Dukaan AI

Pakistan Market Comparison

How Dukaan AI compares with ordering, khata and WhatsApp-bot platforms in Pakistan — prices, features, users, and why we win.

Executive summary

• Pakistan has about **5 million** small shops (Bazaar/TechCrunch). Most still sell on WhatsApp by hand.

• **Khata apps** (DigiKhata, CreditBook, Udhaar Book, Easy Khata) have millions of downloads but are passive ledgers — they do not talk to customers or take orders, and pure bookkeeping has shown low willingness to pay.

• **Ordering platforms** (Indolj, Blink) charge PKR 5,000 to PKR 28,000+ per branch and send customers to a website instead of closing the sale inside WhatsApp.

• **WhatsApp bot tools** (WAB2C, WATI, Respond.io) cost PKR 5,500–30,000+ a month plus Meta fees, need flow-building, and handle Roman Urdu and voice notes poorly.

• **Dukaan AI** combines AI WhatsApp sales, orders/bookings, upsells, knowledge base and customer history in one simple inbox — from **PKR 950/month, 0% commission**.

Dukaan AI pricing

Plan	Monthly	Annual (2 months free)	Best for	Key limits
Solo	PKR 950	PKR 9,500	Kiryana, solo tailor, 1-chair salon	1 outlet, 300 AI chats/mo
Pro (most popular)	PKR 2,450	PKR 24,500	Dhaba, bakery, parlour, boutique	1 outlet, 1,500 chats, upsells, KB
Multi-Shop	PKR 4,950	PKR 49,500	Chains up to 3 branches	3 outlets, 5,000 chats
Enterprise	Custom	Custom	Franchises	Integrations, SLA

Competitor profiles

Platform	Category	Pricing	Users / scale	Health
Indolj	Restaurant web/app ordering	PKR 4,999/mo + 1% of sales per branch	400+ restaurants (Nando's, Pizza Hut, Kababjees)	Established, profitable niche
Blink (Eat Mubarak)	Restaurant POS + ordering + fleet	$50–100/branch ordering + $30–60 POS, billed in USD + per-order fee	2,000+ deployments; Hardee's, Tim Hortons, OPTP	Market leader in enterprise F&B; expanding UAE/KSA
DigiKhata	Digital khata / ledger	Free; in-app PKR 790–5,500	7.3M+ downloads, ~1M active users	Strong; SMEDA partnership Nov 2026; earns via payments and lending
CreditBook	Khata → lending	Free ledger; revenue from loans	500K+ users (2021); raised $12.5M	Pivoted to lending — ledger alone did not pay
Udhaar Book	Khata app (YC W21)	Free + micro-fees	1.4M registered, ~510K MAU (reported)	Moderate; expanding to payments/inventory
Bazaar Easy Khata	Free khata, B2B funnel	Free	2.4M businesses onboarded; $107M raised	Strong B2B; khata is a funnel, not a product
WAB2C	WhatsApp API platform (PK)	PKR 5,500 – 13,500/mo + Meta fees	SMBs and agencies	Growing
WATI / Respond.io	Global WhatsApp bots	≈ $79–100+/mo (PKR 22k–30k) + Meta fees	Global; few small PK shops	Strong globally; weak local fit

Market share note: no public source measures national market share. Download counts and reported active users are the best available signals; figures above are from public pages and press, Oct–Nov 2026.

Feature comparison

Feature	Dukaan AI	Indolj	Blink	DigiKhata	WAB2C / WATI
AI replies on WhatsApp	✓	✗	✗	✗	Partial
Roman Urdu & Urdu understanding	✓	✗	✗	Partial	✗
Voice note orders	✓	✗	✗	✗	✗
Order closed inside the chat	✓	Web link	Web/app	✗	Partial
AI upsells	✓	✗	Partial	✗	✗
Bookings (salon, tailor)	✓	✗	✗	✗	Partial
Owner takeover of chat	✓	✗	✗	✗	✓
Train AI with FAQs, website, docs	✓	✗	✗	✗	Partial
Customer history & khata	✓	Partial	Partial	✓	Partial
Zero setup, no code	✓	Team sets up	Demo + contract	✓	Flow builder
Billed in PKR	✓	✓	USD	✓	Partial
Commission on orders	0%	1%	Per-order fee	—	—
Entry price / month	PKR 950	PKR 4,999	≈ PKR 14,000	Free	PKR 5,500

Monthly cost example — busy dhaba, 300 orders × PKR 800

Option	Monthly cost	vs Dukaan AI Pro
Foodpanda (28% commission)	PKR 67,200	27× more
Blink (website + app, 1 branch)	≈ PKR 28,000	11× more
WAB2C Growth + Meta fees	≈ PKR 15,000+	6× more
Indolj (4,999 + 1%)	PKR 7,399	3× more
Dukaan AI Pro	PKR 2,450	—

Why Dukaan AI wins

Sells, not just records. Khata apps record sales after they happen. Dukaan AI answers the customer, takes the order and upsells — it makes money for the shop, which is what shopkeepers pay for.

Three tools in one. Ordering (Indolj), WhatsApp bot (WATI) and customer khata (DigiKhata) in one inbox for less than any one of them.

Built for Pakistan. Roman Urdu, Urdu and voice notes; JazzCash, EasyPaisa and COD; PKR billing with no dollar risk.

No setup. No flow builder, no contract, no hardware. Add FAQs or a website and the AI is trained.

Owner stays in control. AI labels every reply; the owner can take over any chat and hand it back.

0% commission. Flat price. The more the shop sells, the better the deal.

Risks to watch

• Meta per-message fees (≈ PKR 4 utility, ≈ PKR 13 marketing) apply when the real WhatsApp API is connected — budget into chat limits.

• DigiKhata and Bazaar have large user bases and could add WhatsApp AI; speed and local-language quality are the moat.

• Low price needs low support cost: keep onboarding self-serve.

Sources

• Google Play / chrome-stats (DigiKhata downloads); Business Recorder, 7 Nov 2026 (DigiKhata 1M active, SMEDA)

• rapideats.pk, menuthere.com, bhookly.com, indolj.pk, blinkco.io (Indolj and Blink pricing), Oct 2026

• wab2c.com/pricing, replykit.app, replykaro.com (WhatsApp tool and Meta pricing), Sep–Nov 2026

• The Frontier Edit (CreditBook), geo.sig.ai (Udhaar Book), TechCrunch / fintech.global (Bazaar)