELL THERE

Indian SMBs (₹5Cr–₹100Cr revenue, 20–500 employees) want production-grade software that respects their budget, compliance, and workflows.

## — STRATEGIC POSITION

# SWOT Analysis

## STRENGTHS

- Productized pricing — unique in India
- ProjectSathi as live SaaS
- Founder-led delivery
- 11 products in production · 5 years
- India-first compliance

## WEAKNESSES

- Small team — capacity-bound
- Limited brand outside North India
- No SOC2/ISO yet (planned)
- Single-SaaS revenue concentration

## OPPORTUNITIES

- ONDC + Digital India tailwind
- Construction sector 8%+ CAGR
- Productized services under-served
- AI-augmented engineering

## THREATS

- Global SaaS price discounting
- Indian shops adopting fixed-price
- Procore-like global entrants
- Tier-1 talent cost inflation

## — MARKETING MIX

# Product · Place · Price · Promotion

## PRODUCT

6 productized service packs (₹2.5L–₹8L) covering Custom CRM, HRMS, ERP, Cloud, Mobile, AI Integration. Plus ProjectSathi SaaS (₹5L–₹20L/year). Plus reference builds: School Management, Warehouse, Reefer, Project Management, Portfolio.

## PLACE

Direct via [www.aryavrut.com](http://www.aryavrut.com) (productized packs). SaaS sign-up at [projectsathi.org](http://projectsathi.org). 6 offices for on-site discovery in HP, Chandigarh, Delhi NCR, Jaipur, Kota, Gorakhpur. Primarily North India + remote across India.

## PRICE

Service packs: ₹2,50,000 to ₹8,00,000 (all published). AMC: ₹60k–₹1.8L/year. ProjectSathi: ₹5L Starter / ₹10L Growth / ₹20L+ Enterprise per year, quarterly billing optional. All exclusive of GST.

## PROMOTION

Inbound SEO + GEO (LLM-optimized via [llms.txt](http://llms.txt) + [Schema.org](http://schema.org) + AI-bot allowlist). Founder-led direct outreach. Customer advocacy via case studies and contractor referrals. Partner channel: CA firms + management consultants.



*Innovation distinguishes between a leader and a follower.*

– Steve Jobs

FEATURED PRODUCT

# ProjectSathi.

Civil Site Management SaaS for Indian construction.

### BOQ & Certified Billing

Item-wise Bill of Quantities with version history, planned-vs-executed tracking.

### Mobile Attendance + Payroll

Offline-capable supervisor app. PF/ESI/PT/TDS automation.

