



ENTERPRISE-GRADE REAL-ESTATE CRM · AT A SMALL-CRM PRICE

Every lead worked. Every rupee of ad-spend accounted for.

Lead capture, auto-assignment, follow-up SLAs, WhatsApp & call and campaign ROI — **plus unit-level inventory, 200+ permission controls and 30+ reports.** The depth of a premium CRM, at a small-CRM price. Go live in a weekend and never let a paid lead die in an inbox again.

Unit-level inventory · 200+ permission controls

AI lead scoring · WhatsApp concierge

Capture · Web · QR · Forms · Bulk import

Campaign ROI · 30+ reports

Field-agent mobile app

From ₹199 per user / month + GST. Most teams choose ₹299.
Free data migration · Guided onboarding · Cancel anytime.

< 5 min

speed-to-lead with instant capture
+ auto-assign

Zero

lock-in — export your data anytime,
cancel anytime

All-in-one

capture, call, follow-up & reporting
in one app

ONE PLATFORM

Everything your sales team needs — in one simple platform.

01



Omnichannel lead capture

Website forms & webhooks, scannable QR codes for hoardings & events, and bulk Excel/CSV import (including portal exports) with smart field-mapping. No lead left in an inbox.



Visual pipeline & sub-status

New → Contacted → Site-visit → Negotiation → Booked, with sub-statuses, tags, duplicate detection and re-enquiry tracking built in.



Auto-assign & lead pool

Round-robin distribution, project/territory routing, secondary owners, and one-click reassignment when an agent leaves — no lead ever goes unowned.



Follow-up SLAs & reminders

Scheduled callbacks, due-follow-up alerts, and mandatory call notes keep the team accountable and every hot lead moving.



WhatsApp, calls & email

Built-in WhatsApp, IVR/click-to-call and email templates — connect your provider and log every conversation against the lead automatically.



Campaign ROI & dashboards

Capture UTM/GCLID from Google & Meta and see cost-per-lead and cost-per-booking by source — the report an inbox can never give you.



60+ filters & saved views

Slice leads by source, project, budget, BHK, status, site-visit, communication count and more — then save the view for one-click reuse.



Field-agent mobile app

Your sales team works leads, logs calls, updates status and marks attendance from the phone — even on site visits.

Plus **role-based access & audit trail**, **attendance & geo-tracking**, **login/IP security**, and a **bulk-upload tracker** — the full admin toolkit, included in every plan.

Built for scale — not just a lead list.

02



Real inventory — Project → Block → Floor → Unit

Track availability, pricing, holds and bookings down to the individual flat — not just a project name in a text box. The depth basic CRMs simply don't have.



202-function permission matrix

Granular control across 9 roles and 20 modules — exactly who can see, edit, assign, export or delete each thing. Real enterprise governance and data security.



30+ built-in reports

Pipeline, source & campaign ROI, agent performance, funnel, lead-aging, bookings & revenue — the numbers management actually asks for, ready out of the box.



Data & cold-lead engine

Nurture old databases separately with configurable lead rules, re-enquiry detection and re-engagement — squeeze deals from the leads other teams abandon.



Zero-downtime migration

Bring lakhs of leads and your full team structure across cleanly with field-mapping — no gap in operations, nothing left behind, live the same week.



Configured to how you sell

Routing priority, duplicate policy, mandatory fields, follow-up SLAs, sub-statuses and stages — all configurable to your exact process, no dev team required.

Where a basic CRM stops at a lead list, **LeadsKaro runs your whole sales operation** — from the first enquiry to the booked unit — at a price small teams can actually afford.

YOUR UNFAIR ADVANTAGE

AI that closes. A mobile app that never stops selling.

03



AI Lead Scoring

Every lead auto-ranked hot → cold on real intent — source, budget, BHK, response speed and site activity — so agents call the most likely buyers first, not just the newest.



