

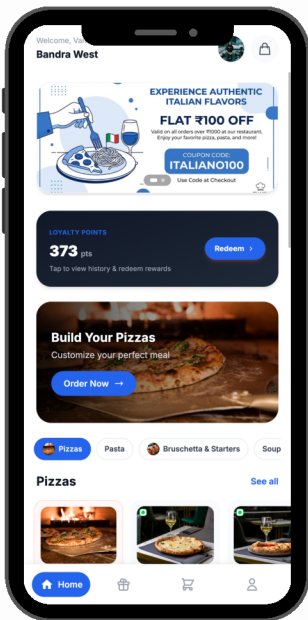
# NO EXPENSIVE POS HARDWARE

**0% ORDER COMMISSION**

Run your entire restaurant counter, order flow, and kitchen display directly from your existing devices using a single smart web link.

**Zero setup cost**

**Get activated on the Same Day**



## BRAND-FIRST INTERFACE

Your restaurant, your colors, and your domain. ThaliPay stays invisible while your brand stays front and center

## INSTANT QR DINE-IN

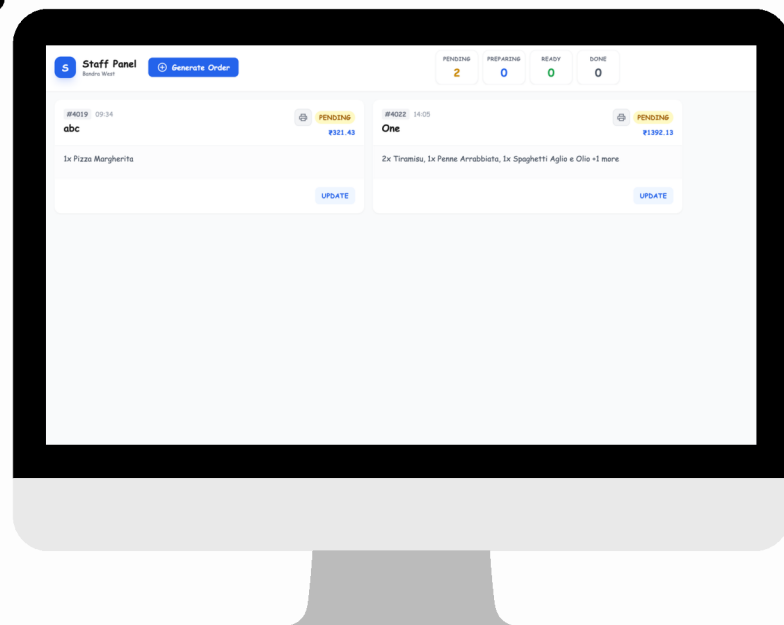
Zero app downloads required. Customers scan the table QR code to browse, order, and pay instantly from their browsers

## REAL-TIME SYNC

Instant cross-device coordination between your staff counter POS, Kitchen Display System (KDS), and owner dashboard

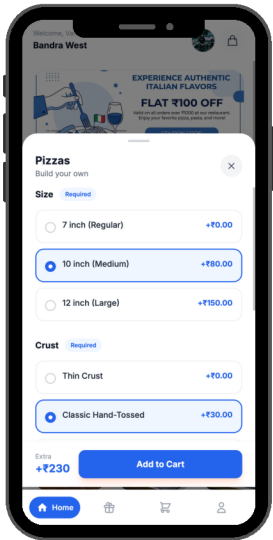
## BUILT-IN RETENTION

Boost repeat visits automatically using built-in FIFO loyalty point ledgers and targeted coupon automation engines



# INSIDE THE THALIPAY ECOSYSTEM

## CONTACTLESS QR DINE-IN APP



**Zero App Downloads:** Customers scan the table QR code to browse and order directly from their mobile browser.

**Smart Multi-Modifier Cart:** Flawlessly handles custom item variations like extra toppings, portion sizes, and spice preferences

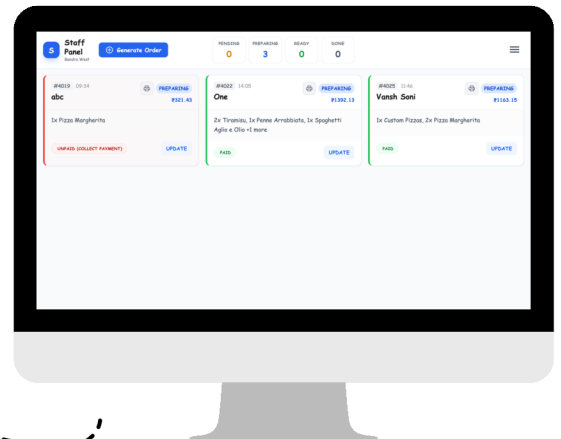
**Flexible Checkout Paths:** Supports instant online payments (UPI, Cards, Wallets) or seamless "Pay at Counter" choices

