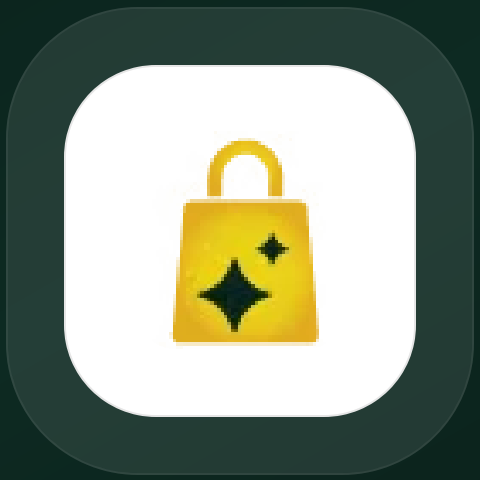
ToolGPA

NOVEMBER 2026

StoreHippo

The Insider's Guide

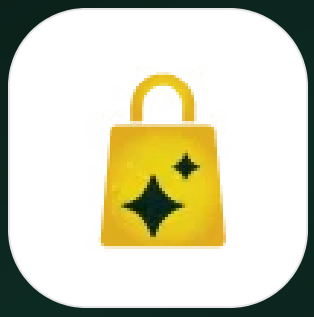
Hosted ecommerce platform with multi-vendor and multi-store options



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

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

1.4
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 StoreHippo's own pages, its app-store listings and our grades. Every fact in it is on StoreHippo'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

1.4

GPA, above 0 of the 80 other online store builders we grade

StoreHippo is a hosted ecommerce platform from a company in Gurgaon, India, that sells B2C, B2B, multi-vendor and multi-store setups. Pricing is a monthly fee in rupees with a transaction fee that falls on higher plans, and the top plan is quoted for each customer.

To get you started, here are **8 things to know about StoreHippo**, taken from its own pages and our grades.

> "
>
> **A platform with themes, APIs and setup to work through.**
>
> From our grade for ease of use

1 **Best for Indian merchants and multi-vendor marketplaces**

StoreHippo is a hosted store platform with multi-vendor, multi-store and B2B features, from ₹15,000 a month plus a 1% order fee.

2 **Paid plans start at about $157.97 a month**

As its pricing page puts it: ₹15,000 per month, plus a 1% transaction fee per order (exclusive of taxes).

3 **It runs on Web**

Web.

4 **Multilingual, multicurrency store**

Business and above list multiple languages and currencies, with IP-based currency detection from Enterprise.

5 **Discounts and marketing**

A discounting engine, loyalty wallets, abandoned-cart reminders, affiliates and email and SMS notifications.

6 **Multi-vendor and multi-store**

Basic multi-seller and multi-store arrive on Enterprise; the full versions are part of the custom Platinum plan.

7 **A 1.4 GPA, above 0 of 80**

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

8 **Keep it**

To replace StoreHippo 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.

StoreHippo at a glance

PRICING Paid, from ₹15,000 per month, plus a 1% transaction fee per order (exclusive of taxes)	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY StoreHippo	CATEGORY Online Store Builders
OUR GRADE 1.4 GPA, weak	

The report card

Best for Indian merchants and multi-vendor marketplaces

StoreHippo is a hosted store platform with multi-vendor, multi-store and B2B features, from ₹15,000 a month plus a 1% order fee. There is no trial, no refund for the rest of a period, and B2B and multi-seller sit on a dearer plan.

TOOLGPA REPORT CARD | **StoreHippo** | Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	₹15,000 a month plus a 1% fee on each order, which is well above the category's dearer-quarter line of $89 a month. The page does not say which term the monthly rate is for.
Free plan and trial	F	No free plan and no trial is listed, so you pay from the start.
Features	C	Multilingual and multicurrency selling, discounts, loyalty wallets, mobile apps and APIs. B2B and basic multi-seller need the ₹30,000 Enterprise plan.
Ease of use	C	A platform with themes, APIs and setup to work through. No store rating is on record.
Platforms and integrations	C	Web only, and no integrations list was recorded.