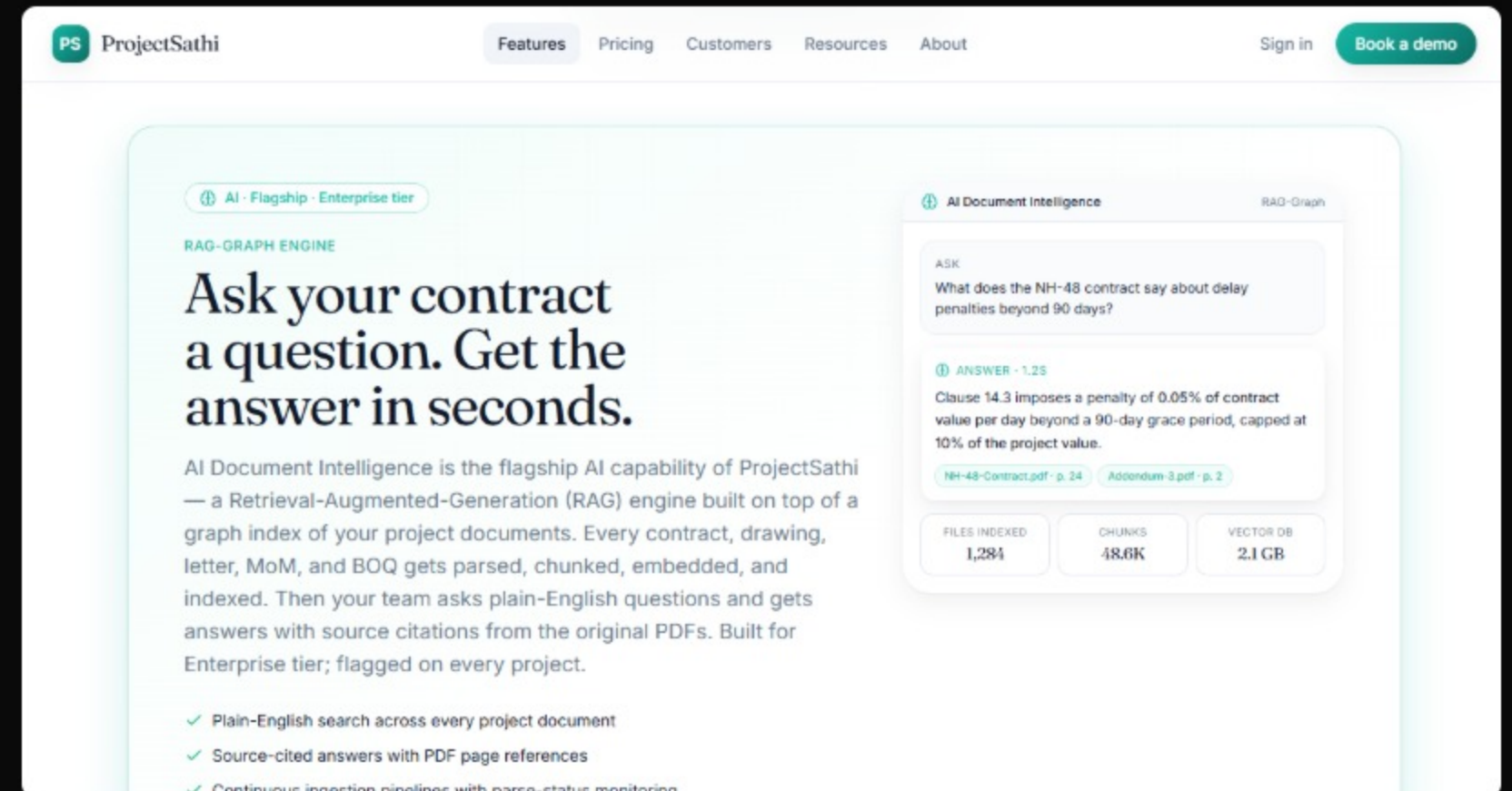
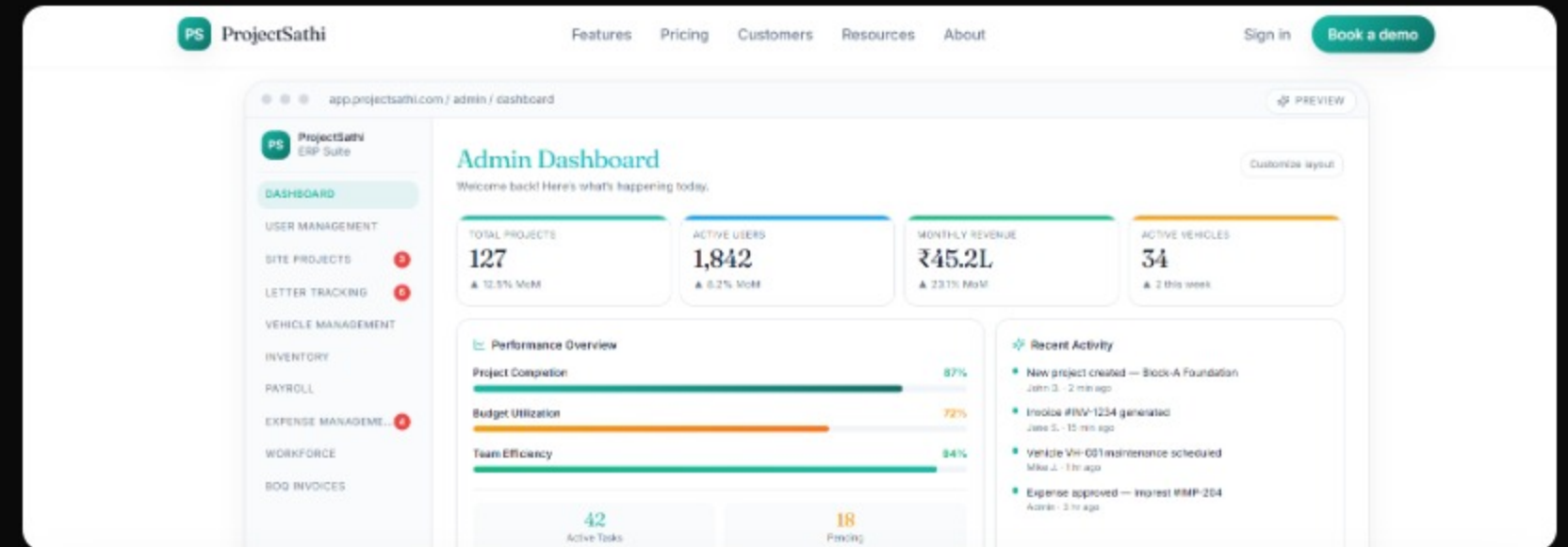
### Daily Progress Reports

