



OMNICHANNEL DIGITAL ECOSYSTEM & PAN-INDIA SCALE

Full Digital Ecosystem & E-Commerce Infrastructure for **Abhi's Speciality Products**

Strategic roadmap uniting D2C E-Commerce, Multi-Generational UGC Ad Storylines, Pan-India Quick Commerce (Blinkit, Instamart, Zepto), and Marketplace Operations under one unified master brand.



IDEABAZ TV SHOW

National Pitch Feature



INDIAN RAILWAYS

Institutional Supply Tie-up



RADIO MIRCHI AWARD

Self-Made Women Honor



FSSAI CERTIFIED

Central Lic. #21523027000503

Client Entity:

Abhi's Speciality Products Pvt. Ltd., Nashik

Founder & Director: Mrs. Sangeeta Avinash Datar

Strategic Agency Partner:

Damainnovate Agency (Creative Intelligence Studio)

Head of Digital Growth: Vinit Joshi

Section 1: Brand & Domain Architecture

Abhi's Speciality Products

1. Master Brand & Domain Infrastructure

To accommodate current chocolates (Seed & Silk), seasonal festive Faral, upcoming Sugar-Free categories, and future bakery items (cookies, pastries), the domain must use the master brand "Abhi's" as the primary authority asset.

Domain Availability & Annual Investment Matrix

DOMAIN NAME	.COM (1 YR)	.COM STATUS	.IN (1 YR)	.IN STATUS	.CO.IN (1 YR)	.CO.IN STATUS	HOSTING CHARGES
Abhis Speciality	₹ 899.00	Available	₹ 549.00	Available	₹ 499.00	Available	Premium: ₹ 3,101.04 Business: ₹ 5,366.64
Abhis Speciality Products	₹ 899.00	Available	₹ 549.00	Available	₹ 499.00	Available	Included in Server
Abhis Speciality Foods	₹ 899.00	Available	₹ 549.00	Available	₹ 499.00	Available	Included in Server
Abhis Foods	—	Not Available	₹ 549.00	Available	₹ 499.00	Available	Included in Server
Abhis Gourmet	₹ 899.00	Available	₹ 549.00	Available	₹ 499.00	Available	Included in Server
Abhis Kitchen Foods	₹ 899.00	Available	₹ 549.00	Available	₹ 499.00	Available	Included in Server
Abhis Delights	₹ 899.00	Available	₹ 549.00	Available	₹ 499.00	Available	Included in Server
Abhis Treats	—	Not Available	₹ 549.00	Available	₹ 499.00	Available	Included in Server

STRATEGIC DOMAIN RECOMMENDATION

Primary: abhisspeciality.com (or .in)

Directly matches FSSAI registration and corporate identity. Safeguards institutional trust for Indian Railways and high-ticket B2B corporate festive gifting, while cleanly housing retail sub-brands.

CLOUD SERVER RECOMMENDATION

Business Cloud Hosting (₹ 5,366.64 / yr)

Delivers dedicated LiteSpeed caching, free SSL certificates, automated daily backups, and up to 100,000 monthly visits capable of handling festival-season flash traffic without crashes.

Umbrella Architecture ("House of Brands")

Seed & Silk

- Ayurvedic Fine Dark Chocolates (Tulsi, Ashwagandha, Suntha, Haldi, Gulkand, Jeshthamadh)
- **New:** 100% Sugar-Free Category
- Choco Millet Crunch Super-Snacks

Traditional Festive Faral

- Diwali Special Faral Boxes
- Chakli, Shankarapale, Ladoo, Chivda
- Multi-size weight bundles & gifting trunks with pre-order booking engine

Artisanal Bakery

- Millet & Whole Wheat Cookies
- Gourmet Pastries & Dry Tea Cakes
- Healthy Baked Savories packaged for national courier transit

Section 2: Itemized Website Quotation

Abhi's Speciality Products Web Portal (Phase 1)

2. E-Commerce Web Portal Quotation (Phase 1: Web Only)

Streamlined direct-to-consumer e-commerce portal engineered for desktop and mobile web browsers. Processes web and WhatsApp orders simultaneously, automates local Nashik dispatch via Borzo, and manages Pan-India shipping via Shiprocket. *(Native Mobile Apps deferred to Phase 2 to optimize initial capital outlay).*

