INNLOOP TECHNOLOGIES · PARTNERS · VERSION 1.2 · 22 OCT 2026

# innLoop Partner Guide

For innLoop partners — 20% lifelong commission, no salary. Everything you need to explain, price and sell innLoop. All prices are before 18% GST.

PMS | Channel Manager | Booking Engine | AI Receptionist | Clubs

From ₹1,499 a month

## THE 30-SECOND PITCH

> *"innLoop is built by a hotel owner who runs his own guest houses. It gives you your front desk, your Booking.com, Agoda and MakeMyTrip connection and your own website booking in one place, with GST bills and WhatsApp alerts built in. One login, one monthly bill, from ₹1,499."*


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CHAPTER 1

# PMS, Channel Manager and Booking Engine in plain words

**A hotel needs three things: a register for its rooms (PMS), a link to the booking websites (Channel Manager) and a way for guests to book on its own website (Booking Engine). Most owners buy these from three companies. innLoop gives all three in one.**

## PMS

**Property Management System** — the hotel's digital register and front desk.

Which room is free on which date, reservations, check-in and check-out, GST bills, housekeeping, cash and reports.

## Channel Manager

Keeps rooms and prices the same on every booking website — Booking.com, Agoda, MakeMyTrip, Goibibo, Airbnb, Expedia.

A room sold on one site closes on all the others within seconds. No double bookings.

## Booking Engine

The **Book Now** button on the hotel's **own** website. Guests see live rooms and prices and pay online.

No OTA commission (OTAs take about 15–25% of every booking).

## Say it like this

> *"The PMS is your front desk on the computer and phone — every room, every guest, every rupee."*

> *"The channel manager stops double bookings and saves your staff hours of updating Booking.com and Agoda one by one."*

> *"Every booking on your own website is one where you keep the OTA's commission."*

### One booking, start to finish

1. A guest books Room 104 on Agoda for 12 Nov.
2. The **Channel Manager** brings it into the **PMS** and closes Room 104 on every other site.
3. The owner gets a WhatsApp alert. Staff check the guest in on the **PMS** and print the GST bill.
4. Next time, the guest books on the hotel's website through the **Booking Engine**. No commission.

With most competitors, the channel manager and booking engine are separate products and separate bills. With innLoop they are one system and one bill.

CHAPTER 2

## innLoop PMS — every feature

**innLoop PMS works in any browser on computer, tablet or phone — nothing to install. It is used every day at working guest houses, so every screen has been tested on real guests.**

| Feature | What it does for the owner | Plans |
|---|---|---|
| Stay View | Calendar of every room and date: free, booked, checked in, dirty. Shows the price the guest pays and rooms left | All |
| Reservations | Phone or walk-in bookings, change dates, move rooms, cancel, record advance | All |

| | | |
|---|---|---|
| Check-in and check-out | Guest details, ID photos, payment — in under a minute | All |
| GST invoices and receipts | Correct GST bills, receipts and credit notes, printed or sent by WhatsApp | All |
| Form C | Foreign guest registration details ready for FRRO | All |
| Housekeeping | Room status (clean, dirty, out of order) for the housekeeping team | All |
| Guests and cashbook | Guest history, repeat guests, daily cash in and out | All |
| WhatsApp alerts | Owner alert for every booking, payment and cancellation; guest confirmations | All (messages pay as you go) |
| innLoop Food | Room-service and restaurant orders from own kitchen or partner restaurants | All |
| Booking Engine | Book Now on the hotel's own website | All |
| Calendar link (iCal) | Simple room sync with Booking.com and Airbnb | All |
| Night audit and folio ledger | Closes each day; every charge and payment on each guest's account | All |
| Staff logins with roles | Owner, manager, front desk, housekeeping each see only their part | Starter 2 · Growth/Pro unlimited |
| Reports and GST reports | Occupancy, revenue by channel, monthly statistics, GST | Growth, Pro |
| Accounting and Ask your data | Income and expenses; ask "how much did Agoda bring in October?" | Growth, Pro |
| Packages, promotions, directories | Honeymoon or stay-3-pay-2 packages, promo codes, travel-agent and company lists | Growth, Pro |

| | | |
|---|---|---|
| Automatic Pricing | Raises or lowers prices by occupancy and dates, within the owner's limits | Growth, Pro |
| Channel Manager | Full two-way OTA connection | Growth, Pro |
| No-show Guard | Flags guests who haven't arrived and helps charge or release the room | Growth, Pro |
| Priority WhatsApp support | Faster replies from innLoop support | Growth, Pro |
| Several properties, one login | Switch between properties and see group totals | Pro |
| Guest app and ID upload links | Guest sends ID and details before arrival | Pro |
| Onboarding visit | innLoop visits to set up and train staff | Pro |
| Import from old PMS | Moves future bookings across so nothing is lost when switching | All hotels |
| innLoop University | Step-by-step lessons inside the app for staff training | All |

