

Website Development Cost and Timeline Guide

India market view - April 2026

This report compiles current India-market pricing signals and converts them into a practical rate card for quoting many common website types: ecommerce, hospital, salon, medical, footwear, education, real estate, hotel, portals, SaaS, and more. It is designed for founders, freelancers, agencies, and product teams who need a realistic planning baseline.

How to read this PDF Use Current market range when benchmarking quotes from agencies/freelancers. Use Optimized range when the scope is controlled, content is ready, and you are building lean with standard components.	What optimized means Single language, standard CMS/admin, normal forms, up to 2 revision rounds, mainstream hosting, and no major custom workflow, ERP, or mobile-app dependency.
What is usually excluded GST, logo/branding strategy, professional copywriting, paid themes/plugins, stock/media, third-party SaaS fees, heavy SEO content, complex integrations, and app development.	Important caution A website quote becomes inaccurate when requirements are vague. Appointment logic, multi-location setup, custom search, role-based dashboards, and payment flows increase both cost and timeline.

Quick market benchmarks used in this guide

India market baseline: Freelancer web development commonly sits around Rs 500 - Rs 2,500 per hour; agencies often quote roughly Rs 1,000 - Rs 4,000 per hour.

Agency marketplace benchmark: Clutch's 2026 web-development pricing guide shows many agencies globally clustered at USD 25 - 49 per hour; India listings on Clutch commonly show less than USD 25 per hour at the lower end.

India designer benchmark: GoodFirms reports Indian web designers commonly charging from about Rs 300 to Rs 3,000+ per hour depending on seniority.

Ecommerce benchmark: Current India ecommerce builds typically start around Rs 50,000 for basic stores and move into multi-lakh budgets when integrations, scale, or multi-vendor logic are needed.

Maintenance benchmark: India maintenance commonly starts around Rs 2,000 - Rs 8,000 per month for basic sites and rises sharply for ecommerce and enterprise portals.

Method used for the final numbers: first, current pricing references were collected from 2026 India pricing guides and hiring marketplaces; second, those ranges were normalized by feature complexity; third, an 'optimized range' was created for lean builds that avoid unnecessary custom engineering.

How the timelines were estimated

For most website projects, timelines are driven less by raw coding speed and more by scope clarity, content readiness, revision cycles, and third-party integrations. Across current 2026 sources, basic sites tend to land in roughly 1-4 weeks, standard business websites in about 2-8 weeks, ecommerce in about 4-16 weeks, and custom portals/apps in about 3-6+ months depending on features.

Phase	Typical share of total schedule	What happens here
Discovery & requirements	10% - 15%	Sitemap, scope, integrations, examples, content checklist, approvals.
UI/UX and design	15% - 20%	Wireframe, mockups, revision cycles, mobile responsiveness.
Development	45% - 55%	Frontend, backend, CMS/admin, forms, payments, roles, dashboards.
QA, content loading, fixes	10% - 15%	Cross-device checks, UAT, content entry, performance tuning.
Deployment & handover	5% - 10%	Hosting, SSL, domain/DNS, backups, analytics, training.

Delay factors to watch: missing content, too many design changes, late payment-gateway approval, custom API dependencies, unclear admin roles, and multi-language or multi-location content. Any of these can add 10% - 40% to schedule and cost.

Category-by-category development cost and timeline

The table below covers a broad set of common website types. The 'Current market range' is what buyers often see quoted in India in 2026. The 'Optimized range' is the practical price band for a clean, lean build with controlled scope.