## CLOUD POS STAFF DASHBOARD

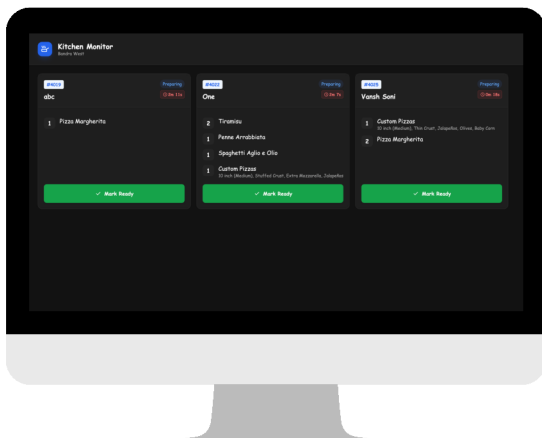
**Live Order Tracking:** Active queues auto-poll to display real-time updates without manual page refreshes

**Hybrid Payment Handlers:** Easily documents multiple settlement routes—Cash, manual UPI tracking, and split billing maps

**Post-KOT Edit:** Counter operators can instantly append new dishes to an ongoing active bill at any stage



## KITCHEN DISPLAY SYSTEM



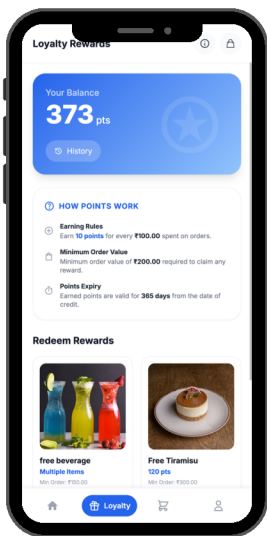
**High-Contrast Dark Theme:** Optimized dark interface built for 2-meter legibility under harsh commercial kitchen lighting.

**Color-Coded Wait Timers:** Orders dynamically switch colors (● 5m → ● 10m → ● Overdue) to instantly eliminate food delays

**Loud Audio & 1-Tap Ready:** Triggers immediate audio sound alerts on new orders with a 1-tap "Ready" clear action for chefs

# BUILT-IN CUSTOMER RETENTION ENGINES

No Expensive 3rd-Party Plugins.  
No Manual Tracking.  
Fully Automated Marketing.

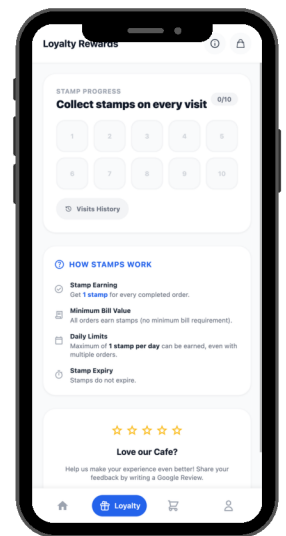


Customers automatically earn reward points every time they order, see their live balance instantly on-screen, and swap points for free dishes.

**LIKE BURGER KING**

**LIKE STARBUCKS**

Every completed order automatically adds a digital stamp, and a full card instantly unlocks a free item or discount, guaranteeing they keep coming back to your outlet



## POINTS WALLET

## DIGITAL STAMP CARD

FEATURE / CAPABILITY	THALIPAY	LEGACY POS (PETPOOJA)	COMPETITORS (DOTPE)
ZERO HARDWARE ?	Yes	No	Yes
0% COMMISSION ?	Yes	Yes	No
BRAND CUSTOMIZATION	Personalized UI	No	No
IN-BUILT LOYALTY ?	Yes (Free)	Paid (Limited)	Paid (Limited)
CUSTOMER UX / UI	Mobile-First App	Outdated	Basic

