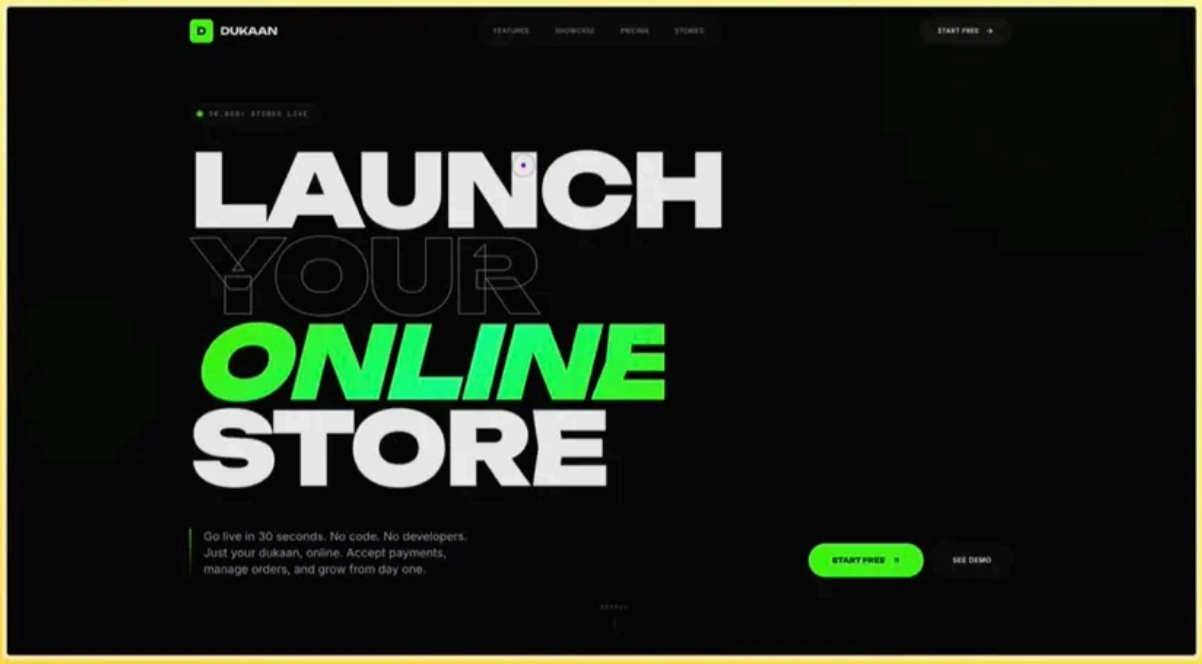
ToolGPA

NOVEMBER 2026

Dukaan

The Insider’s Guide

Online store builder for Indian sellers with per-order service fees



Every plan, grade, refund rule and rival among online store builders, read from Dukaan’s own pages.

Made by Dukaan · checked Nov 13, 2026 · toolgpa.com

2.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Dukaan's own pages, its app-store listings and our grades. Every fact in it is on Dukaan's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.6

GPA, above 74 of the 80 other online store builders we grade

Dukaan is a hosted store builder from India. Sellers set up a catalog, checkout, delivery areas and orders from one dashboard, with AI help for product descriptions and images. The Free plan has no subscription but takes a service fee on each order, and paid yearly plans lower that fee.

To get you started, here are **9 things to know about Dukaan**, taken from its own pages and our grades.

> "
>
> **You still build the store, pick a theme and connect payments and shipping.**
>
> From our grade for ease of use

1 **Best for small Indian sellers starting with a free store**

Dukaan is a store builder for Indian sellers with a free plan that takes a 4.99% fee on every order.

2 **Paid plans start at about $2.19 a month**

As its pricing page puts it: ₹2,500 per year, regular price (Free plan has a 4.99% order fee).

3 **There is a free plan**

1 store, 1 staff account, 1 warehouse and unlimited products, with a 4.99% service fee per order.

4 **It runs on Web**

Web.

5 **Catalog and checkout**

Products with variants and stock levels, CSV import, custom checkout fields, online payments through a supported provider or cash on delivery.

6 **Orders and delivery**

Manages order status, customer details and invoices, with delivery areas and charges set from the dashboard.

7 **AI writing and images**

Drafts product descriptions, category suggestions, SEO titles and images; the site says AI usage limits apply.

8 **A 2.6 GPA, above 74 of 80**

That is against the other online store builders we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Dukaan you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

Dukaan at a glance

PRICING Free plan, from ₹2,500 per year, regular price (Free plan has a 4.99% order fee)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Dukaan	CATEGORY Online Store Builders
OUR GRADE 2.6 GPA, good	

The report card

Best for small Indian sellers starting with a free store

Dukaan is a store builder for Indian sellers with a free plan that takes a 4.99% fee on every order. Paid plans cost ₹2,500 to ₹50,000 a year, and every plan keeps charging a per-order fee, falling to 0.99%.