Grade point average — Weak, out of 4.0 **1.4**

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 StoreHippo is for

- ✓ Fits if you are an Indian merchant who wants local logistics and payment options
- ✓ Works for a multi-vendor marketplace or several stores on one platform

Who it is not for

- ✗ Pricey if you are small, at ₹15,000 a month before the 1% fee
- ✗ Not for you if you want a refund, as cancelling gives none for the rest of the period
- ✗ Skip it if you want a trial, since none is listed
- ✗ Watch out: B2B, multi-seller and multi-store need Enterprise at ₹30,000, and each plan has a sales volume limit before fees apply

Good to know

Good for

- ✓ Indian merchants who want a hosted platform with local logistics and payment options
- ✓ Businesses that need a multi-vendor marketplace or several stores on one platform

Worth knowing

- ⓘ Prices are shown in rupees and exclude taxes; a USD option exists on the page but could not be read, so no dollar price is recorded.
- ⓘ Transaction fees apply: 1% per order on Business and 0.5% on Enterprise, and the FAQ says each plan has a sales volume limit before fees apply.
- ⓘ Cancelling is allowed at any time, but no refund is given for the rest of the subscription period.
- ⓘ The pricing page does not say which term (6 months or 12 months) the displayed monthly rate is for.

PART 02 · PRICING

What it costs

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

~$157.9

A month to start

StoreHippo is a paid product, starting at ₹15,000 per month, plus a 1% transaction fee per order (exclusive of taxes).

> **The page does not say which term the monthly rate is for.**
>
> From our grade for value for money

BUSINESS

₹15,000

per month, term length not shown, plus 1% transaction fee per order

Multilingual and multicurrency selling, a discounting engine, marketing tools and loyalty wallets.

ENTERPRISE

₹30,000

per month, term length not shown, plus 0.5% transaction fee per order

Everything in Business plus B2B features, basic multi-seller and multi-store, custom roles, delivery management and an Android app.

PLATINUM

₹120,000

per month and up, on a minimum 1-year term

Bespoke plan with developer support, a staging environment, an account manager, multi-seller, multistore and Android and iOS apps; extra services may cost more.

Read from storehippo.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Hosted ecommerce platform with multi-vendor and multi-store options. Here is what it does, as its own site describes it, and what it covers: public API, AI features, inventory, sMS marketing, online store.

> **Multilingual and multicurrency selling, discounts, loyalty wallets, mobile apps and APIs.**
>
> From our grade for features

Multilingual, multicurrency store

Business and above list multiple languages and currencies, with IP-based currency detection from Enterprise.

Discounts and marketing

A discounting engine, loyalty wallets, abandoned-cart reminders, affiliates and email and SMS notifications.

Multi-vendor and multi-store

Basic multi-seller and multi-store arrive on Enterprise; the full versions are part of the custom Platinum plan.

B2B features

Enterprise adds B2B features, multi-pricing, custom roles and permissions, and minimum order quantities.

Mobile apps

An Android app comes with Enterprise, and Android and iOS apps with Platinum.

API and developer tools

The site documents an API and widget reference, webhooks and a theme designer; Platinum adds a staging environment.

Where it runs

Web

What it works with

Its own pages name no integrations.

StoreHippo is made by StoreHippo.

Where it stands

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

0/80

Other online store builders it is graded above

StoreHippo's GPA of 1.4 is higher than 0 of the 80 other online store builders we grade, and level with 4.