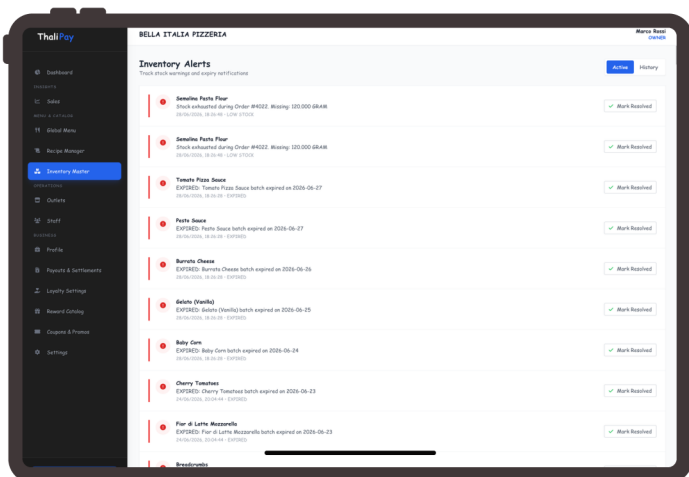
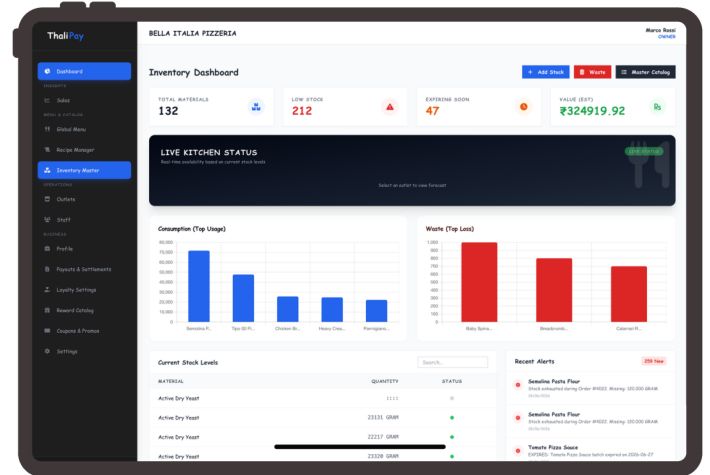
# KITCHEN STOCK CONTROL & AUTOMATED OFFERS

Stop Raw Material Wastage  
Bring Customers Back Automatically

## AUTO-DEDUCT STOCK (RECIPE-BASED)

Real-Time Tracking

Eliminates manual register entry book-keeping, stopping raw material theft and counting mistakes



## LOW-STOCK & EXPIRY ALERTS

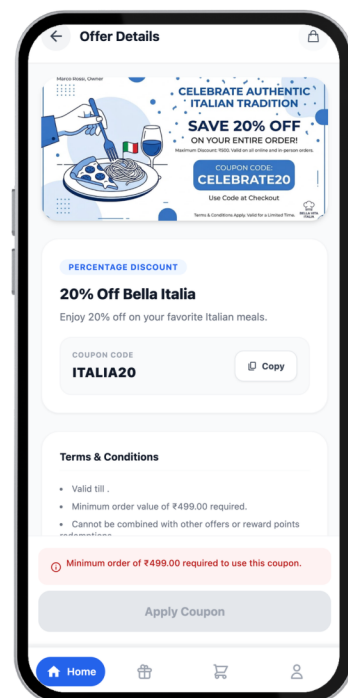
System monitors your kitchen stock levels

Sends immediate dashboard alerts before ingredients run out or expire

## SMART COUPONS & OFFERS

Set up FLAT discounts, PERCENTAGE off, or BOGO (Buy 1 Get 1) deals in seconds

Offers automatically text or slide straight onto a customer's phone on their Birthday



