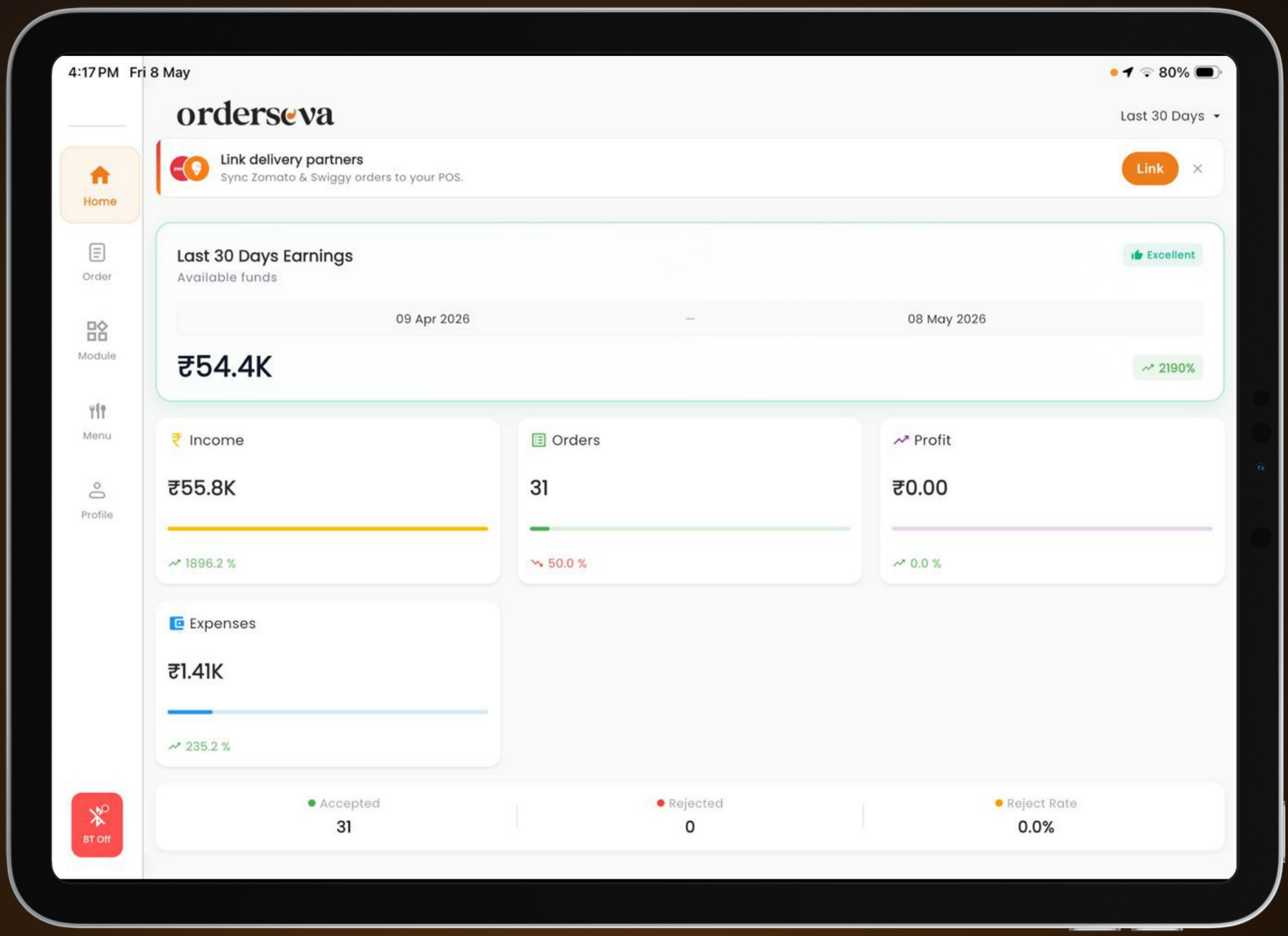
orderseva

PRODUCT GUIDE · 2026

FOR INDIAN RESTAURANTS & CAFES

Run your whole restaurant *from one app.*

Billing, marketing, accounting, customer loyalty — all in one place. From POS to P&L, every feature included. Just **₹3,000/year**.



