

SERVICES & PRICE BOOK

Digital marketing built for *measurable* growth.

Five packages. Every deliverable counted. Every price published. Agency fee and advertising spend shown separately — so you always know exactly what you are paying for, and exactly what you receive in return.

WELCOME TO HSELA MAK

A marketing team that shows you the numbers — before you sign, and after.

HSELA MAK is a Chennai-based digital marketing company working with businesses that want growth they can actually measure. We plan the content, design and shoot it, run the advertising, track what it produces, and report on it every month in language you can read.

Most agency proposals are deliberately vague. Ours are not. Every package on the following pages states how many posts, how many reels, how many campaigns and how many shoot days you receive — because a number you can count is the only promise worth making.

HOW WE WORK

- **We quantify everything.** No package says "social media management" without stating the exact volume behind it.
- **We separate fee from spend.** Your advertising budget goes to Google and Meta, from accounts you own. It never routes through us.
- **We charge no setup fee.** Onboarding, account audits, profile optimisation and strategy build are absorbed into month one.
- **We produce, not just manage.** Shoots, photography and video editing are inside the packages, not billed as a surprise later.
- **You get a named person.** Not "a dedicated account manager" in the abstract — a name, a number and a committed response time.

READ THIS FIRST

Every price in this document is the **HSELA MAK service fee only**, exclusive of 18% GST. Advertising media spend is a separate amount paid by you directly to Google, Meta or the relevant platform. A ₹45,000 package does not include ₹45,000 of advertising.

SECTORS SERVED

Retail & showrooms

Restaurants & F&B

Clinics &
diagnostics

Real estate

Education &
coaching

D2C & e-commerce

Salons & wellness

Professional
services

WHAT WE DO

Eight disciplines. One accountable team.

Each package on the following pages is assembled from these eight capabilities. Every one of them can also be bought on its own — the individual rate cards begin on page 13.

01

SOCIAL MEDIA

Planning, design, captions, publishing, hashtags and community management across Instagram, Facebook, LinkedIn, YouTube and Google Business Profile.

02

PAID ADVERTISING

Meta, Google, YouTube and LinkedIn campaigns — setup, audience build, creative, weekly optimisation and conversion tracking.

03

CONTENT & CREATIVE

Static creatives, carousels, stories, short-form video editing and long-form corporate video, produced to a stated monthly count.

04

CONTENT PRODUCTION

On-location content shoots with professional camera and lighting equipment, photography and product footage — inside the package price.

05

SEARCH & SEO

Keyword research, on-page and technical SEO, local SEO and Google Business Profile optimisation, with honest reporting on movement.

06

WEBSITES & LANDING PAGES

Static, business, dynamic and e-commerce builds, plus conversion-focused landing pages designed to sit behind paid campaigns.

07

LEAD GENERATION

Lead forms, full-funnel campaigns, remarketing, WhatsApp routing and clean handover of every enquiry into your sales process.

08

INFLUENCER OUTREACH

Creator research, shortlisting, pitching and coordination. Our outreach work is included; creator fees are paid separately by you.

ACROSS ALL EIGHT

Analytics & Strategy. Competitor analysis, audience analysis, content gap identification and a monthly performance review are built into every engagement above entry level — not sold as a separate consulting project.

FIVE PACKAGES

Start where you are. Move up when the numbers say so.

The five packages are one continuous ladder, not five unrelated products. Each tier adds a specific, visible layer of capability — more content, more platforms, more advertising, and from Performance upward, our own production crew on location every week.

01	02	03	04	05
FOUNDATION	MOMENTUM	PERFORMANCE	SCALE	PARTNERSHIP
₹15,000	₹25,000	₹45,000	₹75,000	₹1,20,000
+ GST / MONTH	+ GST / MONTH	+ GST / MONTH	+ GST / MONTH	+ GST / MONTH
A professional, consistent presence on one platform, with Meta advertising behind it.	Two platforms, ten video edits, and both Meta and Google working together.	Our crew shoots at your location four times a month. Content production joins the package.	Four platforms, monthly landing pages, SEO and full-funnel lead generation.	A dedicated five-person pod running your entire marketing function.

THE ONE THING TO UNDERSTAND

The package price is our fee. Your advertising budget is a second, separate number paid directly to the platforms from accounts registered in your name. We never take media spend through our own accounts, and you keep permanent ownership of every ad account, page and pixel we build.

A USEFUL BUDGETING RULE

As a guide, management fee is best kept to roughly one-third of total monthly marketing budget. A skilled team with no media budget cannot outperform an average one with a funded budget — so we would rather help you plan the whole number than quote only our part of it.

