

QR Platform

Dynamic, trackable, branded QR codes built for the Indian small-business reality of menu codes, UPI collections, and field-marketing campaigns.

Category	Set 1 · Global SaaS
Customer	Restaurants, retailers, event organisers, real estate agents, marketing agencies, field-sales teams
Monetisation	Free tier → ■299/mo Pro → ■999/mo Business → ■2,499/mo Agency
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

QR Platform is a dynamic-QR and tracking-link service built specifically for the way Indian small businesses, restaurants, agencies, and field-marketing teams actually use QR codes — for UPI payment collection, multi-language digital menus, event check-ins, real-estate property tours, and offline-to-online attribution campaigns. The global QR-code-generator market is crowded with tools (Beaconstac, QR Code Generator Pro, Bitly QR) that all share two limitations: they treat the QR as a generic redirect, and they have no India-specific intelligence about UPI, multi-language landing experiences, or the marketing flows that actually drive value in the local market.

The product produces dynamic QR codes (the destination can be changed after printing), with full analytics on scan time, location, device, and conversion. It supports branded landing pages including UPI deep-links, multi-language menu cards, event registration flows, and lead-capture forms — all generated in under three minutes. Pricing starts free for casual users and scales to ■2,499/month for agencies managing campaigns across multiple clients.

Year-1 target: 5,500 paying users generating ■2.8 crore ARR, on a cost base of ■65 lakh. The wedge against incumbents is twofold: India-first feature set (UPI, multi-language, WhatsApp integration) and pricing roughly 40% below the equivalent global SaaS tier.

The Problem

Roughly 9 million Indian restaurants, small retailers, and service businesses now display at least one QR code at the counter — for UPI payment, for menu access, for review collection, for loyalty programmes. Yet the QR codes themselves are almost universally generated through free static QR tools (Google's qr-code-generator.com, a chai-side print shop's free service), which means the business has zero visibility into who scanned, when, from where, or what they did next. Every scan is a marketing data point thrown away.

The few businesses that have tried paid QR services run into a different problem: the existing global tools are built around Western use cases (vCard sharing, app-download tracking, business-card networking) and miss the dominant Indian use cases — multi-language menu display, UPI payment with auto-amount, WhatsApp deep-link to start an order conversation, regional-language landing pages. A small restaurant in Coimbatore wanting a Tamil-and-English menu accessible via QR has to either build the landing page manually or pay an agency.

Marketing agencies running offline campaigns (newspaper ads, hoardings, pamphlet distribution) face yet a third problem: there is no easy way to attribute which campaign drove which scan, because the agency must manage dozens of campaigns simultaneously with separate analytics for each client. The result is that offline-to-online attribution in India remains largely manual and unreliable.

The Solution

The product is built around three primary flows, each completable in under three minutes. Flow 1 — UPI Payment QR: enter business name, UPI ID, optional fixed amount, optional purpose; the system generates a branded payment QR with analytics on collection volume, average ticket size, repeat customer rate. Flow 2 — Digital Menu QR: upload menu items in CSV or photograph existing menu, choose languages (English + up to 3 Indian languages), set up categories; the system generates a responsive mobile menu page accessible via QR with full scan analytics. Flow 3 — Campaign Tracking QR: create distinct QR codes for each marketing channel (newspaper ad, hoarding location, pamphlet batch) all pointing to the same destination, with separate analytics per code.

Three structural differences from incumbents define the wedge. First, dynamic + India-aware: the QR destination can be changed after printing, and the landing experiences are designed for the Indian mobile context (lightweight, vernacular-language support, WhatsApp deep-links). Second, UPI integration: not just a payment URL but a properly formatted UPI intent that opens any UPI app pre-filled. Third, agency-grade multi-tenant management: an agency can manage hundreds of QR campaigns across many clients with consolidated billing and white-label reports.

The Business tier adds branded QR designs (logo embedded, brand colours, custom shapes), unlimited landing-page templates, A/B testing on destinations, geofenced redirects (scan from Pune → Pune-specific landing), and webhook integrations to push scan events to other tools like CRM or analytics platforms.