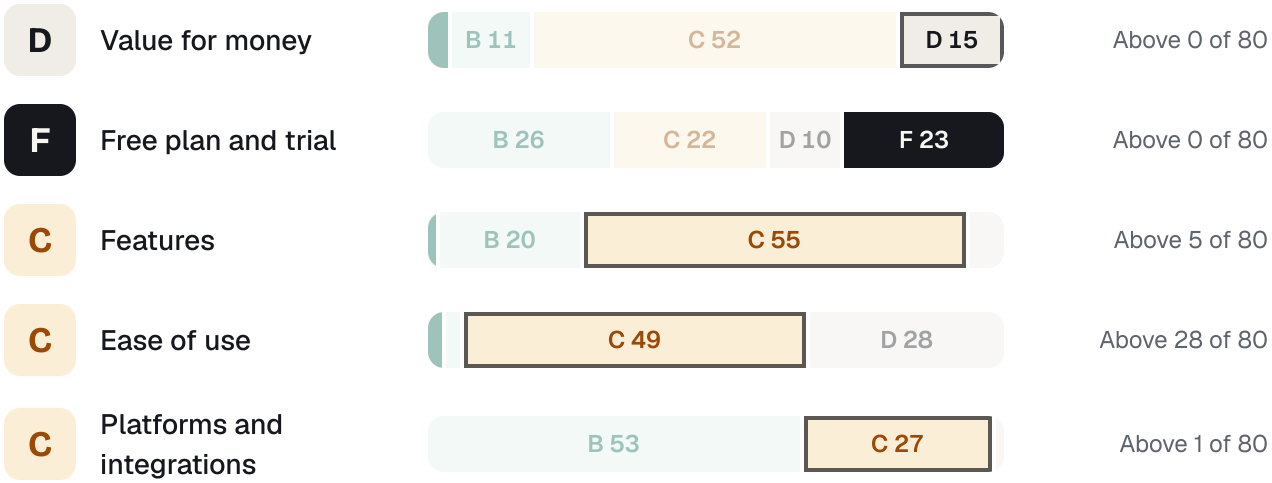
It stands best on ease of use (C, above 28 of 80) and worst on free plan and trial (F, above 0).

Its paid plans start at about $157.97 a month, against a middle price of $29.25 for the category: 35 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 27 tools score higher and cost less.

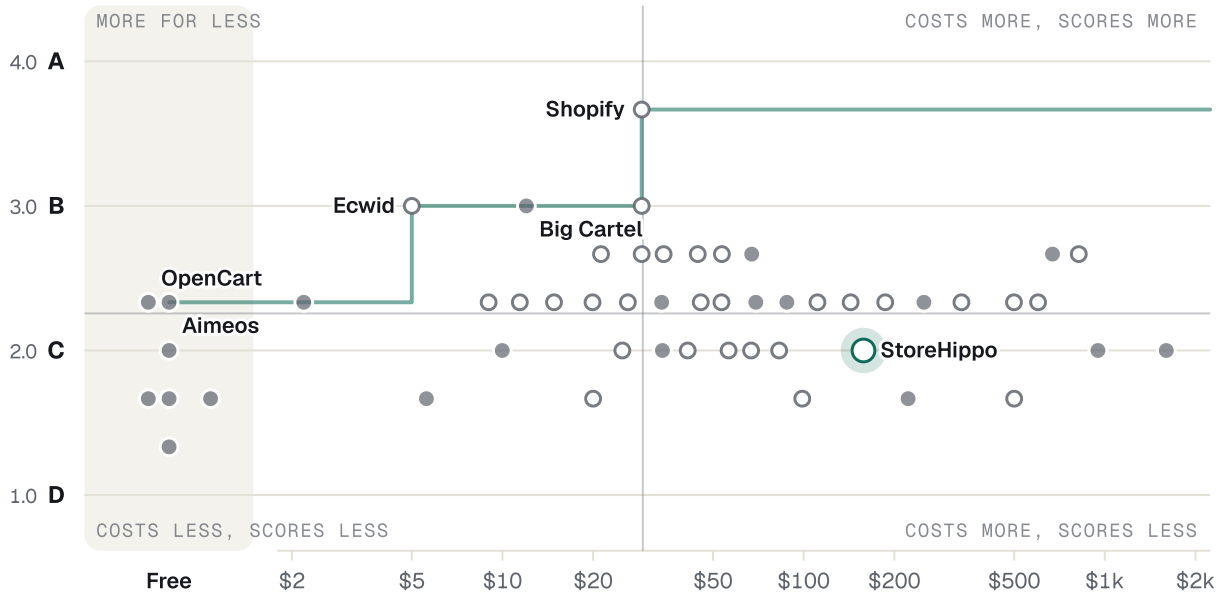
Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. StoreHippo'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. StoreHippo 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 StoreHippo 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.

