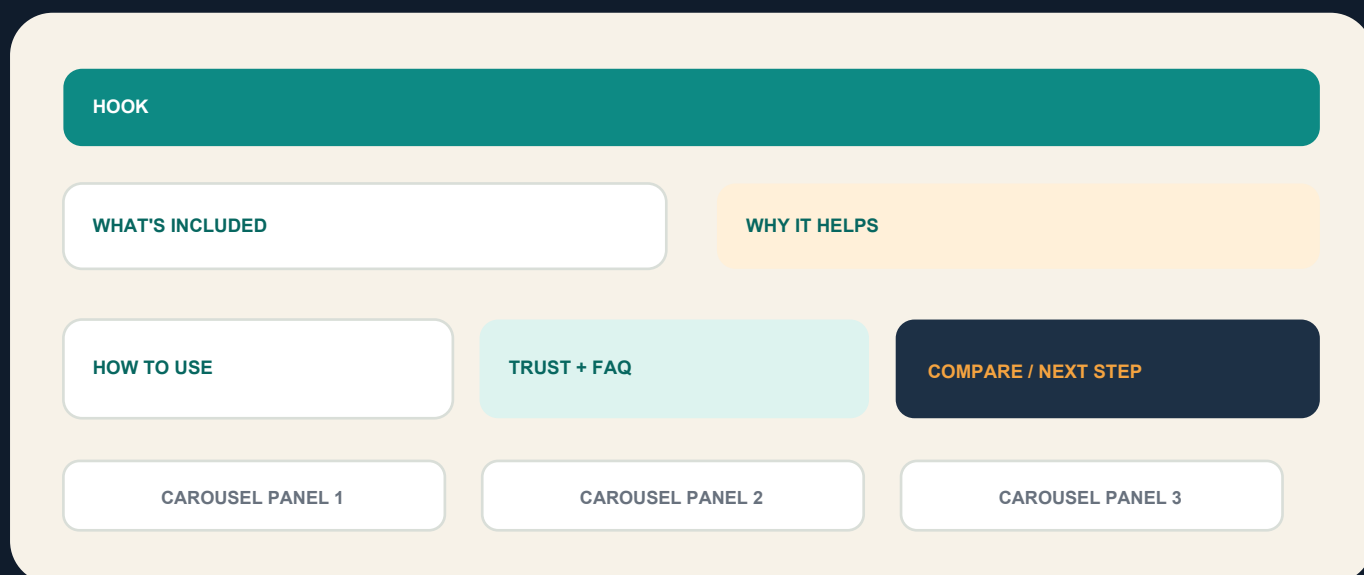


LAUNCH PRICING

Turn product details into a story shoppers can understand.

Basic A+, Premium A+, Brand Story and product video - planned around the questions a first-time buyer needs answered.



BASIC A+ LITE

Rs. 599

PREMIUM A+

Rs. 2,499

PREMIUM STORYTELLING

Rs. 3,499

COPY + ALT TEXT + MODULE PLAN INCLUDED AS DEFINED IN EACH PACKAGE

Creative assets only. Amazon access, upload and approval are separate unless added to scope.

Three ways to buy Basic A+

All three use up to five Amazon modules. The difference is how much research, writing and original visual work Adveda adds.

BASIC A+ LITE

Rs. 599

- Client-ready images and facts
- Template-led module arrangement
- Basic text cleanup
- Keyword-aware alt text
- Placement guide
- 1 revision

BASIC A+ CUSTOM

Rs. 999

- Custom layout across 5 modules
- Copy refinement + alt text
- Basic image retouching
- 1 simple lifestyle composite
- Mobile-safe arrangement
- 1 revision

BASIC STORYTELLING

Rs. 1,799

- Competitor/content review
- Five-module storyboard
- Custom concise copy
- Up to 2 composites
- Usage, details and FAQ flow
- 2 revisions

Recommended five-module customer journey

01

HOOK

What is it and who is it for?

02

CONTENTS / BENEFITS

What comes with it and why choose it?

03

HOW TO USE

Show a simple sequence with arrows or steps.

04

DETAIL + TRUST

Ingredients, materials, specifications or proof.

05

FAQ / COMPARE

Resolve objections or compare own variants.

What improves when Basic A+ is upgraded?

The five-module limit stays the same. The upgrade pays for research, original visual work, stronger copy and a clearer buying journey.

COLOUR KEY



Included / strongest



Limited / guided



Not included / client supplied

SERVICE / OUTPUT	LITE Rs. 599	CUSTOM Rs. 999	STORYTELLING Rs. 1,799
Amazon modules	Up to 5	Up to 5	Up to 5
Starting material	Client-ready	Client assets	Client assets
Product/competitor review	Not included	Light product review	Product + competitor review
Story structure	Template order	Custom module order	Purpose-built storyboard
Copy and alt text	Basic cleanup	Refined copy	Full concise narrative
Custom layout	Template-led	Included	Included
Lifestyle composites	None	Up to 1	Up to 2
Usage / ingredient / FAQ plan	Client supplied	Structured	Research-led structure
Mobile readability check	Basic check	Included	Detailed QA
Revision rounds	1	1	2

THE STORYTELLING DIFFERENCE

The extra fee does not buy more Amazon modules. It buys a researched narrative, two original composites, clearer objection handling and a second revision round.

Basic A+ module intelligence

Amazon provides multiple standard layouts; a good five-module page selects only the formats needed for the product story.