01

FOUNDATION

₹15,000

+ GST PER MONTH · ₹17,700 PAYABLE

BEST FIT

New businesses, single-location retail, clinics, salons, cafés and consultants who need a properly designed, consistently published presence — and a first advertising channel running behind it. Everything is counted, nothing is implied.

1

PLATFORM

18

CREATIVES

3

CAMPAIGNS

3

MIN. TERM

PLATFORMS & MANAGEMENT

Social platforms managed	1 (Instagram or Facebook)
Google Business Profile setup & optimisation	Included
Profile creation, bio, highlights & link setup	Included
Scheduling & publishing	Included
Community management (comments & DMs)	Weekdays

CONTENT & CREATIVE

Monthly content plan & ideas	Up to 10
Designed static creatives / posters	Up to 8
Story creatives	Up to 8
Short-form video edits (your footage)	Up to 2
Captions & copywriting	Included
Hashtag research & trend tracking	Included
Revisions per creative	2
Content shoots / photography	Not included

PAID ADVERTISING

Meta Ads management (Facebook & Instagram)	Included
Active campaigns	Up to 3
Campaign setup & audience targeting	Included
Ad creative & ad copy	Included
Weekly optimisation	Included
Meta lead form setup	Included
Ad spend managed within this fee	Up to ₹25,000
Google Ads	Add-on ₹15,000

STRATEGY & REPORTING

Social media goal identification	Included
Audience overview	Included
Monthly performance report	1 per month
Strategy review call	Monthly · 30 min

ACCOUNT & SUPPORT

Account management	Shared executive
Response time (working hours)	Within 24 hrs
Minimum engagement term	3 months

ADVERTISING MEDIA SPEND IS
SEPARATE

Paid by you directly to Meta, from an ad account you own. Recommended starting spend ₹15,000–₹25,000 per month.

02

MOMENTUM

₹25,000

+ GST PER MONTH · ₹29,500 PAYABLE

BEST FIT

Growing SMEs, restaurants, showrooms, clinics and service businesses that already have some traction and now need volume, video and a second advertising channel. This is where most businesses find their rhythm.

2

PLATFORMS

36

CREATIVES

10

VIDEO EDITS

6

CAMPAIGNS

PLATFORMS & MANAGEMENT

Social platforms managed	2 (Instagram + Facebook)
Google Business Profile management	Included
Profile optimisation & page SEO	Included
Video posting, sharing & promotion	Included
Community management	Weekdays

CONTENT & CREATIVE

Monthly content plan & ideas	Up to 15
Designed static creatives / posters	Up to 12
Carousel posts	Up to 2
Story creatives	Up to 12
Short-form video edits (your footage)	Up to 10
Captions, copywriting & hashtag research	Included
Revisions per creative	3
Content shoots / photography	Add-on from ₹9,500

PAID ADVERTISING

Meta Ads management	Up to 5 campaigns
Google Ads management (Search)	1 campaign
Setup, targeting, ad creative & ad copy	Included
Weekly optimisation	Included
Lead campaigns — Meta forms + Google	Included
Ad spend managed within this fee	Up to ₹75,000

STRATEGY & REPORTING

Competitor analysis	Quarterly · top 3
Audience analysis	Included
Social trend research	Included
Monthly performance report	1 per month
Strategy review call	Monthly · 45 min

ADDITIONAL BENEFITS

Influencer outreach & shortlisting	Up to 5 creators
Account management	Named manager
WhatsApp support line	Included
Response time / minimum term	12 hrs / 3 months

ADVERTISING MEDIA SPEND IS
SEPARATE

Influencer and creator fees are also separate. Recommended starting spend ₹40,000–₹75,000 per month.

03

PERFORMANCE

₹45,000

+ GST PER MONTH · ₹53,100 PAYABLE

BEST FIT

Businesses that have run out of content to post. This is the tier where our crew comes to you **four times a month** with professional camera and lighting equipment and builds your content bank on location — the single biggest hidden cost in most agency contracts, included here in the headline price.

4

SHOOTS / MO

3

PLATFORMS

18

VIDEO EDITS

11

CAMPAIGNS

CONTENT PRODUCTION · INCLUDED

Half-day content shoot sessions	4 per month
Professional camera, lens & lighting equipment	Provided
Edited photographs from shoots	Up to 20
Reels, product, service & team footage	Included

One session per week, up to 4 hours each, at your premises or one agreed location within Chennai city limits. Capture as much usable content as the session allows. Sessions are booked with five working days' notice and do not carry forward.