That makes this kind of software worth paying for, not this one in particular: 76 of the 80 other online store builders grade higher. It costs $1,895.63 a year.

What you could make

- Inventory: an app builder makes this well.

What you could not

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

- Texts to thousands of numbers, registered with the carriers.
- An API that other software can build on.
- AI features, unless you pay a model provider for each request yourself.
- Hooks into the device itself: widgets.
- What a company asks for before it lets staff use something: roles and permissions.

What this rests on. StoreHippo'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



Dukaan, Fynd, Shopify, BigCommerce and Shopaccino

The 5 tools StoreHippo is most often weighed against, with where each one differs from it.

2.6 GPA

Dukaan

Free plan · from ₹2,500/yr

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

- Dukaan has a free plan. StoreHippo does not.
- StoreHippo also covers inventory and sMS marketing.
- Dukaan also covers whatsApp messaging and digital downloads.

StoreHippo and Dukaan compared in full

2.4 GPA

Fynd

Free trial · from ₹11,111/yr

Storefronts, marketplace selling and retail operations software.

- StoreHippo also covers sMS marketing.
- Fynd also covers templates.

StoreHippo and Fynd compared in full



2.8
GPA

Shopify

Free trial · from $29/mo

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

- Only Shopify lists iOS and Android apps.
- StoreHippo also covers sMS marketing.
- Shopify also covers email campaigns and shipping labels.

StoreHippo and Shopify compared in full



2.6
GPA

BigCommerce

Free trial · from $29/mo

Hosted ecommerce platform with plans set by yearly sales.

- Only BigCommerce lists iOS and Android apps.
- StoreHippo also covers sMS marketing.
- BigCommerce also covers reports.

StoreHippo and BigCommerce compared in full



2.2
GPA

Shopaccino

Free trial · from $290/yr

Hosted store builder for Indian sellers, with B2B and export tools.

- StoreHippo also covers sMS marketing.
- Shopaccino also covers whatsApp messaging.

StoreHippo and Shopaccino compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 StoreHippo free?

No. StoreHippo is a paid product, starting at ₹15,000 per month, plus a 1% transaction fee per order (exclusive of taxes).

How much does StoreHippo cost?

StoreHippo lists 3 plans. Business: ₹15,000 per month, term length not shown, plus 1% transaction fee per order.

What platforms does StoreHippo work on?

StoreHippo is available on Web.

Does StoreHippo have an Android app?

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

Does StoreHippo have an iPhone app?

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

Is StoreHippo open source?

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

Does StoreHippo have an API?

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

Who makes StoreHippo?

StoreHippo is made by a company of the same name.

What are the alternatives to StoreHippo?

The closest alternatives to StoreHippo in our directory are Dukaan, Fynd, Shopify, BigCommerce and Shopaccino.

How does StoreHippo compare with other online store builders?

StoreHippo's GPA of 1.4 is higher than 0 of the 80 other online store builders we grade, and level with 4.

Is StoreHippo good value for money?

ToolGPA grades StoreHippo D for value for money. Its paid plans start at about $157.97 a month, against a middle price of $29.25 for the category: 35 of the 44 others that charge start lower.

Could I make my own version of StoreHippo?

To replace StoreHippo 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 StoreHippo'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 StoreHippo'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 StoreHippo. Prices change, so check storehippo.com before you buy.

storehippo.com/pricing

storehippo.com/

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

StoreHippo, kept up to date

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

toolgpa.com/tools/storehippo

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:

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

Know someone choosing between online store builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after StoreHippo, 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 StoreHippo'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. StoreHippo is a trademark of its owner, and this guide is not made, paid for or approved by StoreHippo. Prices and plans change: check storehippo.com before you buy.