



PLANS & FEATURES

Everything Modus Does, Plan by Plan

One platform for ads, AI conversations, CRM and sales. Every plan starts with a **7-day free trial**.

— CHOOSE YOUR PLAN

PRO

₹4,999

a month, plus GST

The full loop: ads, AI conversations, CRM and sales in one place.

BUSINESS

₹14,999

a month, plus GST

Everything in Pro, plus more channels, unlimited ad campaigns and developer access.

CUSTOM

Tailored

priced per business

Everything in Business with no usage limits, for multiple numbers, brands or locations.

— INCLUDED EACH MONTH

	Pro	Business	Custom
AI credits	250	500	As agreed
Customer conversations	Up to 2,000	Up to 5,000	Unlimited
Team members	Up to 3	Up to 5	Unlimited
Ad accounts	Up to 2	Up to 3	Unlimited
Support	Priority email and chat	Onboarding and workflow setup assistance	Priority support with a named contact

— PER MESSAGE RATES SET BY META

Message type	Pro	Business	Custom
Marketing	₹1.09	₹1.09	₹1.09
Utility	₹0.145	₹0.145	₹0.145
Authentication	₹0.145	₹0.145	₹0.145
Service	₹0.145	₹0.145	₹0.145
First 1,000 service messages every month are FREE			

Per-message rates are set and charged by Meta for WhatsApp Business messaging.

PRO PLAN

₹4,999 a month, plus GST

The full loop: ads, AI conversations, CRM and sales in one place.

2,000

conversations

3

team members

250

AI credits

2

ad accounts

— CHANNELS

✓ WhatsApp AI agent

An AI agent answers customers 24/7 on your own WhatsApp Business number, with help getting the Blue Tick.

✓ Website chat widget

A branded chat on your website, run by the same agent and feeding the same inbox.

✓ Language support

The website chat and the agent work in English, Spanish, German and French, chosen from the visitor's page and browser, then following what they type.

✓ Voice notes

WhatsApp voice notes are transcribed, so the agent can read and answer them.

— WORKSPACE

✓ Shared team inbox

Every WhatsApp and website conversation in one place, with human takeover at any point.

✓ CRM pipeline

Leads on a stage board with your own stage names, moved forward as the agent learns more, with bulk actions and filters across several stages.

✓ AI lead scoring

Each lead gets a 0–100 score and is qualified and tagged automatically.

✓ Lead alerts and assignment

A WhatsApp alert when a lead needs a person, and round-robin assignment across your team.

✓ Customer records

Import customer lists with your own attribute columns.

✓ Sales

Record each sale with its value and status, on the board or by CSV import.

✓ Knowledge base

The documents your agent answers from, with unanswered customer questions flagged for you to fill in.

✓ Media library

Product photos, videos and PDFs your agent and team can send in chat.

✓ Support tickets

Support requests raised inside a conversation, tracked to resolution.

✓ Analytics

Funnel, pipeline and revenue reporting.

✓ **Appointment booking**

Public booking pages with your availability, WhatsApp reminders and Google Calendar sync.

✓ **AI team**

Alex answers questions about your numbers; Maya, Sara and Rio help run marketing, sales and revenue; the Setup Assistant configures your account with you.

— **GROWTH**

✓ **Meta ads reporting**

Cost per paying customer, CAC and ROAS for every Facebook and Instagram ad.

✓ **Create and launch Meta ads**

Build campaigns in Modus and launch them to Meta, with up to 5 active at once.

✓ **Creative library**

Upload, import and resize ad images and videos.

✓ **AI ad images**

Generate on-brand ad images, paid per image in credits.

✓ **Meta Instant Forms**

Build lead forms in Modus; every lead lands in your CRM tagged with the ad that produced it.

✓ **Conversions API**

Real sales are reported back to Meta so its optimiser learns from paying customers.

✓ **AI recommendations**

Which ads to scale, fix or stop, each with a stated confidence.

✓ **ChatGPT Ads**

Reporting and lead capture for ChatGPT ads, with the same CAC and ROAS per ad.

✓ **WhatsApp campaigns**

Scheduled template broadcasts to an audience you describe in plain language, sent at a safe pace.

✓ **Bulk email**

Email a selection of contacts from your own Gmail, with unsubscribe handled.

✓ **Lead recovery**

Leads that went quiet are re-engaged automatically.

✓ **Auto follow-ups**

Up to 3 follow-up nudges per lead inside WhatsApp's 24-hour window.

✓ **Customer referrals**

After a sale, customers get a refer-a-friend link and referred leads are tracked.

✓ **Webhooks**

Events such as a new lead or a recorded sale are pushed to your own systems.

BUSINESS PLAN

₹14,999 a month, plus GST

Everything in Pro, plus more channels, unlimited ad campaigns and developer access.

5,000

conversations

5

team members

500

AI credits

3

ad accounts

— EVERYTHING IN PRO, PLUS

✓ Instagram posting

Schedule posts and Reels with AI-written captions, with an optional cross-post to your Facebook Page.

✓ Google Ads reporting

The same CAC and ROAS per ad for your search and shopping spend.

✓ Unlimited Meta ad campaigns

No cap on how many campaigns launched from Modus run at once.

✓ Multiple WhatsApp numbers

Extra numbers on the same WhatsApp account, such as a separate broadcast number, answered by the same agent.

✓ WhatsApp follow-up sequences

Multi-step template drips that run on each lead's own clock, started by audience, by hand or by ad campaign.

✓ Custom AI workflows and automation

AI workflows and automations set up around your own sales process.

✓ Revenue attribution and ROI tracking

Every sale traced to the campaign and ad that produced it, with return on spend per campaign.

✓ Advanced CRM with multiple pipelines

Separate sales pipelines for different products, teams or locations.

✓ Sales workspace

Full management of every sale, with status tracking and analytics.

✓ Live data sources

The agent calls your own APIs mid-conversation for current prices or stock.

✓ REST API

Up to 5 API keys for contacts, sales, tickets, knowledge, chat and message sending.

✓ MCP support

Connect Modus to AI tools that speak MCP.

CUSTOM PLAN

Tailored

priced per business

Everything in Business with no usage limits, for multiple numbers, brands or locations.

Unlimited
conversations

Unlimited
team members

Unlimited
ad accounts

Named
support contact

— EVERYTHING IN BUSINESS, PLUS

✓ **Unlimited usage**

No limit on conversations, team members, ad accounts or API keys, at volume pricing.

✓ **Multiple numbers, brands and locations**

One account structured around how your business is actually organised.

✓ **CRM integrations**

New leads, stage changes and sales are sent to HubSpot, Salesforce or Zoho CRM.

✓ **Shopify integration**

The agent reads live products, prices and stock from your store and sends checkout links in chat; store orders land in Sales.

✓ **WooCommerce integration**

The same for a WooCommerce store: live products, prices and stock, checkout links in chat, and orders in Sales.

✓ **Custom integrations**

Connections to your own systems, built for you.

✓ **Data residency options**

A choice of where your data is held.

✓ **Advanced analytics**

Custom reports built around your own metrics.

✓ **Done-for-you onboarding**

We set up your account and knowledge base for you.

Start with a 7-day free trial on any plan.