CONTENT & CREATIVE

Monthly content plan & ideas	Up to 24
Designed static creatives / posters	Up to 18
Carousel posts	Up to 3
Story creatives	Up to 20
Short-form video edits / reels	Up to 18
Long-form video editing	1 · up to 3 min
Revisions per creative	3

PLATFORMS

Social platforms managed	3 + Google Business
Platform & profile optimisation	Included

PAID ADVERTISING

Meta Ads management	Up to 8 campaigns
Google Ads management (Search + PMax)	Up to 3 campaigns
Setup, targeting, ad creative & ad copy	Included
Lead-generation campaigns	Included
Conversion tracking & pixel setup	Included
Ad spend managed within this fee	Up to ₹1,75,000

STRATEGY & REPORTING

Competitor analysis	Monthly · top 3
Audience analysis & segment mapping	Included
Hashtag research & content gap review	Included
Local SEO & Google Business Profile	10 keywords
Performance report	Monthly + mid-month
Strategy review meeting	Monthly · 60 min

ADDITIONAL BENEFITS

Influencer outreach & shortlisting	Up to 10 creators
Landing page	1 per quarter
Account management	Manager + strategist
Priority WhatsApp support	Included
Response time / minimum term	8 hrs / 3 months

ADVERTISING MEDIA SPEND IS SEPARATE

Influencer fees, talent, props and travel outside Chennai city limits are also separate. Recommended spend ₹75,000–₹1,75,000 per month.

04

SCALE

₹75,000

+ GST PER MONTH · ₹88,500 PAYABLE

BEST FIT

Real estate, healthcare groups, education brands, D2C and multi-location businesses running serious media budgets. Four platforms, six shoots a month, a new landing page every month, SEO underneath the paid activity, and a team that answers within four working hours.

6

SHOTS / MO

4

PLATFORMS

24

VIDEO EDITS

18

CAMPAIGNS

CONTENT PRODUCTION · INCLUDED

Half-day content shoot sessions	6 per month
Videographer & photographer on shoot days	Included
Professional camera, lens & lighting equipment	Provided
Edited photographs from shoots	Up to 40

CONTENT & CREATIVE

Monthly content plan & ideas	Up to 30
Designed static creatives / posters	Up to 26
Carousel posts	Up to 5
Story creatives	Up to 30
Short-form video edits / reels	Up to 24
Long-form video editing	2 · up to 5 min
Creative direction & content strategy	Included
Revisions per creative	4

PLATFORMS

Social platforms managed	4 + Google Business
Community management	6 days a week

PAID ADVERTISING

Meta Ads management	Up to 12 campaigns
Google Ads management	Up to 6 campaigns
YouTube or LinkedIn Ads	1 platform included
Full-funnel lead generation + remarketing	Included
Conversion tracking, GA4 & event setup	Included
Lead routing & WhatsApp handover	Included
Ad spend managed within this fee	Up to ₹4,00,000

SEARCH, WEB & INTELLIGENCE

Local + on-page SEO	15 keywords
Blog / long-form content	2 × 800 words
Landing pages	1 per month
Competitor analysis	Monthly · top 5
Audience research & persona mapping	Included

REPORTING & ACCOUNT

Performance reporting	Fortnightly
Strategy meeting	Fortnightly · 60 min
Influencer outreach & coordination	Up to 20 creators
Priority account team	AM + strategist + designer
Response time / minimum term	4 hrs / 6 months

ADVERTISING MEDIA SPEND IS SEPARATE

Influencer fees, paid stock, domain and hosting are also separate. Recommended spend ₹1,50,000–₹4,00,000 per month.

05

PARTNERSHIP

₹1,20,000

+ GST PER MONTH · ₹1,41,600 PAYABLE

BEST FIT

Multi-brand groups, funded D2C, developers, hospital groups and education networks who want a marketing department rather than a vendor. A dedicated five-person pod — account manager, strategist, designer, video editor and media buyer — works only on your business each month.