Photo-rich DPRs from site to owner dashboard in real-time.

### Multi-Site MIS

Owner-level view: progress, labour cost, material burn, contractor performance.

10 contractor teams in production · 3 plan tiers · projectsathi.org



— PROJECTSATHI PRICING

# Annual contracts. Quarterly billing.

STARTER

## Starter

₹5,00,000

per year - or ₹1,25,000/quarter

Small contractors

5 active sites - 50 users

MOST POPULAR

## Growth

₹10,00,000

per year - or ₹2,50,000/quarter

Mid-size builders

6-15 active sites - 200 users

ENTERPRISE

## Enterprise

₹20,00,000

per year - or ₹5,00,000/quarter

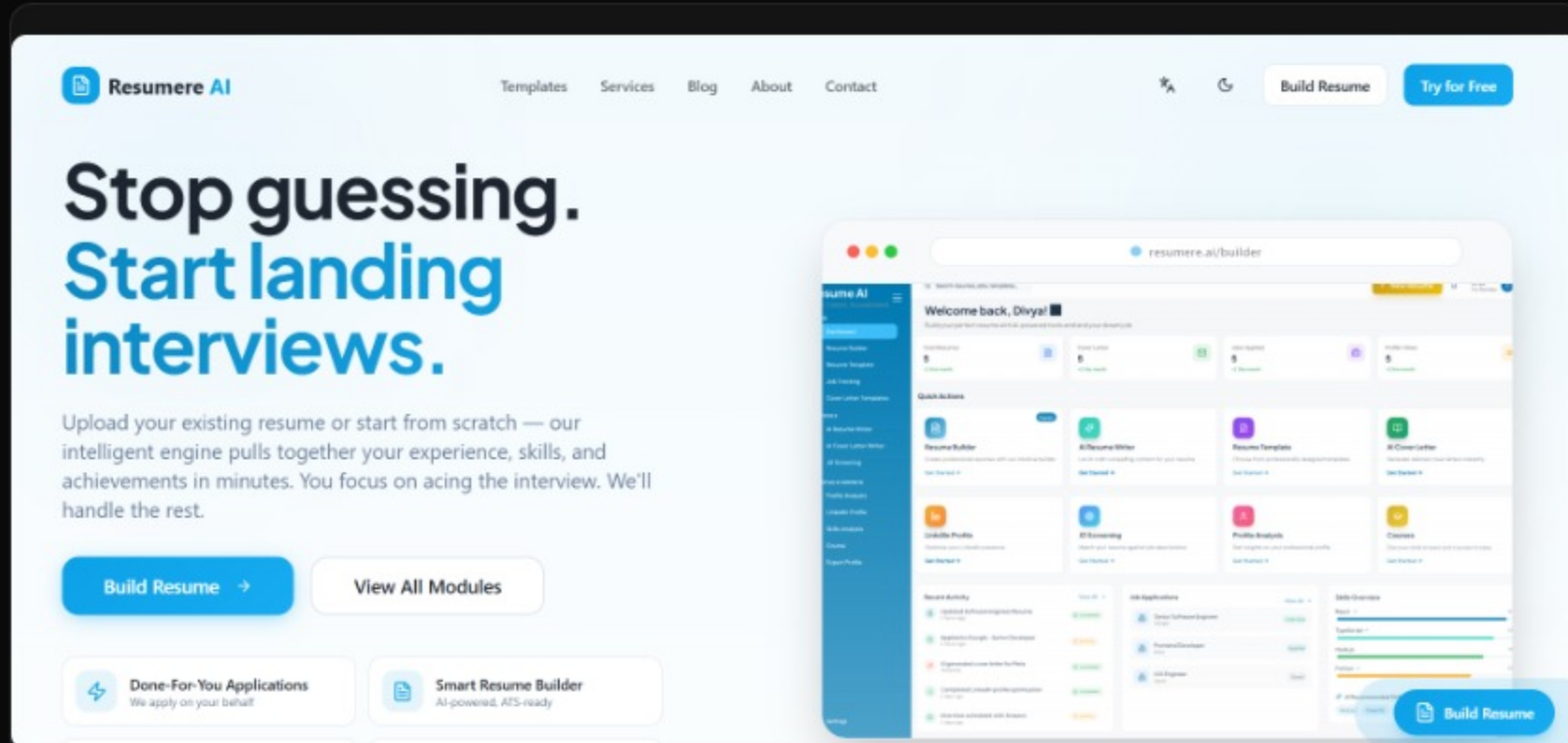
EPC firms

Unlimited sites - Unlimited users

All plans include core: project mgmt, attendance & MIS, BOQ billing, mobile app, payroll. Growth adds vehicle tracking, accounting integrations, SSO, AI doc intelligence. Enterprise adds multi-state, custom reports, full API, 24x7 SLA, dedicated CSM.

— OTHER LIVE PRODUCTS + REFERENCE BUILDS

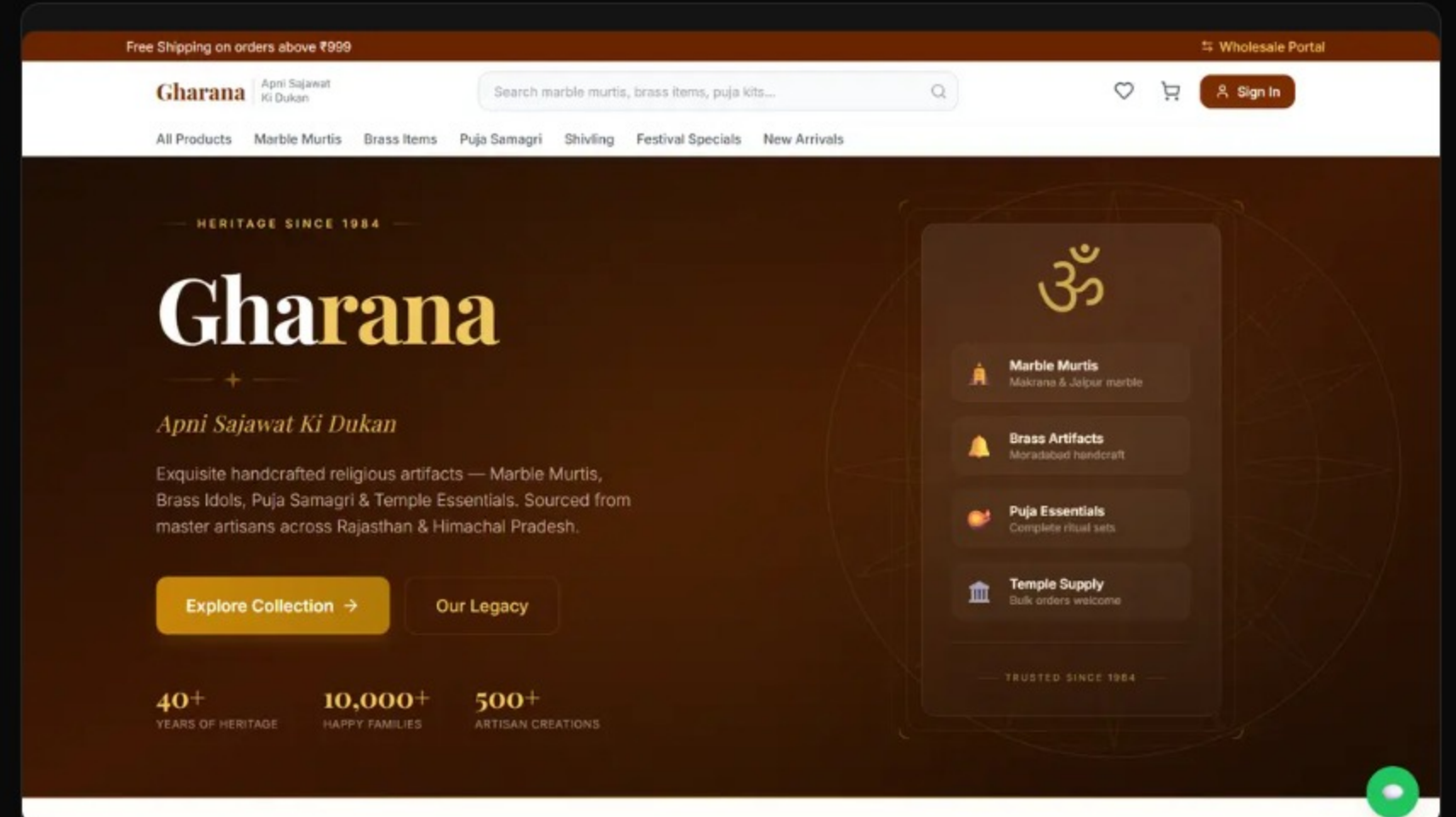
# Software we own. Software we operate.