TOOLGPA REPORT CARD

Dukaan

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Starter is ₹2,500 a year, far under the category's monthly prices. But every plan also takes an order fee, 3.99% on Starter, so the real cost grows with sales.
Free plan and trial	B	The free plan has 1 store, unlimited products and 7 themes, and one seller could run on it. The cost is a 4.99% fee per order.
Features	C	Catalog, checkout, orders, delivery and AI writing tools. A custom domain needs Starter, digital products need Growth and marketplace tools need Infinity.
Ease of use	C	No rating on record. You still build the store, pick a theme and connect payments and shipping.
Platforms and integrations	B	Web store builder with a REST API and webhooks. No desktop apps listed.

Grade point average — Good, out of 4.0 **2.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Dukaan is for

- ✓ Fits if you sell in rupees and want to start without paying
- ✓ Works for sellers who'd rather pay a percentage than a monthly fee

Who it is not for

- ✗ Skip it if you sell outside India or in other currencies, as the fee model suits INR sales
- ✗ Tight if you want a custom domain on the free plan: it starts on Starter
- ✗ Pricey if sales are large: the fee runs up to ₹200 an order even on paid plans
- ✗ Watch out: paid plans have no trial, and payment and shipping providers may charge extra

Good to know

Good for

- ✓ Small sellers in India starting a store without a monthly subscription
- ✓ Sellers who sell through WhatsApp and want a storefront link
- ✓ Businesses that want one dashboard for catalog, orders and delivery

Worth knowing

- ⓘ Every plan charges a per-order service fee (4.99% on Free down to 0.99% on Infinity), capped at ₹200 per order.
- ⓘ Fees do not apply to manual orders or to non-India and non-INR stores, so the model suits Indian-rupee sales.
- ⓘ Paid plans have no free trial, and payment, shipping and messaging providers may charge separately.
- ⓘ Prices are shown in Indian rupees; the monthly price behind the Monthly toggle was not readable.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

~$2.19

A month to start. There is a free plan too

Dukaan has a free plan. Paid plans start at ₹2,500 per year, regular price (Free plan has a 4.99% order fee).

FREE

₹0

1 store, unlimited products, 7 themes, abandoned-cart recovery and a 4.99% service fee per order.

STARTER

₹2,500

per year, billed once; monthly price not shown

Adds a custom domain, blogs, 2 staff accounts and a 3.99% order fee. Diwali offer: ₹1,999 through 15 Nov 2026.

GROWTH

₹8,000

per year, billed once; monthly price not shown

3 stores, all 17 themes, digital products, loyalty and 1.99% order fee. Diwali offer: ₹5,999 through 15 Nov 2026.

INFINITY

₹50,000

per year, billed once; monthly price not shown

10 stores, multi-vendor marketplace tools, 20 staff accounts and a 0.99% order fee. Diwali offer: ₹39,999 through 15 Nov 2026.

ENTERPRISE

Custom

For custom requirements; sold through sales.

The free plan

1 store, 1 staff account, 1 warehouse and unlimited products, with a 4.99% service fee per order.

Read from mydukaan.io on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

Diwali yearly prices through 15 Nov 2026

Yearly plans are discounted until 15 November 2026: Starter ₹1,999, Growth ₹5,999, Infinity ₹39,999, paid once with no automatic renewal.

Stated on mydukaan.io

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Online store builder for Indian sellers with per-order service fees. Here is what it does, as its own site describes it, and what it covers: public API, AI features, whatsApp messaging, online store, digital downloads.

"

Catalog, checkout, orders, delivery and AI writing tools.

From our grade for features

Catalog and checkout

Products with variants and stock levels, CSV import, custom checkout fields, online payments through a supported provider or cash on delivery.

Orders and delivery

Manages order status, customer details and invoices, with delivery areas and charges set from the dashboard.

AI writing and images

Drafts product descriptions, category suggestions, SEO titles and images; the site says AI usage limits apply.

Themes and domain

7 themes on the Free and Starter plans and 17, including 10 premium, on Growth and Infinity. A custom domain starts on Starter.

Marketplace tools

Infinity adds a multi-vendor marketplace with vendor and commission management.

REST API and webhooks

A REST API, the same one the dashboard uses, and signed webhooks for order events.

Where it runs

Web

What it works with

Its own pages name no integrations.