8

SHOOTS / MO

5

PLATFORMS

32

VIDEO EDITS

5

PERSON POD

CONTENT PRODUCTION · INCLUDED

Half-day content shoot sessions	8 per month
Dedicated videographer & photographer	On every shoot
Full production equipment & lighting	Provided
Edited photographs from shoots	Up to 60
Creative direction on set	Included

CONTENT & CREATIVE

Monthly content plan & ideas	Up to 40
Designed static creatives / posters	Up to 36
Carousel posts	Up to 8
Story creatives	Up to 40
Short-form video edits / reels	Up to 32
Long-form video editing	4 · up to 5 min
Revisions	Unlimited in cycle

PLATFORMS

Social platforms managed	5 + Google Business
Community management	7 days a week

PAID ADVERTISING

Meta Ads management	Up to 20 campaigns
Google Ads management	Up to 12 campaigns
YouTube + LinkedIn Ads	Both included
Full-funnel, remarketing & CRM handover	Included
Conversion optimisation & A/B testing	Included
Ad spend managed within this fee	Up to ₹8,00,000

SEARCH, WEB & INTELLIGENCE

Full SEO — technical, on-page & local	25 keywords
Blog / long-form content	4 × 1,000 words
Landing pages	2 per month
Competitor intelligence + ad library	Monthly · top 5
Brand growth consultation	Quarterly review

REPORTING & ACCOUNT

Live dashboard + performance reporting	Weekly
Detailed strategy meeting	Monthly · 90 min
Influencer outreach & campaign management	Up to 30 creators
Dedicated pod	5 specialists
Response time / minimum term	2 hrs / 6 months

ADVERTISING MEDIA SPEND IS SEPARATE

Influencer fees, talent, third-party subscriptions and out-of-city travel are also separate. Recommended spend ₹4,00,000+ per month.

PACKAGE COMPARISON

Reach, content & creative.

Every figure below is a monthly maximum. Quantities do not carry forward to the following month.
Advertising, strategy and support are compared on the next page.

	FOUNDATION ₹15,000	MOMENTUM ₹25,000	PERFORMANCE ₹45,000	SCALE ₹75,000	PARTNERSHIP ₹1,20,000
Social platforms managed	1	2	3	4	5
Google Business Profile	Setup	Managed	Managed	Managed	Managed
Profile & platform optimisation	✓	✓	✓	✓	✓
Content plan & ideas	10	15	24	30	40
Static creatives / posters	8	12	18	26	36
Carousel posts	—	2	3	5	8
Story creatives	8	12	20	30	40
Short-form video edits / reels	2	10	18	24	32
Long-form video editing	—	—	1 · to 3 min	2 · to 5 min	4 · to 5 min
Total creative units / month	18	36	60	87	120
Content shoots (half-day)	—	Add-on	4 / month	6 / month	8 / month
Photography (edited images)	—	—	20	40	60
Captions & copywriting	✓	✓	✓	✓	✓
Hashtag research	✓	✓	✓	✓	✓
Creative direction	—	—	Monthly	✓	✓ on set
Community management	Weekdays	Weekdays	Weekdays	6 days	7 days
Revisions per creative	2	3	3	4	Unlimited*

*Unlimited revisions within the same monthly production cycle. All quantities are stated as maximums and assume content approvals are returned within three working days.

NEVER IN A PACKAGE

Advertising media spend

Influencer & creator fees

Paid stock, music & fonts

Domain, hosting & email

Website development

Travel outside Chennai

PACKAGE COMPARISON

Advertising, strategy & support.

	FOUNDATION ₹15,000	MOMENTUM ₹25,000	PERFORMANCE ₹45,000	SCALE ₹75,000	PARTNERSHIP ₹1,20,000
Meta Ads management	3 campaigns	5 campaigns	8 campaigns	12 campaigns	20 campaigns
Google Ads management	Add-on	1 campaign	3 campaigns	6 campaigns	12 campaigns
YouTube / LinkedIn Ads	—	—	—	1 platform	Both
Total campaign limit	3	6	11	18	32
Ad spend managed up to	₹25,000	₹75,000	₹1,75,000	₹4,00,000	₹8,00,000
Conversion tracking & pixel	—	Basic	✓	✓ + GA4	✓ + A/B testing
Lead generation	Meta forms	Meta + Google	Lead campaigns	Full-funnel	+ CRM handover
Landing pages	—	—	1 / quarter	1 / month	2 / month
SEO	GBP setup	GBP managed	Local · 10 kw	Local + on-page · 15 kw	Full SEO · 25 kw
Blog / long-form content	—	—	—	2 × 800 words	4 × 1,000 words
Competitor analysis	—	Quarterly · top 3	Monthly · top 3	Monthly · top 5	Monthly + ad library
Audience analysis	Overview	✓	+ segments	+ personas	+ personas & testing
Influencer outreach	—	5 creators	10 creators	20 creators	30 + campaign mgmt
Performance reporting	Monthly	Monthly	Monthly + mid-month	Fortnightly	Weekly
Strategy review	30 min / month	45 min / month	60 min / month	60 min / fortnight	90 min + weekly call
Account management	Shared executive	Named manager	Manager + strategist	+ designer	5-person pod
Response time (working hrs)	24 hrs	12 hrs	8 hrs	4 hrs	2 hrs
WhatsApp support	—	✓	Priority	Priority	Dedicated group
Minimum engagement term	3 months	3 months	3 months	6 months	6 months
Monthly fee	₹15,000 + GST	₹25,000 + GST	₹45,000 + GST	₹75,000 + GST	₹1,20,000 + GST