5 sec
To create a bill

20
Free WhatsApp credits/month

25-40%
More repeat customers

0
Cost on WhatsApp bills

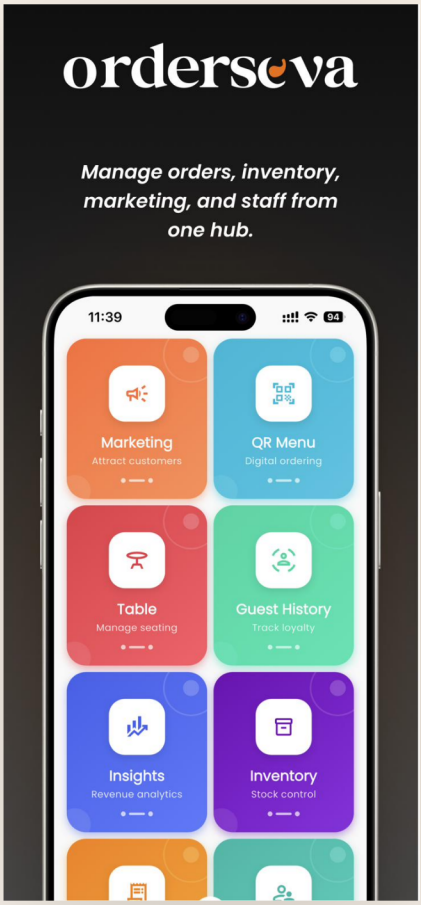
01 · WHAT IS ORDERSEVA

Everything in one place.

OrderSeva is a **complete restaurant business management software** — POS, marketing, accounting, and customer engagement all in one place.

Separate Tally, separate marketing tool, separate billing software — that's all over. **One subscription, every feature.**

Android · iOS · Windows · Web — run it from anywhere. No internet? **Offline mode** works too.



01

Operations

POS Billing · KOT · QR Ordering · Inventory · Offline Mode

02

Customer Engagement

WhatsApp Bills (free) · Marketing Toolkit · Guest CRM · Loyalty

03

Business Brain

P&L Tracking · Cash Management · Auto Expenses · Analytics

04

Hardware

Pocket POS · Express POS · Software-only — your choice

02 · DAY-TO-DAY OPERATIONS

From billing to kitchen, *in 5 seconds.*

Take the customer's order, create the bill, send the KOT to the kitchen — **all automatic.** No need to calculate GST. Whether your cashier is a student or 50 years old, both can use it.

i

MOST USED

POS Billing

5-second tap-to-bill. GST auto-calculated. Print, WhatsApp, or PDF — your choice. Run it on phone, tablet, or PC.

- GST-compliant (CGST/SGST/IGST auto)
- Multiple tax slabs (5%, 12%, 18%)
- Split payment (cash + UPI mix)
- Day-end Z-report auto

ii

SAVES TIME

KOT to Kitchen

Order taken, ticket prints instantly in the kitchen. No shouting, no miscommunication. Multi-station support — tandoor orders to the tandoor.

- Auto-print on bill creation
- Multi-station routing
- Order modification tracking
- Kitchen Display screen support

iii

CUSTOMER-SIDE

QR Code Ordering

QR code on the table, customer scans it, views the menu, places the order. Less need for waiters, zero mistakes. Branded QR with your cafe's identity.

- Branded QR + menu page
- Customer auto-fills profile
- Direct order to kitchen
- Birthday data auto-captured



🔥 CUSTOMER-SIDE FEATURE

Print the QR once. *No more captain shortage.*

The customer views the menu on their phone, customizes it, places the order — all going directly to your kitchen. No app download, no waiting for a waiter, no order mistakes.

↓50%	↑15–20%	~100%
Order time per customer	Average order value	Order accuracy

5–10 sec	2–3 hrs	0	15 min
Time to create a bill	Daily time saved	GST calculation errors	End-of-day reconcile

03 · WHATSAPP MAGIC

Everything on the customer's *WhatsApp.*

⚡ FREE · UNLIMITED

WhatsApp Billing

Every bill goes **instantly** to the customer's WhatsApp. PDF receipt, restaurant branding, reorder link all included. **Zero cost, unlimited bills.**

- ✓ Unlimited bills — no per-bill charge
- ✓ Branded PDF with logo & GST
- ✓ 3-second delivery
- ✓ Read receipts + delivery status
- ✓ Reorder link inside bill

🎯 MARKETING TOOLKIT

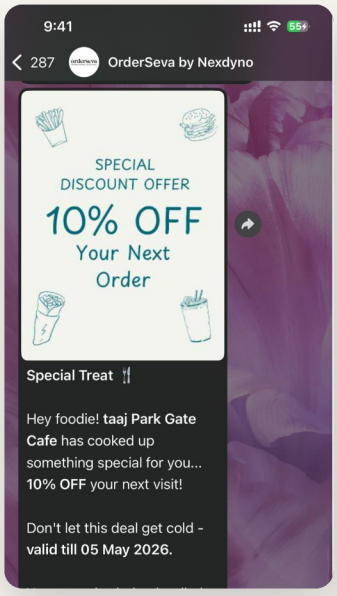
20 FREE credits / month

5,000+ ready-made templates. Discount campaigns, festival offers, birthday wishes — all automatic. **Repeat customers up 25–40%.**