Dukaan is made by Dukaan.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

74/80

Other online store builders it is graded above

Dukaan's GPA of 2.6 is higher than 74 of the 80 other online store builders we grade, and level with 4.

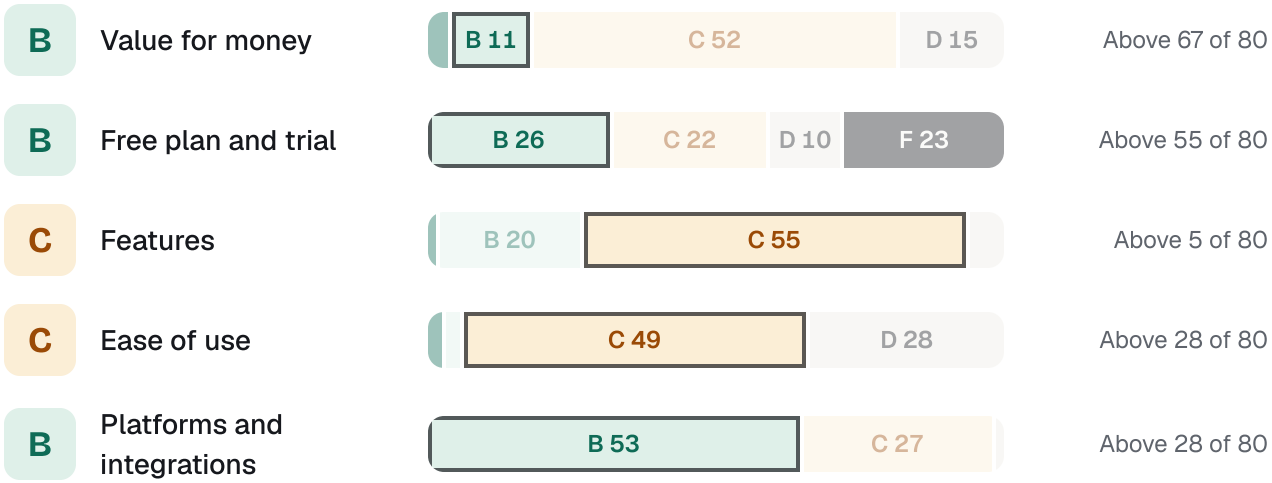
It stands best on value for money (B, above 67 of 80) and worst on features (C, above 5).

Its paid plans start at about $2.19 a month, against a middle price of $29.25 for the category: 0 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

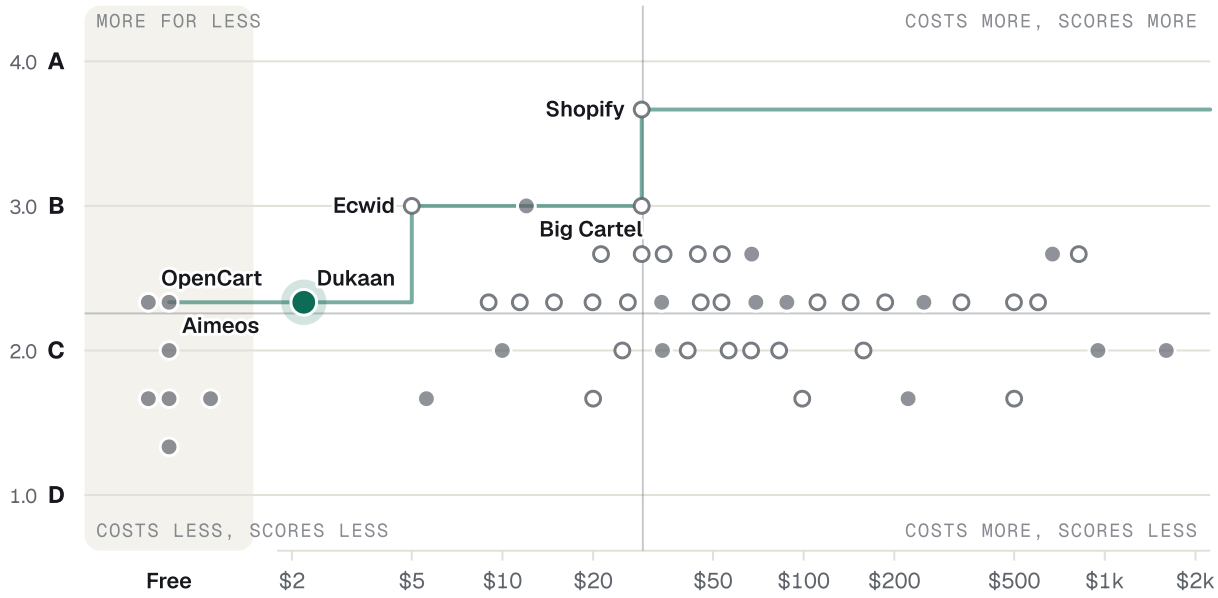
Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. Dukaan's own letter is outlined.