AD SPEND

The "ad spend managed up to" row is the advertising budget our fee covers the management of — it is **not** money included in the fee. You pay it directly to Google and Meta. Above the stated ceiling, management continues at 10% of additional spend.

INDIVIDUAL SERVICES

Paid ads management.

For businesses that want advertising managed without a full social media retainer. All fees are monthly, exclusive of GST, and exclude advertising media spend.

SERVICE	WHAT IT COVERS	FEE / MONTH
Meta Ads Management Facebook & Instagram	Account structure, audience build, up to 5 campaigns, ad creative and copy, lead-form setup, weekly optimisation, monthly report. Manages spend to ₹75,000.	₹12,000
Google Ads Management Search, Performance Max, Display	Keyword research, campaign build, ad copy, negative-keyword management, conversion tracking, weekly optimisation, monthly report. Manages spend to ₹1,00,000.	₹15,000
Google + Meta Combined Recommended	Both of the above run as one funnel — search capture plus social demand generation, with shared creative and a single consolidated report. Manages spend to ₹1,50,000.	₹22,000
YouTube Ads Management	In-stream, in-feed and Shorts campaigns, audience and placement strategy, optimisation and reporting. Video production quoted separately.	₹14,000
LinkedIn Ads Management B2B	Job title, seniority, company and industry targeting, lead-gen forms, sponsored content and message ads, weekly optimisation. Manages spend to ₹1,00,000.	₹18,000
Full Paid Media Suite	Google, Meta, YouTube and LinkedIn managed as a single programme with unified tracking, creative testing and one monthly performance review.	₹30,000
Campaign setup only One-time, per platform	Account structure, conversion tracking, audience build and first campaign launch. Handed over to your team. No ongoing management.	₹8,000
Ad creative pack Per campaign	Five static ad variants and two short video variants, written and designed for testing.	₹6,000
Ad copywriting Per campaign	Five headline and description variants built for A/B testing.	₹2,500
Campaign landing page One-time	Single conversion-focused page with enquiry form, tracking and mobile optimisation.	₹12,000
Spend above ceiling	Where monthly spend exceeds the stated ceiling for a platform, management continues at a percentage of the additional spend.	10% of spend

ADVERTISING MEDIA SPEND IS SEPARATE

Paid by you directly to the platform, from accounts registered in your name and permanently owned by you.

INDIVIDUAL SERVICES

Creative & content services.

Per-unit pricing for design, video and production, available with or without a monthly package. Package clients receive these units inside their monthly allowance at no additional cost.

DESIGN & STATIC CREATIVE

Single static poster / creative	₹750
Premium poster — composite, retouch, illustration	₹1,800
Festival / wishing poster	₹500
Carousel post — up to 6 slides	₹2,000
Story creative set — 5 stories	₹1,500
Ad creative variant set — 5 statics	₹3,000
Content writing	₹3 / word

SHOOTS & PHOTOGRAPHY

Content shoot — half day up to 4 hrs	₹9,500
Content shoot — full day up to 8 hrs	₹18,000
Photography session — half day 40 images	₹10,000
Photography session — full day 80 images	₹18,000
Product photography — per product, 4 angles	₹600
Videographer + photographer, same session	+ ₹4,500
Additional shooting hours	₹2,500 / hr

VIDEO

Reel / short-form editing — your footage	₹1,500
Reel creation — concept, script, shoot, edit	₹4,500
Premium reel — multi-location, talent, props	₹12,000
Product video — up to 45 seconds	₹8,500
Corporate / long-form editing	₹1,200 / min
Minimum charge, long-form project	₹4,000
Brand film — script, shoot, edit, grade, to 3 min	From ₹45,000
Subtitling & captioning	₹400 / video

REVISIONS & EXTRAS

Revisions included per creative	2 to 4 by package
Additional revision — static creative	₹600
Additional revision — video	₹1,200
Work beyond agreed scope	₹1,400 / hr
Rush delivery — under 48 hours	+ 30%
Paid stock footage, music, fonts	At actuals
Travel outside Chennai city limits	At actuals

A NOTE ON SHOOTS

A half-day session is up to four hours at one location. We bring the camera, lenses and lighting. You are welcome to use the full session to capture as much usable content as the time allows — reels, product and service footage, team shots and photographs. We do not offer permanent studio space.