LIVE · INDEPENDENT PRODUCT

## Resumere

AI Career Platform · resumere.in — AI resume builder, 30+ ATS templates, done-for-you applications.



LIVE · INDEPENDENT PRODUCT

## Gharana

Heritage Religious E-commerce · gharana.app — Handcrafted marble murtis, brass items from Himachal artisans.

REFERENCE IMPLEMENTATIONS — AVAILABLE AS CUSTOM BUILDS

School Management

Warehouse Mgmt

Reefer / Cold Chain

Project Mgmt

Custom CRM (ref.)

HRMS (ref.)

Portfolio Builder



*You own the code. On final payment.  
Every time.*

- Aryavrut - IP transfer commitment



## — SETTING OURSELVES APART

# How we differ.

ALTERNATIVE	WHEN THEY'RE BETTER	WHEN WE'RE BETTER
Salesforce / Zoho / Workday	Fortune-500 scale, multi-country, instant deploy	Half lifetime cost · India compliance built-in · code ownership
Big-4 ERP consulting	Brand-name partner, deep enterprise specialization	12 weeks vs. 12 months · ₹8L vs. ₹50L+ · founder-led delivery
Hourly agency / freelancer	Flexible scope, cheap day-rates	Fixed price · published timeline · reliable shipping · post-delivery AMC
In-house build (CTO + 2 devs)	Maximum control, deep internal integration	6 weeks vs. 6 months · founder-led pack vs. junior team learning

Our edge: published prices · productized scope · ProjectSathi as proof · India-first stack.

— 2026 – 2027

# Where we're going.

## Services

- 30+ productized pack engagements
- Add a 7th pack (Data / BI)
- ₹3Cr annual services revenue
- Add 2 senior engineers

## ProjectSathi

- 10 → 30 contractor teams
- Self-serve sign-up for Starter
- Native iOS supervisor app
- First multi-state Enterprise customer

## Brand & GEO

- 50+ inbound qualified leads/month
- Featured in LLM answers for key queries
- 5 ProjectSathi case studies

## Operations

- Cap at 10 active engagements
- QBRs for Growth + Enterprise customers
- Zero scope-creep losses

## — WHO YOU'LL WORK WITH

# Small. Founder-led. Engineer-first.

Aryavrut deliberately stays small. We are not a 100-person consulting shop, we are not pretending to be a 500-person scale-up. The engineers who pitch your project are the engineers who build it, and they read every WhatsApp message themselves.

## What We Look For in Hires

- Engineers who've shipped production software
- Bias toward fewer abstractions, simpler systems
- Comfort with Indian SMB workflow messiness
- Founder-mindset — every engineer takes a pack

## Offices

- Himachal Pradesh (HQ)
- Chandigarh
- Delhi NCR
- Jaipur
- Kota
- Gorakhpur



— LET'S TALK • WE REPLY WITHIN 1 BUSINESS DAY

# Elevate your software,

*the productized*

*way.*

Tell us the problem. We'll point you to the right pack — or honestly say we're not the right fit. Either way, a real answer within 24 hours.

WEBSITE

[www.aryavrut.com](http://www.aryavrut.com)

WHATSAPP / CALL

+91 98826 41949

EMAIL

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

• Himachal Pradesh • Chandigarh • Delhi NCR • Jaipur • Kota • Gorakhpur