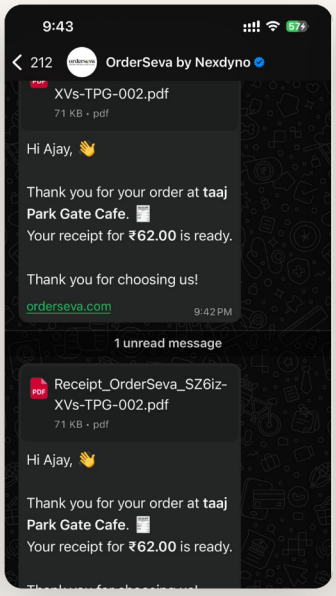
- ✓ 5,000+ pre-built templates
- ✓ Audience segmentation (birthday, lapsed, top spenders)
- ✓ Birthday & anniversary auto-wishes
- ✓ Win-back automation (30-day lapsed)
- ✓ Open rates & replies tracking

REAL MESSAGES FROM REAL CUSTOMERS

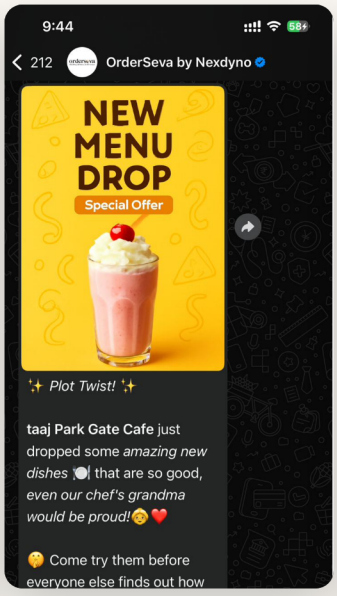
Live WhatsApp delivery — bills, offers, branded receipts.



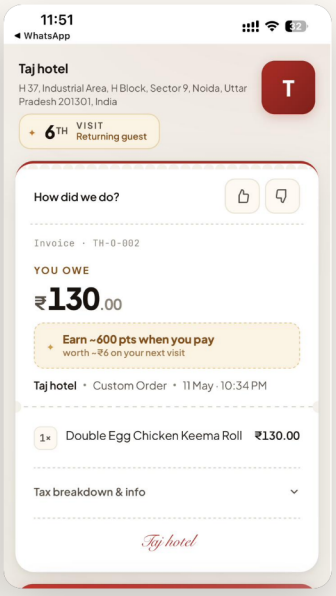
Discount Campaign
10% OFF · 200+ customers reached



Auto Bill Receipt
₹62 bill delivered automatically



New Menu Drop
Plot twist! New dishes launched



Digital Bill + Loyalty
6th visit · 600 pts earned

04 · BUSINESS BRAIN

Profit, expenses, cash — *all visible.*

P&L Tracking NEW

Daily, weekly, monthly Profit & Loss — **real-time**. Revenue, COGS, expenses all auto-calculated. No need for Tally. See at a glance whether your margins are healthy.

Cash Management NEW

Morning opening cash, night closing cash — auto-matched. **Cash discrepancies flagged instantly.** Multiple outlets? See every cash drawer on one dashboard.

Auto Expenses NEW

Add stock to inventory = **expense auto-created**. Vendor linked. COGS auto-calculated. No double entry, no Tally. Owners save 3 hours every day.

360° Analytics

Peak hours, best-selling items, loss-makers, customer trends — all visible. Make decisions with data, not gut feeling.

DAILY SALES · LIVE

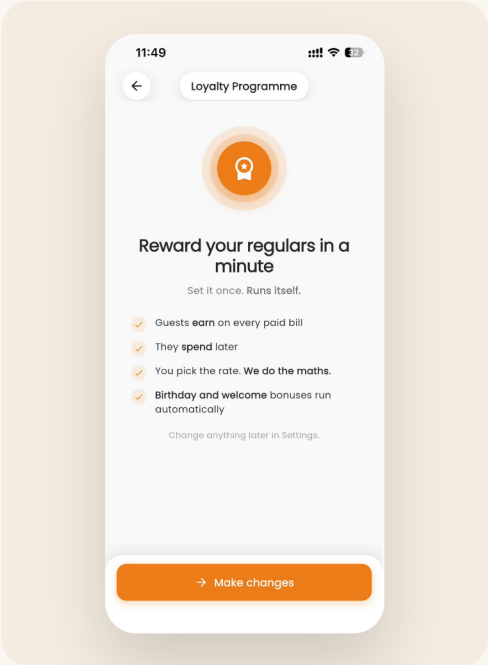


"Earlier I'd reconcile bills until 11pm. Now it's all done in 15 minutes. Seeing the daily profit number — that's the game-changer."