INDIVIDUAL SERVICES

Search engine optimisation.

Three tiers, priced monthly and exclusive of GST. SEO is a compounding channel — we ask for a minimum of six months because meaningful movement below that is rare.

SEO STARTER

₹12,000

+ GST / MONTH

Local businesses, clinics, restaurants and single-location retail.

- 10 target keywords
- Google Business Profile optimisation and weekly posts
- On-page optimisation, up to 10 pages
- Local citation building — 25 directories
- Review response guidance
- Monthly ranking and traffic report

SEO GROWTH

₹25,000

+ GST / MONTH

Established businesses competing on city-wide and category terms.

- 20 target keywords
- Technical SEO fixes and site health monitoring
- On-page optimisation, up to 30 pages
- 2 blogs × 1,000 words per month
- Internal linking and content structure
- Competitor gap analysis
- Monthly report and review call

SEO ADVANCED

₹45,000

+ GST / MONTH

E-commerce, multi-location groups and competitive national categories.

- 40+ target keywords
- Full technical SEO and Core Web Vitals work
- 4 blogs × 1,200 words per month
- Content cluster strategy and pillar pages
- Backlink and digital PR outreach
- Multi-location or product-page scaling
- AI-search and answer-engine visibility
- Fortnightly reporting

ONE-TIME SEO PROJECTS

Comprehensive SEO audit	₹20,000
Core Web Vitals & speed optimisation	₹20,000
Local citation clean-up — 50 directories	₹12,000
Google Business Profile setup	₹4,000

The audit fee is credited in full against your first invoice if you begin a six-month SEO engagement within 30 days.

WHAT WE WILL NOT PROMISE

We do not guarantee first-page positions, a specific rank for a specific keyword, or a fixed traffic number. Search results are controlled by Google, not by any agency, and anyone guaranteeing a ranking is either buying paid placement or misleading you. What we do commit to is a defined scope of work each month, honest reporting of what moved and what did not, and a clear explanation of why.

INDIVIDUAL SERVICES

Website development.

Website development is a separate one-time project and is not included in any monthly marketing package unless expressly stated. Landing pages are included in the Performance, Scale and Partnership packages at the stated frequency.

BUILD	WHAT IS INCLUDED	ONE-TIME FEE
Landing Page Single page	One conversion-focused page with enquiry form, WhatsApp button, mobile optimisation and campaign tracking. Built to sit behind paid ads.	₹12,000
Static Website Up to 5 pages	Responsive design, enquiry form, Google Maps, basic on-page SEO, Analytics and Search Console setup. Content supplied by you.	₹18,000
Business Website 6–10 pages · most chosen	Everything above plus a content management system, blog, gallery, multiple enquiry forms, 5 business email IDs and a fuller SEO setup.	₹35,000
Dynamic Website Custom CMS	Custom-built CMS, unlimited pages, user dashboards or portals, third-party and API integrations, advanced forms and workflow logic.	₹65,000
E-commerce Website	Product catalogue, cart, payment gateway, order and inventory management, customer accounts, shipping setup and e-commerce tracking.	₹70,000
Additional pages Per page	Designed and built to match the existing site, on any of the above builds.	₹2,500

ANNUAL & RECURRING CHARGES

Website maintenance — monthly	₹7,500 / month
Website maintenance — annual, prepaid	₹80,000 / year
Domain registration	From ₹1,200 / year
Business hosting with SSL	From ₹6,000 / year
E-commerce hosting	From ₹12,000 / year
Business email — per mailbox	From ₹2,000 / year

INCLUDED WITH EVERY BUILD

- Mobile-responsive design across phone, tablet and desktop
- On-page SEO structure, meta tags and sitemap
- Google Analytics 4 and Search Console configuration
- Enquiry form with email notification and Google Maps embed
- Two rounds of design revision before development begins
- 30 days of post-launch support at no charge
- Full handover of files, hosting and domain access — you own everything

DOMAIN AND HOSTING ARE BILLED SEPARATELY

Charged annually at cost, or registered in your own name if you prefer. Maintenance begins after the free 30-day support period.