> *If a customer wants a feature their plan doesn't include, innLoop can switch it on or move them up a plan. Never say "it can't be done" — say "let me check with innLoop".*

CHAPTER 3

# Channel Manager

**The channel manager is built into innLoop PMS and controlled from the same screens. It is included in Growth and Pro — no separate channel-manager bill.**

**Connects to:** Booking.com, Agoda, MakeMyTrip and Goibibo, Airbnb, Expedia and other OTAs.

- **Two-way sync** — rooms, prices and availability go out; bookings, changes and cancellations come in automatically.
- **No overbooking** — a room sold anywhere closes everywhere within seconds.
- **Rate plans** — Room Only, With Breakfast and more, each with its own price or linked to the main price.
- **Rules** — minimum stay, closed to arrival, closed to departure, stop-sell.
- **Bulk update** — a whole month of prices, with a separate weekend price, in one step.
- **Hold and Send** — prepare changes, check them, then send to all OTAs together.
- **"What was sent" log** — proof of what went to the OTAs and when.
- **Calendar link (iCal)** — a simpler room sync for Booking.com and Airbnb, in every plan.

**Status (Oct 2026):** the OTA connection is built and in final testing. Confirm the go-live date with innLoop before promising a start date.

CHAPTER 4

# Booking Engine and website

**The booking engine is in every innLoop plan. It turns the hotel's own website into a commission-free booking channel.**

### The guest

Picks dates, sees only rooms that are really free at today's price, chooses Room Only, With Breakfast, a package or a promo code, pays by UPI or card and gets a WhatsApp confirmation.

### The owner

The booking lands in Stay View and the room closes on every OTA. At ₹2,000 a night and 18% OTA commission, each direct booking saves about ₹360.

## No website? Sell a website package

Only for innLoop PMS customers. Same innLoop bill, same renewal date.

| Package | One-time set-up | Monthly | Or yearly |
|---|---|---|---|
| Website Basic | ₹2,999 | ₹499 | ₹4,999 |
| Website Pro | ₹8,999 | ₹999 | ₹9,999 |
| Website Premium | ₹23,999 | ₹1,999 | ₹19,999 |

All + 18% GST. Every website includes the booking engine and the credit "Web developed by Innloop Technologies". A dearer domain or work beyond the package is extra.

CHAPTER 5

# AI Receptionist and AI add-ons

**No plan includes AI. Every AI feature is an add-on any plan can buy, on the same monthly bill.**

## AI Receptionist on WhatsApp

- Guests WhatsApp the hotel and get an answer at once, day and night.
- Live rooms and prices for their dates, location map, distances to the beach, station or airport, and the booking link.
- Calls in the manager when a guest asks for a person, or after 20 AI replies to one guest in a day.
- The owner sets a monthly spending limit.

Today it answers and hands the guest to staff to confirm. Booking by itself inside the chat is planned — don't promise it yet.

| AI Receptionist | Price (+ GST) |
|---|---|
| Monthly fee per property | ₹999 |
| Connect the hotel's own WhatsApp number (one time) | ₹1,500 |
| Each AI reply sent to a guest | ₹1.50 |

> *Example: 400 AI replies in a month = ₹999 + ₹600 = ₹1,599 + GST — less than a night receptionist's salary.*

### Other AI add-ons

| Add-on | What it does | Price (+ GST) |
|---|---|---|
| Set up with AI | Reads the tariff card, rate sheet, room photos or OTA page and fills in rooms, prices, rate plans and policies (10 readings in 60 days) | ₹3,000 one time per property |
| innLoop Help Assistant | Staff ask "how do I cancel a booking?" and get the steps at once; 20 questions a day | ₹299 a month per property |

### WhatsApp messages — pay as you go

| Message | Price each (+ GST) |
|---|---|
| Login codes | ₹0.25 |
| Booking alerts, bills, confirmations | ₹0.25 |
| Notices and menus to club members | ₹1.00 |

Replies to a guest who messaged first are free.

