



PRODUCT + FEATURE + PRICING DECK

AI-Powered School Operating System

Complete School Operations. Smarter with AI.

Connect. Understand. Act.



AI



Automation



Predictions



School Twin



School Command Center

ApkaOS™



642

Students



94%

Attendance



78%

Fee Collection



AI Insights

- 12 students need attendance attention
- Fee follow-up suggested

Quick Actions



Attendance



Fees



Admissions

What is ApkaOS?

The product definition and positioning used in the source pricing page.

AI-first school management software for Indian schools.

ApkaOS brings students, attendance, fees, admissions, WhatsApp/SMS communication, ID cards, reports and AI insights into one web app that works on phone, tablet or computer.

CORE PROMISE



Connect your school operations.



Understand what is happening.



Act with speed and intelligence.



MODERN-SCHOOL LAYER



AI Insights



Predictions



Automation



School Twin

One School OS. One Operating Layer.

From everyday administration to AI-powered intelligence.



Manage

01

Students

Admissions

Fees

Attendance

Academics

Staff



Communicate

02

WhatsApp

SMS

Email

Templates

Delivery logs



Understand

03

Reports

AI Search

AI Alerts

Academic Intelligence



Act

04

Action Queue

Automation

Visual Builder

School Twin

Core School Management

The operational foundation available across plans.



Students

Profiles, guardians, siblings, documents, promotion



Attendance

Student & staff attendance, absent alerts



Fees

Structures, installments, concessions, receipts, Razorpay links



Admissions CRM

Enquiry form, pipeline, follow-ups, conversion



Academics

Classes, sections, subjects, teacher assignments



Exams & Marks

Exams, marks and report cards



Timetable & Homework

Daily academic planning and homework



Communication

WhatsApp, SMS, email, templates and logs



Student ID Cards

Bulk printing, QR verification, reprint tracking



Dashboard

KPIs, trends and recent activity



Staff

Profiles, documents and role assignment



Print Agent

One-click printing of ID cards and receipts

AI-Powered School Intelligence

AI features turn school data into insights, recommendations and actions.



Ask ApkaOS + AI Search

Ask questions about school data in plain English.



AI Daily School Brief

Morning summary of what needs attention.



AI Alerts + Action Queue

Recommendations you approve, then ApkaOS executes and tracks.



Teacher Copilot

AI support for teachers.



AI Quizzes

Generate smarter quiz experiences.



School Knowledge Base

AI-powered access to school knowledge.



AI Document Intelligence

OCR, data extraction and missing-document detection.



Academic Intelligence

Topic-level insights on student performance.

Beyond ERP: Intelligence + Automation

The Pro layer adds predictive and scenario-based capabilities.



Predictions

Fee defaulter risk

Attendance risk

Lead score

Collection forecast

Advanced and ML predictions.



Automation

WHEN → THEN rules, e.g. message parents after 3 absences.

Visual Automation Builder for workflow design.



School Twin

What-if planning for fees, growth and staffing.

School Twin v2 adds multi-year projections and saved scenarios.



Integrations Marketplace

Basic on Growth; full on Pro; custom integrations for Enterprise.



Specialised AI Agents

Available on Pro and Enterprise.



Statutory Payroll

PF, ESI, TDS or Tally export on Pro and Enterprise.

Plans That Grow With Your School

Starting price or per-student price, whichever is higher. 18% GST extra.

Starter

₹999

per month
or ₹4 / student

1 branch

20 GB

3,000 message credits

Core school operations; no AI credits

Growth

₹2,499

per month
or ₹7 / student

2 branches

50 GB

7,500 message credits

8,000 AI credits

AI features + reports + basic payroll

Pro

₹3,999

per month
or ₹12 / student

5 branches

200 GB

16,000 message credits

20,000 AI credits

Predictions + automation + School Twin

Enterprise

Custom

Custom / student

Unlimited branches

Custom storage & credits

Custom integrations, migration & dedicated manager

What Each Plan Unlocks



STARTER

Small single-campus schools

- ✓ Students • Attendance • Fees • Admissions
- ✓ Communication • Exams • Timetable • Homework
- ✓ Basic Daily School Brief



GROWTH

Growing schools, 1–2 campuses

- + Everything in Starter +
- ✓ Reports & Excel export
- ✓ Ask ApkaOS • AI Search
- ✓ AI Brief • AI Alerts • Action Queue
- ✓ Teacher Copilot • AI Quizzes • Knowledge Base
- ✓ QR attendance • Basic payroll



PRO

Large schools, multiple branches

- + Everything in Growth +
- ✓ Predictions & ML predictions
- ✓ WHEN → THEN automations
- ✓ Visual Automation Builder
- ✓ School Twin + v2
- ✓ Specialised AI Agents
- ✓ AI Document Intelligence
- ✓ Academic Intelligence
- ✓ Statutory payroll
- ✓ Integrations Marketplace

Enterprise

Built for school chains, trusts and groups.



