SERVICES & PRICING

Clear design. Fair pricing.

A practical guide to SoberDesign’s graphic design, print layout and website services. All prices are in Indian rupees (INR).

We help businesses communicate through purposeful visuals, clear layouts and consistent branding across digital and print materials.

₹150

PER DESIGN

Includes 2 changes to the selected design.

₹200

PER PAGE

Brochure, catalogue and company profile design.

Website design & development

Landing websites: ₹5,000–₹10,000. Dynamic business websites: ₹8,000–₹15,000. Custom e-commerce: ₹10,000–₹20,000+. Shopify: starting from ₹10,000. Details and conditions are on pages 5–7.

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SoberDesign

DESIGN | DEVELOP | GROW

GRAPHIC DESIGN

₹150 per design

Each individual design includes 2 changes. Confirm the number of artworks and required sizes before starting.

Social media creatives Static posts, carousel slides, festive greetings and promotional graphics.	**₹150**
Marketing graphics Posters, flyers, digital banners and invitation designs.	**₹150**
Business stationery Business cards, letterheads, envelopes and folders.	**₹150**
Logo & packaging artwork Individual logo concepts, labels and packaging graphics; scope agreed first.	**₹150**

What do the 2 changes cover?

Two rounds of adjustments to the agreed design, such as text, colour, spacing or image placement. Send consolidated feedback for each round. A new concept, extra artwork, additional size or changes beyond the included two should be quoted and agreed before proceeding.

Agree these details in the project brief

Final artwork count • Dimensions • Supplied text and images • File formats • Whether editable/source files are required • Delivery date

These are design charges. Printing, production, paid assets and other third-party expenses must be agreed separately.

MULTI-PAGE DESIGN

₹200 per page

For brochures, product catalogues and company profiles, based on the final agreed page count.

Brochure design Front, inside and back layouts with a clear reading journey.	**₹200/page**
Catalogue design Organised product pages, image placement and information hierarchy.	**₹200/page**
Company profile design Business overview, services, work presentation and contact pages.	**₹200/page**

Simple pricing examples

4 pages × ₹200 = ₹800
8 pages × ₹200 = ₹1,600
12 pages × ₹200 = ₹2,400

Confirm before the layout begins

Agree the page count, whether covers are counted, and whether “page” means a printed side or a fold panel. Supply final content, product details, logo and suitable images. Confirm revision allowance, print specifications and required output files in the quotation.

Revision note: The two-change allowance is confirmed for ₹150 individual designs. The revision allowance for multi-page work should be agreed before starting.

PROJECT PROCESS

From brief to delivery

A clear scope keeps the design work focused and the final cost easy to understand.

01 Share your brief

Tell us the purpose, audience, style, dimensions and delivery needs. Share your logo, final text, images and references.

02 Confirm the quotation

Agree the design/page count, revision allowance, deliverables, timeline, payment schedule, taxes if applicable and any additional costs.

03 Review the design

Share consolidated feedback. For ₹150 individual designs, 2 changes are included. Approve any extra work before it begins.

04 Approve & receive

Check names, spelling, contact details and product information before approval. Receive the agreed final files after the agreed payment requirements are met.

Let’s discuss your next project.

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WEBSITE PLANS / 01

Business websites

Choose a website for your goals, content and features. Development is a one-time charge unless otherwise stated.

Landing Website

₹5,000–₹10,000

1–5 pages | HTML, CSS & JavaScript
For small businesses, portfolios, service providers, promotional websites and startups.

Includes: Responsive design for mobile, tablet and desktop; modern UI; contact form; WhatsApp integration; social links; basic animations; basic SEO-friendly structure; Google Maps where required; image optimization; deployment assistance; and 2 revision rounds.

Dynamic Business Website

₹8,000–₹15,000

1–10 pages | React, JavaScript & Bootstrap
For companies, agencies, startups, corporate websites, professional services and high-end portfolios.

Includes: Everything in the Landing Website package, plus interactive UI, advanced animations, smooth transitions, dynamic/reusable components, interactive sections, advanced responsive design, performance optimization, interactive forms, API integration where required, deployment assistance and 2 revision rounds.

Domain, hosting, maintenance and third-party services are separate from development charges. Backend/admin functionality must be defined in the agreed scope.

WEBSITE PLANS / 02

Online store solutions

Final scope depends on products, required features, integrations and the level of customization.

Custom E-Commerce Website

₹10,000–₹20,000+

Pages and technology: Based on requirements and custom development.
Best for: Businesses needing a tailored store and control over customer/order experience.

Core features may include: Custom storefront, product listings and details, categories, search, cart, checkout, payment gateway integration, order management, basic inventory, customer information, admin functionality, WhatsApp integration and email notifications where supported.

2 revision rounds included. Product count, features, integrations, admin requirements and complexity determine the final price. Advanced functionality is quoted separately.

Shopify Website

From ₹10,000

Service: Shopify store setup, design and customization.
Includes: Theme customization; homepage/store layout; product pages; collections; navigation; basic configuration; payment/shipping configuration assistance; basic SEO setup; social media/WhatsApp integration; responsive optimization; launch assistance; and 2 revision rounds.

Paid separately by the client: Shopify subscription, domain, premium themes, paid apps, payment gateway charges, transaction fees and other third-party services.

WEBSITE SUPPORT

Care, renewals & scope

Optional ongoing services are separate from website development. Provider prices and renewal rates can change.

Domain: Yearly website-address registration/renewal.
Hosting: Yearly or selected plan term; server space and included infrastructure.
Maintenance: Optional yearly updates, minor changes, troubleshooting and technical support under the selected plan.

Basic care — ₹3,000/year

Minor text/image changes, basic troubleshooting, deployment assistance and backup assistance.

Standard care — ₹5,000/year

Basic care plus regular content updates, minor layout changes, performance checks and basic update support.

Premium care — ₹8,000+/year

Frequent updates, priority support, minor feature changes, performance monitoring and technical assistance.

Website project policies

Payment: Recommended schedule: 50% advance and 50% before final launch; larger projects may use milestone billing. Confirm the schedule in the quotation.
Content: Client supplies final business information, text, logos, images and product details unless content creation is included.
Extras: Domain, hosting, subscriptions, premium themes/apps, gateway charges, API fees, transaction fees and third-party services are paid separately by the client.
Scope: Additional revisions, major redesigns, new pages/functionality and out-of-scope features are quoted separately. Renewal prices follow the provider’s prevailing rates.