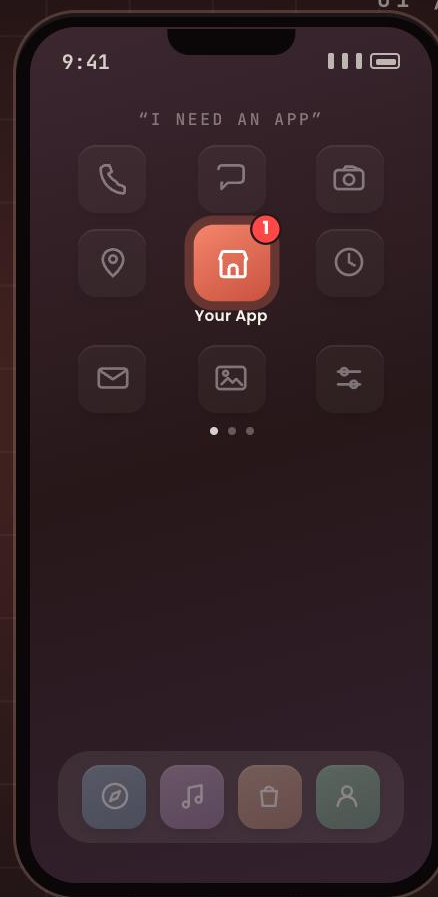




Most owners are sold a phone app they **never** **needed.**

An app is a feeling — not a technology.

An icon on the home screen, full-screen, fast, notifications. A **web app** gives you that exact feeling — for about a tenth of the cost.



THAT ICON IS WHAT YOU'RE **PAYING LAKHS**
FOR

A NATIVE PHONE APP

₹8–15_L

built twice · app-store approval · endless upkeep

SAME
FEELING

THE SAME, AS A WEB APP

₹1–3_L

one link · updates instantly · no app store

Your customer **can't tell the difference.**

Everything people think only a phone app can do, a web app already does:

-  **Sits on the home screen** LOOKS LIKE AN APP
The same icon, one tap — added straight from the browser.
-  **Opens full-screen** FEELS LIKE AN APP
No browser bars — just your business, edge to edge.
-  **Works offline** RELIABLE
Caches itself, so it still opens on weak signal or none.
-  **Sends push notifications** BRINGS THEM BACK
"Your order's ready", "Appointment tomorrow."
-  **Fast & smooth — and Google-able** EVEN BETTER
Opens instantly, and you can share it as a plain link.

WEB APP — THE SMART BUILD

Cost to build	₹1–3 L
Time to launch	Weeks
Get it to people	One link
Updates	Instant

PHONE APP — THE COSTLY ONE

Cost to build	₹8–15 L+
Time to launch	Months
Get it to people	App-store download
Updates	Wait for approval

There's just **one thing** a web app can't do.

And it's the part most businesses never use anyway.

WITH A WEB APP, YOU KEEP

- ✓ The **home-screen icon** & full-screen launch
- ✓ **Offline** use & **push notifications**
- ✓ **Fast, app-like** feel
- ✓ A **shareable, Google-able** link

In short: the entire app experience your customer feels.

YOU ONLY GIVE UP

The deepest phone hardware — the few things that genuinely need to live inside the phone:

All-day background GPS

Bluetooth / IoT devices

AR camera

Heavy on-device AI

Be honest: a salon, clinic, shop, consultant or agent never touches these.

A PHONE APP EARNS ITS PRICE ONLY WHEN...

The app is the business

Opened daily out of habit — a game, a social or fitness app.

You need deep hardware

Background GPS, Bluetooth gadgets, AR or on-device AI.

You sell in the store

Paid downloads or in-app purchases billed by Apple/Google.

Salon, clinic, shop, consultant or agent?
Build a web app. Not sure — we'll tell you honestly, even if it's "not yet".

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