# THE ULTIMATE FEATURE SHOWDOWN

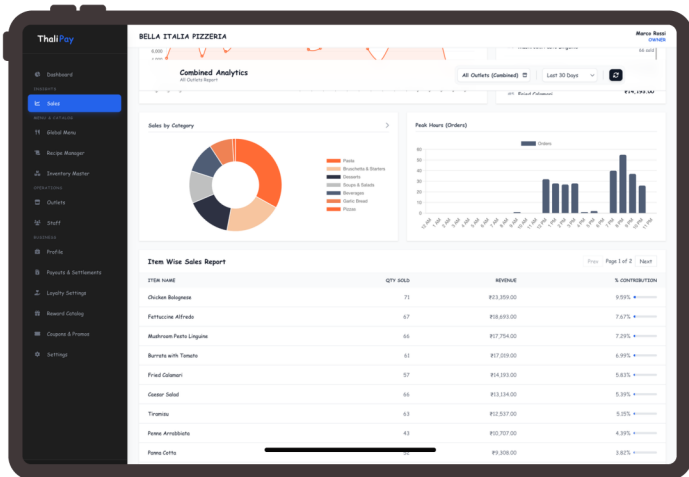
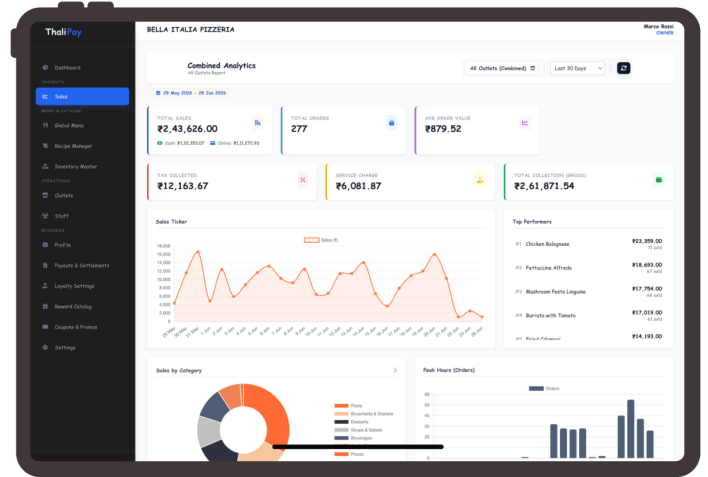
FEATURE	THALIPAY	PETPOOJA	DOTPE	REACHO
BILLING POS DASHBOARD	Yes	Yes	Yes	No
CLOUD-NATIVE	yes	No	Yes	Yes
0% COMMISSION	Yes	Yes	No	Yes
QR ORDERING	Yes	Add-on	Yes	Yes
CUSTOMER LOYALTY	Yes	Add-on	Limited	Yes
AUTOMATED BIRTHDAY & COMEBACK OFFERS	Yes	Add-on	No	Yes
RECIPE-BASED AUTO STOCK CONTROL	Yes	Add-on	No	No
KDS	Yes	Add-on	Add-on	No
KOT PRINTING	Yes	Yes	Add-on	No
CUSTOM UI	Yes	No	No	No

# OWNER INTELLIGENCE HUB

Track Every Sale. Spot Peak Hours. Monitor All Outlets Live.

## MULTI-OUTLET SALES DASHBOARD

Monitor total sales, net revenue, and order counts across all your restaurant branches from a single screen

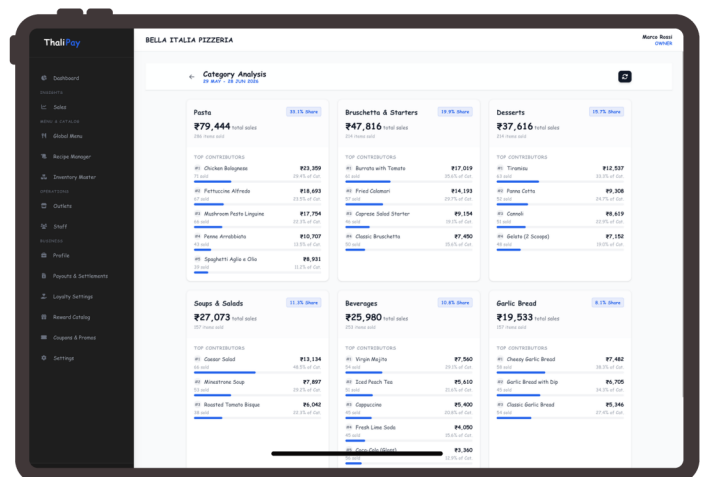


## PEAK-HOUR TRAFFIC HEATMAPS

Identify the exact hours and days your restaurant faces the highest customer rush

## TOP-SELLING ITEM ANALYTICS

See exactly which food items and categories generate the maximum revenue for your business



# SIMPLE, TRANSPARENT PRICING

No Hidden Charges. No Commission Traps. Choose What Suits You Best.

PLAN TYPE	PRICING	ONBOARDING FEE
MONTHLY PLAN	₹2,000 / month	₹1,000 (One-time)
ANNUAL PLAN	₹15,000 / year	₹0 (FREE)

For Additional Outlets, Each additional outlet costs just  
₹1,500 / month or ₹12,000 / year

## QUICK TERMS & CONDITIONS

- Every rupee you make via cash or direct counter UPI stays 100% yours with zero commission from ThaliPay
- The software runs completely on your existing smartphones, tablets, or laptops without any extra hardware cost.
- Razorpay payment gateway integration for secure digital checkouts is available exclusively on the Annual Plan.
- All subscription fees and onboarding charges are strictly non-refundable.

## READY TO UPGRADE YOUR BUSINESS?

Claim your 30-day free trial and get  
your custom QR codes generated today.