#	MODULE & DELIVERABLE	SCOPE OF EXECUTION	AMOUNT (INR)
01	Core Web Architecture & Responsive UX/UI	Clean, fast desktop & mobile web interface under Abhi's Speciality umbrella housing Seed & Silk, Sugar-Free, Diwali Faral, and Bakery lines.	₹ 8,000.00
02	Catalog & Multi-Category Engine	Setup of up to 35 SKUs across chocolates, festive faral, and bakes with dynamic pack sizes (bars, pouches, corporate gift hampers).	₹ 5,500.00
03	Borzo Hyper-Local Nashik Integration	Automated local dispatch API integration with Borzo (and Porter fallback) for 60–120 min deliveries in Nashik with live rider tracking.	₹ 6,500.00
04	Pan-India Express Logistics Engine	Shiprocket API integration for automated courier assignment (BlueDart/Delhivery), thermal airway bill printing, and SMS tracking.	₹ 6,000.00
05	Web Order Backend (Phone & PC Browser)	Responsive web portal order manager for kitchen & dispatch team. View real-time orders, manage status, and print thermal packing slips (no app required).	₹ 6,500.00
06	WhatsApp Store & Order Sync Integration	WhatsApp Business API catalog integration. Customer WhatsApp orders automatically synchronize directly into the web order queue.	₹ 5,500.00
07	Payment Gateway & Fraud Shield	Razorpay / Cashfree integration: Zero-drop UPI QR code, Credit/Debit cards, NetBanking, and automated OTP verification for COD orders.	₹ 3,500.00
08	SEO Foundation & Speed Optimization	On-page SEO, Food Schema markup, FSSAI compliance badges, Indian Railways partnership highlight, and ultra-fast (<2s) page loading.	₹ 3,500.00

PHASE 1 WEB DEVELOPMENT FEE (SPECIALIZED SME TIER)

Fixed Fee • Website Only (Native App Deferred to Phase 2) • 30 Days Hypercare

₹ 45,000.00

+ Domain & Hosting at actuals

HIGHLIGHTED PAYMENT TERMS & MILESTONE SCHEDULE (₹ 45,000.00 FIXED)

5-DAY INVOICE SLA

Milestone 1 (50%) • ₹ 22,500

Advance Project Deposit: Due on Agreement signing, master domain pointing & responsive UI/UX wireframe approval.

Milestone 2 (30%) • ₹ 13,500

Interim Build Delivery: Due upon SKU catalog upload, Borzo 60-min Nashik dispatch API & Shiprocket logistics sync.

Milestone 3 (20%) • ₹ 9,000

Go-Live Public Handover: Due upon WhatsApp order queue sync, payment gateway verification, staff training & public launch.

Phase 2 Roadmap (Mobile Apps): The web backend is engineered with headless REST APIs. When order volume reaches critical scale, dedicated iOS and Android native apps can be deployed rapidly without redesigning product catalogs or logistics pipelines.

Section 3: UGC Storyline Ad Machine

Abhi's Speciality Products

3. Multi-Generational UGC Video Engine

Consumers buy healthy food through **relatable human stories, not technical claims**. By portraying natural family recommendations across generations, we eliminate health skepticism and create viral word-of-mouth.

Operational Workflow: Damainnovate writes weekly scripts & visual hooks → Sangeeta Mam and team record raw smartphone clips → Damainnovate edits with subtitles, sound design, and gold branding → Agency launches paid ad campaigns.

Storyline 1: The "Granny's Blessing" (Dadi & Child) **Focus: Tulsi & Haldi Ayurvedic Chocolate**

Concept: Grandchild tries to hide modern candy. Dadi catches them, replaces it with Seed & Silk Tulsi/Haldi bar. The child takes a bite and loves the chocolate taste; Dadi smiles knowing it has sacred herbs, pure cocoa butter, and zero artificial junk. *"Pehli baar Dadi ne chocolate khane ki chhoot di!"*

Storyline 2: The "Guilt-Free Mother" (Mom & Kid) **Focus: Ashwagandha & Choco Millet Crunch**

Concept: Kid asks for evening snack after tuition/sports. Mom hands over Choco Millet Crunch & Ashwagandha chocolate. VO highlights: 25% Jowar-Bajra-Ragi super-grains, natural stamina, zero maida, and zero white sugar guilt. Ideal for young active minds.

Storyline 3: The "Father's Active Bond" (Dad & Child) **Focus: Suntha Digestif & Jeshthamadh Bar**

Concept: Dad and daughter on a weekend road trip / hill station drive. Daughter feels travel motion sickness. Dad offers Suntha (Dry Ginger) chocolate. It soothes her tummy while tasting like rich European chocolate. *"Travel smart with Ayurveda."*

Storyline 4: The "Sibling Faral Fight" (Brother & Sister) **Focus: Shahi Gulkand Rose + Diwali Faral Box**

Concept: Classic playful banter. Brother sneaks the last piece of Shahi Gulkand Rose chocolate; Sister catches him and demands the Faral Chakli box in return. Highlights traditional festive warmth and authentic homemade Nashik crunch.