Website type	Typical scope / use case	Timeline	Current market range	Optimized range
Personal / Portfolio Website	Personal brand, CV, consultant profile, photographer, freelancer.	4 - 7 days	Rs 8,000 - Rs 20,000	Rs 8,000 - Rs 15,000
One-page Landing Page / Microsite	Single campaign page, launch page, ad funnel, product teaser.	5 - 10 days	Rs 12,000 - Rs 35,000	Rs 12,000 - Rs 25,000
Small Business / Company Profile Website	5-10 pages, about, services, gallery, contact, inquiry forms.	1 - 2 weeks	Rs 15,000 - Rs 50,000	Rs 18,000 - Rs 35,000
Corporate / Brand Website	Multi-page brand site, CMS, service sections, blog, forms, SEO setup.	2 - 4 weeks	Rs 40,000 - Rs 1.2 lakh	Rs 45,000 - Rs 90,000
NGO / Trust Website	Programs, donation inquiry, events, volunteer/contact forms, updates.	2 - 4 weeks	Rs 20,000 - Rs 70,000	Rs 25,000 - Rs 55,000
News / Blog / Magazine Website	Editorial CMS, categories, authors, tags, ads slots, archive.	3 - 5 weeks	Rs 30,000 - Rs 1.2 lakh	Rs 40,000 - Rs 90,000
Salon / Spa / Barber Booking Website	Service pages, booking requests, timings, staff, WhatsApp/contact.	2 - 3 weeks	Rs 25,000 - Rs 80,000	Rs 30,000 - Rs 55,000
Restaurant / Cafe / Cloud Kitchen Website	Menu, branches, reservations/inquiry, delivery links, offers.	2 - 4 weeks	Rs 30,000 - Rs 90,000	Rs 35,000 - Rs 65,000
Clinic / Doctor Website	Doctor profile, departments, appointment request, maps, FAQs.	2 - 4 weeks	Rs 35,000 - Rs 1 lakh	Rs 40,000 - Rs 75,000
Hospital Website (Corporate + Department Pages)	Departments, doctor listings, forms, careers, news, contact center leads.	4 - 6 weeks	Rs 60,000 - Rs 2 lakh	Rs 75,000 - Rs 1.4 lakh
Hospital Portal / HMS-lite	Patient login, appointments, reports, billing views, admin roles, workflows.	8 - 16 weeks	Rs 2 lakh - Rs 8 lakh	Rs 2.5 lakh - Rs 6 lakh

Website type	Typical scope / use case	Timeline	Current market range	Optimized range
School / College / Institute Website	Admissions, notices, CMS, department pages, forms, downloads.	3 - 5 weeks	Rs 35,000 - Rs 1.2 lakh	Rs 45,000 - Rs 90,000
Real Estate Website / Lead Capture Portal	Projects, property pages, inquiry funnels, CRM lead sync, maps.	3 - 6 weeks	Rs 40,000 - Rs 1.5 lakh	Rs 50,000 - Rs 1.1 lakh
Hotel / Resort / Travel Booking Website	Rooms/packages, calendar, inquiry or booking engine, payments/integrations.	4 - 8 weeks	Rs 60,000 - Rs 2.5 lakh	Rs 75,000 - Rs 1.75 lakh
Catalog / Product Showcase Website	Footwear, furniture, medical devices, B2B catalogs, inquiry flows.	1 - 3 weeks	Rs 20,000 - Rs 60,000	Rs 25,000 - Rs 45,000
D2C Ecommerce Store	Footwear, fashion, cosmetics, electronics; cart, checkout, coupons, admin.	4 - 8 weeks	Rs 50,000 - Rs 3 lakh	Rs 75,000 - Rs 1.8 lakh
Pharmacy / Medical Ecommerce Website	Medicine or wellness catalog, prescriptions/uploads, payment, order tracking.	5 - 10 weeks	Rs 80,000 - Rs 4 lakh	Rs 1 lakh - Rs 2.5 lakh
Directory / Listing Portal	Business directory, doctors, vendors, filters, profile pages, paid listings.	5 - 8 weeks	Rs 80,000 - Rs 3 lakh	Rs 1 lakh - Rs 2.2 lakh
Job Portal	Employer/job seeker accounts, listings, search, resume upload, alerts.	8 - 14 weeks	Rs 1.5 lakh - Rs 5 lakh	Rs 2 lakh - Rs 3.75 lakh
Membership / Community Portal	Member login, gated pages, subscriptions, discussions, private content.	5 - 10 weeks	Rs 1 lakh - Rs 4 lakh	Rs 1.5 lakh - Rs 3 lakh
LMS / Course Platform	Course catalog, student login, payments, progress, certificates, quizzes.	8 - 14 weeks	Rs 1.5 lakh - Rs 6 lakh	Rs 2 lakh - Rs 4.5 lakh
Event / Ticketing Website	Events, ticket sales, QR/email confirmation, attendee dashboard.	6 - 10 weeks	Rs 1 lakh - Rs 4 lakh	Rs 1.5 lakh - Rs 3 lakh
Multi-vendor Marketplace	Seller onboarding, seller dashboards, commission logic, payouts, moderation.	12 - 24 weeks	Rs 4 lakh - Rs 15 lakh	Rs 5 lakh - Rs 10 lakh
Custom CRM / Admin Portal	Internal operations, dashboards, reports, user roles, workflow automation.	8 - 16 weeks	Rs 2 lakh - Rs 8 lakh	Rs 2.5 lakh - Rs 6 lakh
SaaS / Subscription Web App	Custom product logic, plans, recurring billing, dashboards, notifications.	12 - 24 weeks	Rs 4 lakh - Rs 20 lakh+	Rs 5 lakh - Rs 12 lakh
Enterprise Web Portal / Custom Platform	High-scale portal, integrations, approvals, reporting, multiple roles/sites.	16 - 32 weeks	Rs 6 lakh - Rs 25 lakh+	Rs 8 lakh - Rs 18 lakh