INFLUENCER OUTREACH

Creators and campaigns, without the mark-up.

WHAT HSELA MAK DOES

- Research creators relevant to your category, city and audience
- Shortlist with audience size, engagement quality and content fit
- Contact and pitch creators on your behalf
- Coordinate briefs, deliverables, timelines and approvals
- Recommend the right mix of nano, micro and macro creators
- Review posted content against the agreed brief

NO OUTREACH FEE

HSELA MAK does not charge a separate service fee for identifying, approaching or pitching creators. This work is included in the Momentum package and above, at the creator volumes listed in the comparison table.

WHAT YOU PAY SEPARATELY

Influencer / creator fees	Paid by client
Barter product cost or gifting	Paid by client
Travel, accommodation and transport	Paid by client
Production costs on collaborations	Paid by client
Paid boosting or whitelisting of creator posts	Paid by client
Celebrity or premium talent engagements	Quoted per case

STANDALONE INFLUENCER SERVICE

Campaign management — up to 10 creators	₹15,000 / month
Campaign management — up to 25 creators	₹28,000 / month
One-off creator sourcing — shortlist of 10	₹6,000

We negotiate creator rates on your behalf and pass them through at cost. We do not add a commission to what a creator charges you.

LEAD GENERATION

How it works

Lead campaigns run on Meta and Google with forms, landing pages or WhatsApp as the capture point. Every enquiry is delivered to you the same day by sheet, email or CRM.

What is included

Campaign build, audience research, creative, form or landing page, conversion tracking, remarketing to non-converters, and weekly optimisation on cost per lead.

What we do not promise

A guaranteed number of leads, a guaranteed cost per lead, or guaranteed sales. Lead volume depends on budget, category, offer and season — we forecast honestly and report actuals.

ADD-ONS

Additional services.

Any of these can be added to a package at any point in an engagement, or bought on their own. All fees exclude GST.

BRAND & STRATEGY

Brand identity package — logo, palette, type, guidelines, stationery	₹35,000
Logo design only	₹8,000
Paid strategy audit — account audit, competitor benchmark, 90-day plan	₹9,500
Brand or campaign photoshoot direction	₹8,000 / day
Social media training for your team — half day	₹15,000

PLATFORM & TECHNICAL

Additional social platform on any package	₹5,000 / month
Additional location or branch profile	₹6,000 / month
WhatsApp Business API setup	₹15,000
Email marketing setup + monthly campaigns	₹10,000 + ₹6,000
CRM integration & lead routing	From ₹12,000

COMMITMENT DISCOUNTS

Month to month	Standard price
6-month commitment, paid monthly	10% off
12-month commitment, paid monthly	15% off
6 months paid in advance	18% off

Discounts apply to the monthly package fee only, not to one-time projects, add-ons or media spend. A commitment discount is published, not negotiated — the same terms are offered to every client.

WORKED EXAMPLE — PERFORMANCE

Standard monthly fee	₹45,000 + GST
With 6-month commitment	₹40,500 + GST
With 12-month commitment	₹38,250 + GST
Saving across 12 months	₹81,000

THE AUDIT IS CREDITED BACK

The ₹9,500 strategy audit is credited in full against your first monthly invoice if you begin any package within 30 days. If you decide not to proceed, the audit and the 90-day plan are yours to keep and to use with anyone.

CHOOSING BETWEEN TWO PACKAGES

Choose by content problem

If the real problem is that you have nothing to post, move to Performance. That is where our crew starts shooting at your location every week.

Choose by advertising budget

Your package should comfortably manage your actual monthly ad spend. Check the "ad spend managed up to" row on page 11 before deciding.

Choose by pace

If your marketing is time-critical — launches, admissions, seasonal retail — the committed response time matters as much as the volume.

WHY WORK WITH US

What makes HSELA MAK different.

01

TRANSPARENT DELIVERABLES

Every package states an exact monthly count for posts, creatives, reels, stories, campaigns and shoot days. If we cannot count it, we do not claim it.

02

PUBLISHED PRICING

You are reading our real rate card, not a teaser. The same numbers are quoted to every client, and the per-unit rates are published so you can check the package maths yourself.

03

FEE AND SPEND KEPT APART

Advertising budget is paid by you to Google and Meta, from accounts in your name. We never route media spend through our own accounts, and you keep every asset we build.

