

Simple plans. Powerful CRM features.

Choose the right OttoCRM plan to manage leads, automate follow-ups, connect with customers on WhatsApp, and grow sales easily. Start free — no credit card required.

14 days free trial

No credit card required

Save 8% on yearly billing

Upgrade anytime

Priced per user

Plans

Starter

Everything you need to get started.

₹399

 / month / user

+ taxes · billed monthly

Yearly billing: **₹369** / month / user — save 8%

INCLUDES

- ✓ Dashboard & Reporting
- ✓ Activities & Follow-ups
- ✓ Sales Targets & Tracking
- ✓ Calendly
- ✓ Email Outbounds
- ✓ WhatsApp Messaging

Growth

Everything you need to grow faster.

₹599

 / month / user

+ taxes · billed monthly

Yearly billing: **₹569** / month / user — save 8%

EVERYTHING IN STARTER, PLUS

- ✓ Automation
- ✓ Quotation Templates & Builder
- ✓ Website Product Catalogue
- ✓ IndiaMart
- ✓ Tradeindia
- ✓ Facebook Leads & Messaging

MOST POPULAR

Pricing at a glance

PLAN	MONTHLY BILLING	YEARLY BILLING	YOU SAVE	FREE TRIAL
Starter — Everything you need to get started.	₹399 / month / user	₹369 / month / user	8%	14 days
Growth — Everything you need to grow faster.	₹599 / month / user	₹569 / month / user	8%	14 days

All prices are exclusive of taxes. Yearly rates are shown as the effective monthly cost per user when billed annually. Custom pricing is available for larger teams or specific integration and setup requirements.

Built for how your industry sells

Manufacturing	Enquiry to quotation to order	Healthcare	Enquiry, appointment, follow-up
Education	Admission enquiry to enrolment	IT & Software	Enquiry, discovery call, deal
Travel	Enquiry to quotation to booking	Real Estate	Enquiry to site visit to booking

Not listed? OttoCRM still fits.

Compare every plan

FEATURE	STARTER ₹399 / month / user	GROWTH ₹599 / month / user
AI & AUTOMATION		
Automation	—	✓
BASIC CRM		
Dashboard & Reporting	✓	✓
Leads & Deals	Unlimited	Unlimited
Companies & Contacts	Unlimited	Unlimited
Sales Pipeline	1	1
Activities & Follow-ups	✓	✓
SALES & QUOTATIONS		
Sales Quotations	Unlimited	Unlimited
Quotation Templates & Builder	—	✓
Sales Targets & Tracking	✓	✓
Website Product Catalogue	—	✓
INTEGRATIONS		
IndiaMart	—	✓
Tradeindia	—	✓
Facebook Leads	—	✓
Calendly	✓	✓
COMMUNICATION & MESSAGING		
Email Outbounds	✓	✓
Email Inbound	—	✓
WhatsApp Messaging	✓	✓
Facebook Messaging	—	✓
Instagram Messaging	—	✓
Team Chat	—	✓
Appointment Scheduler	—	✓
EVERYTHING ELSE		
User Permissions & Access Roles	✓	✓
Custom Fields	✓	✓

✓ included in the plan · — not included in the plan

Frequently asked questions

Is there a free trial available?

Yes. OttoCRM offers a 14-day free trial so you can explore the features and see how they fit your sales team before choosing a paid plan.

Do I need a credit card to start?

No. You can sign up and try the platform without any upfront payment or card details.

How much does OttoCRM cost?

Starter is ₹399 and Growth is ₹599 per month per user, plus taxes. Final pricing depends on your number of users, required features and setup needs.

Which plan is best for my business?

It depends on team size, lead volume and workflow. For basic lead and follow-up management, Starter works. For integrations, automation and quotation building, choose Growth.

Can I upgrade my plan later?

Yes. Start with what you need today and add users or advanced features as your business grows.

Can I choose a plan based on user count?

Yes. Pricing is per user, so small, medium and growing teams can pick a plan that fits their budget.

Are integrations included in the price?

Integration availability depends on the plan and setup. OttoCRM supports WhatsApp, Email, Facebook, IndiaMART, TradeIndia, Calendly and Excel.

Is OttoCRM suitable for small businesses?

Yes. It helps small and growing businesses manage leads, customers, follow-ups and sales activities in one place, without complex tooling.

Can I get custom pricing?

Yes. If your business has specific needs, the OttoCRM team can propose a plan based on your users, features, integrations and workflow.

What happens after the trial ends?

Choose a paid plan to continue. The team can guide you to the option that best suits your business.

Does the price include support?

Support details depend on the selected plan. Contact the team to confirm the onboarding, setup and support included with your plan.

How do I choose the right plan?

Check how many users you need, which features matter and which integrations your team uses, then match that to your sales process, budget and growth goals.

Get started with OttoCRM today.

Try it free for 14 days — no credit card needed. Or book a 20-minute walkthrough on your own data.

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ottocrm.in/pricing