Storyline 5: The "Founder's Kitchen Truth" (Sangeeta Mam on Camera) **Focus: National TV IDEABAZ & Kitchen Purity**

Concept: Sangeeta Mam showing real Salem turmeric, Krishna Tulsi leaves, and molten single-origin dark cocoa in her kitchen. Direct founder message on why commercial chocolates are 55% white sugar and how Abhi's Speciality changes the game.

Quick Commerce & Pan-India Distribution Strategy


Quick Commerce
Blinkit, Instamart, Zepto: Dark-store stocking in Mumbai, Pune & Bangalore for 10-minute impulse delivery.


Marketplaces
Amazon & Flipkart FBA: Brand Registry, A+ visual catalog, reviews engine, and festive gift bundles.


Railways & Institutional
IRCTC Supply Lead Funnel: Dedicated portal landing page to capture bulk railway and corporate orders.

Section 4: Marketing & SEO Retainers

Commercial Tiers Comparison

4. Digital Marketing, SEO & Growth Models

Every model below includes full E-Commerce SEO (technical, on-page, and local keywords for Chocolates, Faral & Bakery). Choose the engagement model matching your risk appetite:

MODEL 1

Fixed Fee Retainer

Predictable monthly agency cost

₹ 45,000 / month

Commission: 0% (Zero share)

✓ **Complete SEO Suite:** On-page, technical schema, keyword rankings for Ayurvedic chocolates & Diwali Faral.

✓ **UGC Video Production:** 12 edited Reels/Shorts per month from owner's raw footage.

✓ **Meta & Google Ad Management:** High-ROAS Pan-India ad campaign execution.

✓ **Quick Commerce & Marketplaces:** Catalog updates & inventory tracking on Blinkit, Amazon, Flipkart.

✓ **WhatsApp Marketing:** Monthly festive broadcast campaigns.

Ad spend paid directly by client (Rec: ₹25K-₹40K/mo).

MODEL 2 • RECOMMENDED

Hybrid Shared Risk

Balanced risk & aggressive growth

₹ 22,000 / mo + 8%

Commission: 8% – 10% Net Sales

✓ **Complete SEO Suite:** High-intent organic ranking for brand and product keywords across India.

✓ **UGC Video Production:** 16 edited Reels/Shorts per month with storyline hooks.

✓ **Aggressive Meta & Google Ads:** Full-funnel scaling with custom audience retargeting.

✓ **Blinkit, Zepto & Amazon Management:** Dark-store replenishment & review generation.

✓ **WhatsApp Funnels:** Abandoned cart recovery and repeat re-order triggers.

Low base retainer + skin in the game. Ad spend by client.

MODEL 3

Pure Performance

Zero fixed monthly fee

₹ 0 / month

Commission: 18% – 22% Net Sales

✓ **Complete SEO Suite:** Full search optimization driving organic zero-CAC orders.

✓ **Full UGC Video Suite:** Unlimited creative iterations based on winning angles.

✓ **Full Digital Handover:** Damainnovate acts as dedicated growth co-founder.

✓ **End-to-End Q-Commerce:** Managing listings, pricing, and dark store slotting.

✓ **Technical Maintenance:** Continuous portal speed & CRO updates included.

Client covers direct platform ad spend & platform fees only.

Detailed SEO Scope (Included in All 3 Models)

SEO PILLAR	DELIVERABLES & TASKS	TARGET KEYPHRASE CLUSTERS
Technical & Core Web Vitals	Sub-2s mobile loading, clean URL routing, XML sitemap generation, HTTPS security audits, and Google Search Console indexing.	Site crawlability, indexing health
On-Page E-Commerce SEO	Product schema, FoodEstablishment rich snippets, FAQ rich markup, optimized meta titles, descriptions, and ALT tags for all 35 SKUs.	"Ayurvedic chocolate India", "Sugar free dark chocolate online", "Buy healthy chocolates"
Festive Faral SEO	Seasonal landing pages optimized for Diwali Faral pre-orders, corporate gift hampers, and Pan-India home delivery.	"Diwali Faral online order", "Nashik Faral parcel Bangalore", "Authentic Chakli Shankarapale online"
Local & Google Business SEO	Nashik factory & flagship showroom GBP optimization, local citations, review harvest strategy, and regional geo-targeting.	"Best chocolate manufacturers in Nashik", "Healthy sweet shop Nashik"

 HIGHLIGHTED PAYMENT TERMS & BILLING PROTOCOLS (ALL MARKETING MODELS)

MONTHLY BILLING CYCLE

Model 1 (Fixed Fee):

- 100% advance retainer on 1st of each month.
- Ad spend paid directly by client on Meta/Google

Model 2 (Hybrid - Rec):

- Base ₹22,000 on 1st of month in advance.
- 8% commission on Net D2C sales cleared by 5th.