— SOHIB, TBL CAFE, GWALIOR

05 · CUSTOMER LOYALTY

A customer who came once, *bring them back.*



1 Auto Data Collection

Bill by phone, QR menu fill, or manual entry — customer data from every source lands in one CRM. No need to maintain a manual list.

2 Scan & Rewards

QR code on the bill — customer scans, points get added. Or the owner enters them manually. Both options work.

3 Smart Segments

Top spenders, lapsed customers, birthdays this month, regulars — auto-segmented for targeted WhatsApp campaigns.

4 VIP Programs

Exclusive offers, members-only menu, early access for your top 50 customers — create that VIP feel. You pick the rate, we do the maths.

+25–40%

More repeat customers — through auto-engagement.

OrderSeva does the job of remembering your customers. You focus on your work. Birthday and welcome bonuses run automatically — set it once, runs itself.

06 · HARDWARE OPTIONS

Choose *what suits* your needs.

Software Only

Already have a tablet/phone? Just take the software.

₹3,000

/ year — flat

- OrderSeva software + setup
- Menu upload included
- Training + 24/7 support
- All features unlocked
- Free trial — 7 days

BEST FOR

Cafes with existing devices

MOST POPULAR

Pocket POS

No need for a counter. POS in your pocket.

₹4,499

/ bundle — software included

- 5.5" touchscreen handheld
- 8+ hours battery life
- WiFi + 4G SIM slot
- Built-in 58mm thermal printer
- OrderSeva pre-installed

BEST FOR

Food trucks, mobile vendors, outdoor cafes

Express POS

Ready-to-go counter setup.

Custom

Bundle pricing on request

- 10" tablet display
- 80mm thermal printer
- WiFi + Ethernet
- Cash drawer (optional)
- Plug-and-play setup

BEST FOR

Standard restaurants, fine dining, hotels



OrderSeva-branded mobile printer.

GSTIN-compliant receipts. FSSAI license number. Restaurant branding. A real product, in production, used by 100+ restaurants across India.

07 · REAL CUSTOMERS

Restaurants *already running on it.*



"We used to maintain both Tally and billing software separately. Now it's all in one place. We save 2 hours every day.

Sajjan Kumar Poddar
Owner · Multi-outlet restaurant

2 hrs saved daily



"The free WhatsApp marketing credits were a game changer. Our customer base grew 3x in 6 months.

Pradyut Kundal
Owner · Cafe & Bakery

3× customer growth

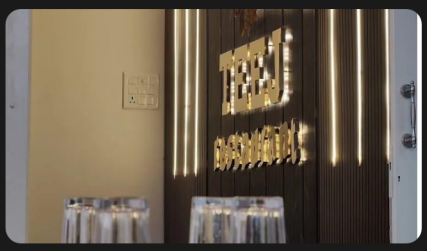


"The cash management feature solved our cash variance problem. Today we have zero discrepancy.

Shreyansh
Owner · Restaurant chain

0 cash variance

POWERING RESTAURANTS ACROSS INDIA







08 · SIMPLE PRICING

One price. *All features.*

No tiers, no hidden costs, no per-bill charges. Small restaurant or big — the same flat price, all features unlocked.

SOFTWARE ONLY

Your device, our software

₹3,000 /year

~ ₹250/month · ~ ₹8/day

- ✓ All features unlocked
- ✓ Free setup & training
- ✓ Menu upload included
- ✓ 24/7 support
- ✓ 20 free WhatsApp credits/month
- ✓ Unlimited WhatsApp bills

MOST POPULAR

HARDWARE BUNDLE

Pocket POS + 1 year software

₹4,499 /year bundle

~~₹5,200~~ saving ₹701

- ✓ Pocket POS device included
- ✓ Built-in thermal printer
- ✓ 8+ hours battery
- ✓ 1-year OrderSeva software
- ✓ Free setup at your location
- ✓ Hardware warranty

RISK-FREE TRIAL

7-day free trial. No credit card required. →

orderseva

09 · GET STARTED

You can *start* today.

Book a call with the OrderSeva team, see a demo, or message us directly on WhatsApp. **We'll handle the setup — you just watch the customers come in.**

FASTEST

WhatsApp Demo

+91 92441 82269 · Reply in 5 min

CALL

+91 92441 82269

Mon–Sun · 9am–9pm

ONLINE

orderseva.com

Sign up · 7-day free trial

orderseva

A complete restaurant management software, made in India.

Starting ₹3,000/year

All features · No hidden costs