Unlimited branches under one group



Custom limits for storage, messages and AI credits



Custom integrations



Full data migration by the ApkaOS team



Dedicated account manager



Priority onboarding and staff training



Everything in Pro



Custom operating layer

Enterprise pricing is tailored to the group's size.



Included in Every Plan

Foundation capabilities that every ApkaOS school gets.



Secure Login + 2FA

Sessions, password reset and two-factor sign-in.



Roles + Permissions

Custom roles so users see only what they should.



Audit Log

History of who changed what, and when.



Setup Wizard

Academic year, classes, sections, subjects and fee heads.



Excel Import

Bring in existing student and staff sheets.



Academics

Classes, sections, subjects and teacher assignments.



Staff

Staff profiles, documents and role assignment.



Plan + Billing

Usage, GST invoices and self-serve plan changes.

Communication, Payments & Data

Operational details from the pricing page.



Parent Communication

WhatsApp, SMS and email messages; absent alerts, fee reminders and circulars. Email is free; message credits apply to WhatsApp/SMS.



Online Fees

Razorpay payment links can be sent via WhatsApp/SMS. Payments are matched to student fee records; cash payments and PDF receipts are also supported.



Browser-Based

Teachers and parents do not need a separate app. ApkaOS works in a browser on phone, tablet or computer.



Data Safety

School data is isolated at database level. Files use secure time-limited links; permissions, 2FA and audit logs support controlled access.



Excel Migration

Students and staff can be imported from Excel. Setup wizard creates academic year, classes, sections, subjects and fee heads.

Message Credits & AI Credits

Usage model defined in the source pricing page.



Message Credits

Used for WhatsApp and SMS. One WhatsApp message or one SMS part uses one credit; email does not use credits.

3,000

Starter

7,500

Growth

16,000

Pro

 WhatsApp message = 1 credit

 SMS part = 1 credit

 Email = no credits



AI Credits

Used by Ask ApkaOS, AI Search, AI Alerts and the AI-written Daily School Brief.

8,000

Growth / month

20,000

Pro / month

 AI credits renew on the 1st of every month.

 Starter includes a basic Daily School Brief, but no AI features or AI credits.

Plan Comparison — At a Glance

✓ included • — not included • AI = uses AI credits

Capability	Starter	Growth	Pro	Enterprise
Branches	1	2	5	Unlimited
Storage	20 GB	50 GB	200 GB	Custom
Message credits	3,000	7,500	16,000	Custom
AI credits	—	8,000	20,000	Custom
Reports	—	✓	✓	✓
QR Attendance	—	✓	✓	✓
Basic Payroll	—	✓	✓	✓
Statutory Payroll	—	—	✓	✓
Ask ApkaOS / AI Search	—	✓	✓	✓
AI Alerts + Action Queue	—	✓	✓	✓
Predictions	—	—	✓	✓
Automation Builder	—	—	✓	✓
School Twin	—	—	✓	✓

Frequently Asked Questions

Key answers included in the source pricing page.



What is ApkaOS?

AI-first school management software for Indian schools, combining core school operations, communication, reports and AI insights in one web app.



Is there a free trial?

Yes. Every plan starts with a free trial and students/staff can be imported from Excel.



How is monthly billing calculated?

Starting price or students × per-student price, whichever is higher.



Can parents pay fees online?

Yes. Razorpay payment links can be sent via WhatsApp/SMS and matched to student fee records.



Do teachers/parents need an app?

No. ApkaOS works in the browser on phone, tablet or computer.



Can plans be changed later?

Yes. Plans can be upgraded or changed from Plan & Billing; new pricing applies from the next bill.



PRODUCT STORY

AI-Powered School Operating System



Core School Management



+ AI Intelligence



+ Predictive Analytics



+ Automation



+ School Twin



Connect.

Manage today's operations.



Understand.

Understand tomorrow's risks.



Act.

Act with intelligence.



www.apkaos.com



[+91 8264304474](tel:+918264304474)