Model 3 (Performance):

- ₹0 upfront fixed agency retainer.
- 18% commission invoiced bi-weekly (15th & 30th).

Section 5: Strategic Execution Plan & Sign-Off

Abhi's Speciality Products • 180-Day Scaling Sprints

5. First 6 Months Strategic Execution Plan

A structured, month-by-month operational sprint designed to establish brand authority, launch D2C sales, onboard quick commerce channels, and scale revenue sustainably across India.

<p>Month 1: Foundation, Web Launch & D2C Logistics Setup</p> <ul style="list-style-type: none">• Deploy mobile-responsive e-commerce portal on Hostinger Business Cloud with master domain mapping.• Integrate Borzo hyper-local API (60-min Nashik dispatch) & Shiprocket Pan-India courier engine.• Connect WhatsApp Business API catalog with central order queue for instant kitchen notifications.• Configure Meta Pixel, GA4, Conversion API, and baseline Food Schema / Technical SEO.	<p>Month 2: UGC Video Machine & Paid Advertising Scale</p> <ul style="list-style-type: none">• Script & edit first batch of 12 multi-gen family UGC video ads (Granny, Mom, Dad, Siblings).• Launch Meta Reels prospecting ads targeting wellness, premium dark chocolate, and fitness demographics.• Launch Google Search campaigns for high-intent keywords ("Ayurvedic chocolates Nashik", "sugar-free dark chocolates").• Optimize Google Business Profile & local Nashik directory citations.
<p>Month 3: Quick Commerce & Pan-India Marketplaces</p> <ul style="list-style-type: none">• Onboard dark stores on Blinkit & Instamart across Mumbai, Pune, and Nashik hubs.• Setup and optimize official Amazon India & Flipkart brand stores with A+ visual content.• Implement automated WhatsApp abandoned cart recovery & repeat purchase sequence.• Launch local Nashik hyper-local promotional push leveraging Borzo same-day dispatch.	<p>Month 4: Sugar-Free Category Launch & Railways B2B</p> <ul style="list-style-type: none">• Commercial launch of the dedicated Sugar-Free Dark Chocolate Category (Stevia sweetened).• Develop dedicated institutional B2B sampling pitch deck for Indian Railways (IRCTC).• Outreach to Bangalore & Southern metro health distributors capitalizing on existing organic demand.• Publish educational SEO blog content on diabetic-friendly sweets and Vedic immunity herbs.
<p>Month 5: Festive Diwali Faral Mega Pre-Booking</p> <ul style="list-style-type: none">• Launch exclusive pre-booking portal for Abhi's Diwali Faral (Chakli, Karanji, Chivda).• Scale high-urgency festive UGC ad storylines ("Sibling Faral Fight", "Authentic Homemade Crunch").• Execute corporate gifting campaigns: customized boxes uniting Seed & Silk chocolates + Diwali Faral.• Automated WhatsApp dispatch tracking notifications for high-volume festive courier batches.	<p>Month 6: Omnichannel Scale & Half-Yearly ROI Audit</p> <ul style="list-style-type: none">• Conduct comprehensive 6-month performance audit: blended ROAS, CAC, and repeat customer LTV.• Launch Artisanal Bakery line (sugar-free cookies, tea-time cakes) under master umbrella.• Initiate Phase 2 roadmap for native mobile apps (iOS & Android) based on validated customer data.• Strategic review of commercial terms and budget scaling for Pan-India retail expansion.

<p>Authorized Signatory</p> <p>Abhi's Speciality Products Pvt. Ltd.</p> <p>Mrs. Sangeeta Avinash Datar / Director</p>	<p>Authorized Signatory</p> <p>Damainnovate Agency</p> <p>Vinit Joshi / Creative Intelligence Studio</p>
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Proposal Valid for 15 Days from Date of Issuance • All Intellectual Property & Customer Data Remains 100% Owned by Abhi's Speciality Products Pvt. Ltd.