Market Opportunity

The serviceable Indian market for paid QR services is approximately 4 million SMEs and 80,000 marketing agencies who would benefit from dynamic and analytics-enabled QR codes. Current penetration of paid QR tools in India is below 2%, dominated by global tools used by larger enterprises and a long tail of free-tier users. At a blended ARPU of ₹6,000 per paying customer per year, the SAM is approximately ₹240 crore growing at ~25% annually.

Adjacent opportunities expand the addressable pool. The events sector (weddings, conferences, exhibitions) consumes single-use QR codes at high volume — a wedding planner can deploy 200+ QR codes per event for menu, gift registry, photo upload, and seating. The real estate sector uses QR codes on listing boards for virtual tours and lead capture. Field-sales teams in FMCG and pharma use QR codes for store-level promo attribution.

Capturing 1.5% of the SAM in 3 years is a ₹3.6 crore ARR business; 5% is a ₹12 crore ARR business. Comparable global players (Beaconstac, QR Code Generator Pro) operate on \$20-50 million ARR globally; the India-focused opportunity is materially smaller in dollar terms but structurally defensible due to local feature requirements.

Target Customer

Primary persona: a 38-year-old owner of a 40-seat restaurant in Indore who currently uses a static UPI QR from his payment provider and a Google-generated free QR for the menu. He cannot tell whether his menu QR is even being scanned, has no way to push a new dish to the menu without reprinting, and has lost two months of customer payment data when the QR sticker faded. Will pay ₹299/month for dynamic capability + scan analytics + multilingual menu (Hindi/English).

Secondary persona: a 28-year-old digital marketing freelancer in Bengaluru running offline campaigns for 4-6 small business clients. Currently uses Bitly's free tier and manually generates new short links for each campaign; spends 3 hours a week on link administration. Will pay ₹999/month for the Business tier with multi-client workspace, campaign-grouped analytics, and white-labelled reports.

Tertiary persona: a 45-year-old senior partner at a 12-person digital marketing agency in Delhi serving 25 retail and restaurant clients. Currently uses three different tools across clients; spends ₹45,000/month on aggregate. Will pay ₹2,499/month Agency tier to consolidate, plus the agency's clients pay ₹299-999/month for their own analytics views (white-labelled).

Product

Core capability: dynamic QR generation in 8 categories (URL, UPI payment, vCard, WhatsApp message, menu, event check-in, lead form, file download), each with a tailored configuration flow and a branded landing-page template.

Analytics dashboard: scan count, unique scanners (browser-fingerprint based, privacy-friendly), city-level location, device + browser breakdown, time-of-day heatmap, conversion events (UPI payment completed, form submitted, menu item clicked).

Landing-page builder: drag-and-drop editor producing fast, mobile-first pages in English plus up to 7 Indian languages. Templates pre-built for restaurant menu, event registration, lead capture, property tour, product showcase, contact card, payment, and review collection. Custom domains supported on Business+ tiers.

Bulk generation: CSV upload to create up to 5,000 QR codes in one batch (for use cases like marketing pamphlet runs, restaurant table QRs, retail store-level codes). Each QR in the batch has its own analytics.

Mobile companion app (month 4-6 release): on-the-go QR creation, scan-event push notifications, quick analytics views. Crucial for restaurant owners and field-marketing managers.

Technical Architecture

Frontend: Next.js 14 + Tailwind. Landing pages generated as static HTML at edge (Cloudflare Workers) for sub-100ms TTFB across India.

Backend: Go on Hetzner cloud (single-box scales to 50M scans/month at this stage). Postgres on Neon for OLTP; ClickHouse on Aiven for analytics aggregation.

QR generation: open-source qrcode-go library; SVG output with branded styling. Logo overlays handled server-side with Sharp.

Payments: Razorpay (INR), Stripe (international).

WhatsApp deep-links: native wa.me URL construction with pre-filled message templates.

Compliance: data residency in India (AWS Mumbai). DPDP-Act-ready privacy controls from day one.