Price against what you get

Each dot is one of 52 online store builders. Further left costs less; higher up scores better on features, ease of use and platforms. Dukaan is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Dukaan you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.6 is higher than 74 of the 80 other online store builders we grade. It costs $26.33 a year.

What you could make

- Digital downloads: an app builder makes this well.

What you could not

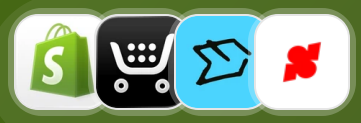
- Checkout, card payments and sales tax handled for you.

- The WhatsApp Business API, which Meta opens only through approved partners.
- An API that other software can build on.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Dukaan's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Shopify, Ecwid, Big Cartel and Shoplazza

The 4 tools Dukaan is most often weighed against, with where each one differs from it.

2.8 GPA

Shopify

Free trial · from $29/mo

Hosted commerce platform for online, in-person and social selling.

- Dukaan has a free plan. Shopify does not, though it has a free trial.
- Only Shopify lists iOS and Android apps.
- Dukaan also covers whatsApp messaging and digital downloads.

Dukaan and Shopify compared in full

2.2 GPA

Ecwid

From $5/mo

Online store you can add to any website or run as its own site.

- Dukaan has a free plan. Ecwid does not.
- Only Ecwid lists iOS and Android apps.
- Dukaan also covers whatsApp messaging.

Dukaan and Ecwid compared in full

2.8
GPA

Big Cartel

Free plan · from $12/mo

Simple online store for artists, makers and independent sellers.

- Only Big Cartel lists iOS and Android apps.
- Dukaan also covers whatsApp messaging.
- Big Cartel also covers inventory and shipping labels.

Dukaan and Big Cartel compared in full

2.4
GPA

Shoplazza

Free trial · from $29.25/mo

Hosted store builder with AI setup and multi-market selling.

- Dukaan has a free plan. Shoplazza does not, though it has a free trial.
- Dukaan also covers whatsApp messaging and digital downloads.
- Shoplazza also covers email campaigns, inventory, print on demand and dropshipping.

Dukaan and Shoplazza compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Dukaan free?

Dukaan has a free plan. 1 store, 1 staff account, 1 warehouse and unlimited products, with a 4.99% service fee per order.

How much does Dukaan cost?

Dukaan lists 5 plans. Free: ₹0.

What platforms does Dukaan work on?

Dukaan is available on Web.

Does Dukaan offer any discounts?

Dukaan publicly lists the following: Diwali yearly prices through 15 Nov 2026.

Does Dukaan have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Dukaan is listed for Web.

Does Dukaan have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Dukaan is listed for Web.

Is Dukaan open source?

Dukaan is not described as open source on its own site, as read on Nov 13, 2026.

Does Dukaan have an API?

Yes. Dukaan offers a public API, according to its own site.

Who makes Dukaan?

Dukaan is made by a company of the same name.

What are the alternatives to Dukaan?

The closest alternatives to Dukaan in our directory are Shopify, Ecwid, Big Cartel and Shoplazza.

How does Dukaan compare with other online store builders?

Dukaan's GPA of 2.6 is higher than 74 of the 80 other online store builders we grade, and level with 4.

Is Dukaan good value for money?

ToolGPA grades Dukaan B for value for money. Its paid plans start at about $2.19 a month, against a middle price of $29.25 for the category: 0 of the 44 others that charge start lower.

Could I make my own version of Dukaan?

To replace Dukaan you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

The prices, plans, platforms and features were read from Dukaan's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Dukaan's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Dukaan. Prices change, so check mydukaan.io before you buy.

mydukaan.io/pricing
mydukaan.io/features
mydukaan.io/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Dukaan, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/dukaan

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Dukaan: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/dukaan
```

Know someone choosing between online store builders?

Send them this guide: toolgpa.com/tools/dukaan/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Dukaan, each with an Insider's Guide of its own.

Online Store Builders Insider's Guide

Every one of the 84 online store builders we grade, compared

Big Cartel Insider's Guide

Simple online store for artists, makers and independent sellers

2.8 GPA

Shopify Insider's Guide

Hosted commerce platform for online, in-person and social selling

2.8 GPA

BigCommerce Insider's Guide

Hosted ecommerce platform with plans set by yearly sales

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Dukaan's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Dukaan is a trademark of its owner, and this guide is not made, paid for or approved by Dukaan. Prices and plans change: check mydukaan.io before you buy.