AI WhatsApp Concierge

Replies in seconds, 24x7. Answers project FAQs, qualifies budget / BHK / timeline, shares brochures and books site visits — so no paid enquiry ever goes cold, even at 2 AM.



AI Next-Best-Action

Tells every agent exactly who to call next and why — overdue follow-ups, re-enquiries and leads about to go cold, prioritised automatically each morning.



AI Summaries & Reply Drafts

Auto-summarise every call and chat, capture the next step, and generate one-click personalised WhatsApp / email replies — in the customer's own language.



The whole CRM in your team's pocket.

Your on-ground sales team runs the entire pipeline from their phone — no laptop, no delay, no lead forgotten after a site visit.

- ✓ Work & update leads on the go
- ✓ Log site-visit notes + photos
- ✓ Change status & sub-status
- ✓ One-tap call & WhatsApp
- ✓ Instant follow-up reminders
- ✓ Attendance with geo check-in

MADE TO SWITCH

Switching CRMs? You lose nothing — and your team moves faster.

04

What matters	Legacy CRMs	LeadsKaro
Price per user / month	Premium · long contracts	From ₹199/user + GST
Data portability	Restricted / paid export	Export anytime · zero lock-in
Migrate your existing leads	Manual / paid service	Free — bulk import in minutes
Lead capture (web · QR · forms · bulk)	Partial / add-ons	All included
WhatsApp · IVR · Email	Often paid add-on	Built in — connect your provider
Campaign cost-per-booking ROI	Limited	Yes — by source & campaign
Field-agent mobile app	Varies	Included
Commitment	Annual lock-in	Month-to-month · cancel anytime
Onboarding & support	Tiered / paid	Free onboarding · local support



Never held hostage

Export your full database anytime and go month-to-month. Your leads and customers are always yours — zero lock-in.



Painless migration

Export from any CRM or spreadsheet and bulk-import in minutes with field-mapping. Round-robin re-assign your whole team on day one.



Live in a weekend

Guided setup, data import, users & permissions, WhatsApp connect — and your team is selling on Monday.

SIMPLE, HONEST PRICING

Enterprise features, without the enterprise price.

05

Founding offer: the first 20 customers lock **₹249/user/mo for 12 months** — then just ₹299.

Starter

₹199 /user/mo + GST

billed monthly or annually · min 5 users

- ✓ Lead capture (web, QR, bulk import)
- ✓ Pipeline, tags & duplicate detection
- ✓ Round-robin auto-assign
- ✓ Follow-up reminders & notes
- ✓ Mobile field app + dashboards

MOST POPULAR

Growth

₹299 /user/mo + GST

everything in Starter, plus

- ✓ WhatsApp · IVR · Email (your provider)
- ✓ Unit inventory · lead pool · routing
- ✓ 60+ advanced filters & saved views
- ✓ Campaign ROI & source reporting
- ✓ Role-based access · API & webhooks

Business

₹399 /user/mo + GST

everything in Growth, plus

- ✓ Advanced RBAC & audit log
- ✓ Attendance & geo-tracking
- ✓ Dedicated instance & custom domain
- ✓ Advanced automation & SLA
- ✓ Priority support

Enterprise

Custom

100+ users · volume pricing

- ✓ Everything in Business, plus
- ✓ SSO & security review
- ✓ Custom integrations & workflows
- ✓ Dedicated onboarding manager
- ✓ Named account manager · SLA

- ✓ Free data migration
- ✓ Guided onboarding
- ✓ No hidden charges
- ✓ 14-day pilot
- ✓ Cancel anytime
- ✓ Unlimited leads

Run a free 14-day pilot on one live campaign.

We mirror your current enquiry form into LeadsKaro and show you, in two weeks, exactly how many paid leads were captured, contacted in <5 min, and converted — by campaign.

Start a free pilot →

No credit card · No lock-in · Data hosted in-region · Messaging & telephony billed at actuals by your own WhatsApp / IVR / SMTP provider.

LeadsKaro — the real-estate CRM built to close.

Call / WhatsApp: +91 96324 43069