Business Model & Unit Economics

Four tiers. Free: 5 dynamic QR codes, 500 scans/month, no custom branding, watermarked landing pages. Pro (₹299/month): 50 dynamic QR codes, unlimited scans, no watermark, basic analytics. Business (₹999/month): unlimited QR codes, advanced analytics, A/B testing, custom domain, geofenced redirects, webhook integrations. Agency (₹2,499/month): multi-workspace, white-label landing pages, 50 client sub-accounts, consolidated billing, priority support.

Conversion economics: 6% of free users convert to paid within 30 days (above SaaS average because the value of scan analytics becomes obvious quickly). Distribution: 70% Pro, 25% Business, 5% Agency. Monthly churn target under 4% (typical SMB SaaS), driven down to 2.5% by Year-2 as agency tier becomes meaningful share.

Gross margin: 91% blended. Major cost is landing-page hosting (~₹4/user/month at this scale) and analytics storage (~₹6/user/month for high-scan users).

Unit Economics (Year-1 base case)

Year-1 paying users (target)	5,500
Blended ARPU	₹5,150/year (~₹430/month)
Year-1 revenue	₹2.83 crore
Gross margin	91%
Customer acquisition cost (CAC)	₹380 (mostly SEO + agency partnerships)
Payback period	1.8 months
Year-1 all-in costs	₹65 lakh
Year-1 net contribution	~₹2.0 crore

Go-to-Market

Channel 1 — SEO (35%): publish 120 articles in months 1-9 targeting buying queries ('QR code for restaurant menu India', 'how to track UPI QR scans', 'multilingual menu QR code'). Indian QR-related queries have very low SEO competition.

Channel 2 — Restaurant POS partnerships (25%): integration deals with 3-5 mid-market restaurant POS providers (Petpooja, Posist, UrbanPiper) where our QR menu is offered as an add-on. Reaches 25,000+ restaurants without direct sales.

Channel 3 — Marketing agency outbound (20%): direct outreach to 300 mid-market digital agencies in tier-1 and tier-2 cities with the Agency-tier proposition. Conversion target: 25 paying agencies in year 1.

Channel 4 — Paid acquisition (20%): Google Search Ads on commercial-intent queries (~₹18-35 CPC); Meta retargeting for free-tier conversion.

Roadmap (first 12 months)

- Month 1-2: MVP — dynamic QR for URL/UPI/vCard, basic landing pages (English only), scan analytics dashboard, free tier launch. Goal: 800 free signups.
- Month 3-4: Pro tier (₹299/mo), multilingual menu builder, WhatsApp deep-links, branded QR designs. Goal: 250 paying users.
- Month 5-7: Business tier launch with A/B testing + custom domains + geofencing, mobile companion app beta. Goal: 1,200 paying users, ₹6 lakh MRR.

- Month 8-10: Agency tier with white-label + multi-workspace, POS integration partnerships live. Goal: 3,000 paying users, ■14 lakh MRR.
- Month 11-12: Webhook/API for Business+ tier, bulk-generation tools for marketing agencies, AI-suggested QR designs. Goal: 5,500 paying users, ■23 lakh MRR.

Key Risks

- POS providers building native QR menu functionality — mitigated by being the recommended add-on through partnership, and by offering features (analytics depth, multi-channel) beyond what a POS will bother building.
- WhatsApp or UPI changing deep-link standards — historically rare but possible; mitigated by abstracting the link generation behind an internal API that can be patched in hours.
- Free-tier abuse driving up hosting costs — mitigated by hard scan limits on free tier, with clear upgrade prompts; CDN architecture absorbs spikes cheaply.
- Race-to-zero in commodity QR generation (Bitly, Beaconstac price wars) — mitigated by India-specific feature moat (UPI, multilingual, WhatsApp) that incumbents will not prioritise for the India market.
- Restaurant-segment seasonality (Indian wedding season Nov-Feb, festival season Sep-Nov) — mitigated by diversifying customer base across non-seasonal verticals (events, real estate, agencies).