HERO + BRAND

- Company Logo
- Image Header + Text
- Image/Text Overlay

FEATURES + USAGE

- Single Left/Right Image
- Three Images + Text
- Four Images + Text
- Four Image Quadrant

DETAIL + PROOF

- Image + Sidebar
- Image + Highlights
- Image + Specs Detail
- Technical Specifications

DECISION SUPPORT

- Comparison Table
- Multiple Image + Text
- Text
- Product Description

COMMON PRODUCTION SIZES

Header image + text	970 x 600	Image/text overlay	970 x 300
Single-side image	300 x 300	Four-image quadrant	135 x 135 each
Company logo	600 x 180	Comparison image	150 x 300

The dimensions shown inside the client's current Amazon module placeholder are the final production requirement.

IMMERSIVE + INTERACTIVE

Premium A+ packages

Premium uses up to seven modules, but carousel slides and mobile versions increase the number of assets that

PREMIUM A+

Rs. 2,499

- Up to 7 modules / 8 designed panels
- Desktop + mobile visual assets
- Light competitor review + storyboard
- One carousel concept
- Q&A or comparison as relevant
- Up to 2 composites + 1 revision

PREMIUM STORYTELLING

Rs. 3,499

- Up to 7 modules / 10 designed panels
- Deeper research + full scroll story
- Up to 2 carousel concepts
- Up to 3 custom composites
- Product, usage, trust and decision flow
- Desktop/mobile + 2 revisions

Recommended seven-module scroll story

01	FULL-WIDTH HERO	Product + audience + primary promise
02	CONTENTS / HOTSPOTS	Show every included item or key part
03	BENEFIT CAROUSEL	One question and answer per slide
04	HOW-TO / REGIMEN	Steps, arrows and application visuals
05	VIDEO / DEMO	Use, texture, setup or outcome
06	Q&A + TRUST	Resolve high-intent objections
07	COMPARE / SPECS	Help the buyer make a final choice

Premium vs Premium Storytelling

Both use Premium A+ modules. The additional Rs. 1,000 pays for more original assets, deeper research and a complete narrative rather than a larger module allowance.

SERVICE / OUTPUT	PREMIUM A+ Rs. 2,499	STORYTELLING Rs. 3,499
Premium modules	Up to 7	Up to 7
Unique designed panels	Up to 8	Up to 10
Research depth	Product + 2 references	Competitors, reviews and buyer questions
Storyboard	Short module map	Full hook-to-decision narrative
Carousel concepts	1	Up to 2
Lifestyle/application composites	Up to 2	Up to 3
Model/prop art direction	Basic guidance	Planned across the full story
Q&A / comparison strategy	One as relevant	Both when useful
Desktop and mobile assets	Included	Included + detailed continuity QA
Copy and image alt text	Included	Included + objection-led copy
Revision rounds	1	2
Video production	Add-on	Add-on

WHY THE UPGRADE IS WORTH Rs. 1,000

Two more panels, one additional carousel option, one extra composite, deeper buyer-question research, stronger continuity and one additional revision round.

Premium module toolbox

Choose modules for the question they answer. Using every interactive format is not a strategy.

IMMERSIVE VISUALS

- Full Image
- Background Image + Text
- Single Image + Text
- Dual Images + Text
- Four Images + Text

CAROUSELS

- Simple Image Carousel
- Navigation Carousel
- Regimen Carousel

VIDEO

- Full Video
- Video + Text
- Video/Image Carousel

INTERACTIVE

- Hotspots 1
- Hotspots 2
- Q&A

COMPARE + DETAIL

- Comparison Tables 1-3
- Premium Text

FULL-WIDTH ASSET PAIR

1464 x 600

desktop minimum

600 x 450

mobile minimum

Common Premium full-width requirement; verify in account.

Brand Story, video and useful add-ons

Brand Story is a reusable 'From the brand' carousel. The current India editor offers About, Media Asset, Questions, and ASIN & Store Showcase cards.

BRAND STORY STARTER

Rs. 999

- Hero/background artwork
- Up to 3 selected cards
- Concise brand narrative
- Desktop/mobile assets
- 1 revision

BRAND STORY EXTENDED

Rs. 1,499

- Hero + up to 6 cards
- About + media + Q&A
- ASIN/Store cross-sell plan
- Stronger brand journey
- 2 revisions

READY VIDEO INTEGRATION

+ Rs. 499

- Client supplies final video
- Thumbnail artwork
- Title + description
- Tags + placement note
- Premium module only

VIDEO CREATION

15-30 sec slideshow from approved stills

+ Rs. 1,499

20-45 sec edit from client-supplied footage

+ Rs. 2,499

Recommended bundles

Premium A+ + Brand Story Starter

Rs. 2,999

Premium Storytelling + Brand Story Starter

Rs. 3,999

Optional production add-ons

Extra carousel panel

Rs. 250

Extra Brand Story card

Rs. 150

Complex composite

Rs. 450

Upload + preview assistance

Rs. 499

From brief to approved creative files



Commercial terms

- Projects up to Rs. 5,000: 50% advance, 50% before final files
- Above Rs. 5,000: 50% advance, 25% after concept approval, 25% before handover
- One consolidated feedback list equals one revision round
- Work begins after advance and complete asset receipt

Separate or excluded

- Seller Central upload, moderation and account work
- Premium eligibility and Amazon/platform fees
- Photography, model, paid stock, voice-over or 3D
- Unsupported claims and performance guarantees
- Extra concepts, revisions and source files

PRICING REVIEW

These are introductory Adveda launch rates. Prices may increase for future quotations after portfolio growth. Any already accepted quotation remains unchanged.

Ready to plan your product story?

Share the product link, competitor references, logo, product images, packaging artwork and approved facts or claims.

PHONE

EMAIL

WEBSITE

Reference basis: Amazon public A+ module documentation, Amazon Standard and Premium module guides, and the supplied A+ walkthrough videos. Module availability and current specifications must be verified in the client's account.