04

PRODUCTION, NOT JUST POSTING

From Performance upward our crew shoots at your location every week with professional equipment. Content production is the biggest hidden cost in most contracts — here it is inside the price.

05

A NAMED PERSON WHO ANSWERS

You get a name, a number and a written response time — from 24 working hours on Foundation to 2 hours on Partnership. Not an abstract promise of a dedicated manager.

06

NO SETUP FEE, NO UPSELLING

Onboarding, audits and strategy build are absorbed into month one. We will tell you when a cheaper package fits you better, and we will tell you when your budget is too small to work.

DATA-BACKED

Every recommendation we make is tied to something measurable — cost per result, engagement rate, search position, enquiry volume. Where a channel is not working, we say so in the monthly report and propose a change rather than quietly continuing to bill for it.

THE FINE PRINT, IN PLAIN LANGUAGE

Terms & scope.

PRICING & BILLING

GST

All prices in this document are exclusive of GST. GST at **18%** is added on the invoice and shown as a separate line.

ADVERTISING MEDIA SPEND

Ad spend is **not included** in any package or service fee. It is paid by you directly to Google, Meta or the relevant platform, from advertising accounts registered in your name.

PAYMENT TERMS

Monthly retainers are invoiced in advance and due by the 5th of the month. One-time projects are 50% in advance and 50% on delivery.

DELIVERABLE QUANTITIES

All quantities are stated as monthly maximums. Unused deliverables, shoot sessions and campaign slots **do not carry forward** to the following month.

ADDITIONAL WORK

Work requested beyond the agreed monthly scope is quoted from the rate card, or billed at **₹1,400 per hour** where no rate card entry applies. Nothing additional is started without your written approval.

COMMENCEMENT

Work begins once the advance is received and platform access has been granted. There is **no setup or onboarding fee** on any retainer package.

SCOPE & EXCLUSIONS

REVISIONS

Two to four revision rounds per creative are included depending on package. Further revisions are billed at ₹600 per static creative and ₹1,200 per video.

APPROVALS & TIMELINES

The monthly content calendar is shared before the 25th of the preceding month. Approvals are requested within **three working days**. Delayed approvals compress the publishing schedule and may reduce the month's output.

CONTENT SHOOTS

A half-day session is up to four hours at one location within Chennai city limits, booked with five working days' notice. Locations, permissions, models, props, styling and food or product costs are arranged and paid for by you.

NOT INCLUDED UNLESS STATED

Influencer and creator fees · third-party software and subscription costs · paid stock images, footage, music and fonts · domain, hosting and business email · website development · printing and outdoor media · travel outside Chennai city limits · professional production beyond the package scope.

OWNERSHIP & CONFIDENTIALITY

You retain full ownership of all pages, ad accounts, pixels, domains and delivered creative files. Your business information is treated as confidential and is never shared or used in our marketing without written consent.

TERM & NOTICE

Minimum terms are 3 months (Foundation, Momentum, Performance) and 6 months (Scale, Partnership). After the minimum term either side may end the engagement with **30 days' written notice**.

WHAT WE NEVER CLAIM

We do not guarantee search rankings, lead volume, cost per lead, sales or revenue. Advertising auctions, search algorithms and audience behaviour are outside any agency's control. What we do guarantee is the defined scope of work in this document, delivered on time and reported honestly.

IN SUMMARY

You should be able to read a proposal and know what you are buying.

Most agency documents are written to start a conversation. This one is written to end an argument. Every number you need to make a decision is in these pages — the fee, the volume, the ad spend, the exclusions and the exit terms.

05

PACKAGES,
FULLY QUANTIFIED

₹0

SETUP FEE
ON ANY RETAINER

8

SHOOT SESSIONS
AT THE TOP TIER

2 hrs

FASTEST COMMITTED
RESPONSE TIME

HOW TO MOVE FORWARD

- **Tell us your category, city and monthly budget.** We will tell you which package fits, and say so plainly if none of them does.
- **Take the ₹9,500 audit if you want proof first.** It is credited back in full when you start.
- **Start on the minimum term.** Three months is enough to see whether the work is producing anything.

WHAT HAPPENS IN WEEK ONE

- Account, page and ad account access is set up in your name
- Competitor and audience review, then a 90-day plan
- First content calendar shared for your approval
- Campaign structure built and tracking verified before any spend goes live



LET'S BEGIN

Send us your category
and your budget.
We'll send back **the plan.**

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VALIDITY

Pricing in this document is valid for 90 days from the date of issue. All figures are in Indian Rupees and exclusive of GST. Advertising media spend is separate throughout.