Practical mapping for your examples: **footwear** usually falls under catalog websites or D2C ecommerce stores; **salon** usually falls under booking websites; **medical** can mean either clinic websites or pharmacy ecommerce; **hospital** can be either a corporate hospital site or a patient portal/HMS-lite platform depending on scope.

What makes the quote go up or down

Cost driver	Usually reduces cost	Usually increases cost
Design approach	Template-based design, limited pages, fewer rounds.	Custom UI/UX, brand work, many revisions, motion effects.
Functionality	Simple forms, CMS pages, standard plugins.	Payments, booking engine, dashboards, custom search, roles.
Integrations	None or one basic API.	ERP, CRM, WhatsApp, shipping, inventory sync, SSO, analytics stack.
Content	Client provides ready copy, images, FAQs, legal pages.	Agency writes content, edits images, creates landing pages at scale.
Infrastructure	Shared hosting/basic VPS, standard backups.	High availability, CDN, security hardening, staging environments.
Compliance / domain needs	General informational website.	Healthcare/privacy, finance flows, audit logs, prescription flows, consent handling.
Delivery model	Single expert or lean team, defined scope.	Large team, PM layer, QA layer, heavy reporting and documentation.

Ongoing cost ranges you can budget separately

Development is only the initial build. Most businesses should budget separately for hosting, updates, backups, security, and ongoing support. A simple site can often be maintained at a low monthly retainer, while ecommerce and portals need heavier monitoring and more frequent fixes.

Website type	Typical maintenance range in India
Basic informational / brochure sites	Rs 2,000 - Rs 8,000 / month
Business websites with regular updates	Rs 8,000 - Rs 25,000 / month
Ecommerce websites	Rs 15,000 - Rs 50,000+ / month
Enterprise portals / custom platforms	Rs 40,000 - Rs 1.5 lakh+ / month

For quoting clients, it is often better to separate the proposal into: **build cost**, **third-party fees**, and **monthly maintenance**. This makes the deal easier to explain and protects your margin when payment gateway, SMS/OTP, hosting, or plugin costs change later.

Recommended quoting model

A simple way to sell without underquoting is to offer three slabs for every category:

- Basic - template-led, fast launch, lower custom work.
- Standard - custom sections, stronger UX, admin polish, better SEO setup.
- Premium - custom workflow, integrations, dashboards, automation, scale-readiness.

Where possible, price discovery, design, development, and support separately. A client who says 'hospital website' may mean anything from a 20-page marketing site to a patient dashboard with reports and role-based access. The latter is not a normal website quote.

References used for this market study

The document uses April 2026 web research from pricing guides, marketplaces, and agency directories. Because public pricing pages are indicative rather than regulated fee cards, the final category estimates were normalized into practical India-market quoting ranges.

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Final note

This report is best used as a starting quote sheet. For client proposals, always adjust numbers after confirming: page count, CMS/admin depth, payment/booking flow, integrations, content readiness, languages, legal/compliance needs, and post-launch support expectations.