CHAPTER 6

# innLoop for Clubs

**A separate edition for members' clubs — recreation, golf and officers' clubs. Rooms, halls, members and their food from one login.**

| Club feature | Basic ₹4,999 | Plus ₹7,999 | Max ₹11,999 |
|---|---|---|---|
| Room booking from the club's own website | ✔ | ✔ | ✔ |

| | | | |
|---|---|---|---|
| Function hall and facility booking | ✔ | ✔ | ✔ |
| Front desk, GST bills, WhatsApp alerts | ✔ | ✔ | ✔ |
| Members register, bills and dues | ✔ | ✔ | ✔ |
| Member food orders by phone | ✔ | ✔ | ✔ |
| Committee reports and read-only logins | ✔ | ✔ | ✔ |
| WhatsApp notices to members | × | ✔ | ✔ |
| Golf tee times and sports courts | × | ✔ | ✔ |
| Bar and restaurant control (coming) | × | × | ✔ |
| Sponsors and advertisements | × | × | ✔ |
| Priority support and on-site visits | × | × | ✔ |

Per club per month + 18% GST; yearly = 10 months' price for 12. Unlimited staff logins on every club plan.

> *Approach the Secretary and committee. Their pain: hall double-bookings, unpaid dues, members phoning the office for everything. Show the committee report and member notices first.*

CHAPTER 7

# Hotel plans, prices and one bill

**Three hotel plans, per property per month before 18% GST. Yearly = 10 months' price for 12 — two months free.**

| | Starter | Growth | Pro |
|---|---|---|---|
| Monthly (+ GST) | ₹1,499 ($18) | ₹2,999 ($36) | ₹4,499 ($54) |
| Yearly (+ GST) | ₹14,990 | ₹29,990 | ₹44,990 |

| Best for | Owner-run homestay, up to ~10 rooms | Hotel or resort with staff, up to ~30 rooms | Groups with several properties, up to ~75 rooms each |
|---|---|---|---|
| PMS, GST bills, Form C, housekeeping, night audit | ✔ | ✔ | ✔ |
| Booking engine and iCal link | ✔ | ✔ | ✔ |
| innLoop Food and WhatsApp alerts | ✔ | ✔ | ✔ |
| Staff logins | 2 | Unlimited | Unlimited |
| Reports, GST reports, accounting | × | ✔ | ✔ |
| Channel Manager | × | ✔ | ✔ |
| Automatic Pricing, No-show Guard, packages | × | ✔ | ✔ |
| Priority WhatsApp support | × | ✔ | ✔ |
| Several properties, guest app, onboarding visit | × | × | ✔ |

> *Lead with **Growth** — the cheapest plan with the channel manager, which most OTA-selling hotels need.*

- **One bill, one renewal date** — plan, add-ons and website together. Anything added mid-period is charged only for the days left.
- **Free trial** — 7 days, no card.
- **Founding offer** (launch towns, Varkala and Vagamon first) — free use until 31 Mar 2027 with innLoop's founding link. Ask innLoop before offering it elsewhere.

- Payments by UPI, card or net banking on the innLoop billing page; a GST invoice for every payment.

CHAPTER 8

# More innLoop products to sell

| Product | What it is | Sell to | Price (+ GST) |
|---|---|---|---|
| innLoop Books | AI accounting for small businesses. Bills read by AI from phone photos, bank statements tallied automatically, GST-ready; PMS income and expenses flow in | Every PMS customer, shops, traders | Starter ₹199 · Business ₹349 a month · Business Plus ₹599 (with GST returns, coming) |
| innLoop Social | AI social-media posts, flyers, captions and hashtags, published to Facebook and Instagram | Hotels, travel agents, restaurants, local businesses | ₹799 / ₹1,999 / ₹4,999 a month, or ₹99 per AI Premium post |
| innLoop Publish | Blog editor for publishing articles on the customer's website | Businesses wanting SEO content | ₹2,999 set-up + ₹599 a month |
| Website packages | Website with booking engine | PMS customers only | From ₹2,999 + ₹499 a month |

## Coming — talk about them, don't sell them yet

### innLoop Books Gulf

VAT-ready accounting for the UAE and Oman.

### innLoop Notify

WhatsApp notices and menus to club and association members.

### innLoop WiFi

Guest WiFi login per guest, with paid data top-ups.

### Loyalty platform

Points and rewards for dealers, clubs, hotels and jewellers.

### SalesTrackr

Field-sales app with GPS attendance and visits.

### innLoop Food

Food delivery app for Trivandrum.

Note interested customers' names and numbers and pass them to innLoop — they become the first customers at launch.

CHAPTER 9

# Your earnings as a partner

**Partners are independent — CAs, consultants, travel agents, IT resellers, hotel suppliers. There is no salary. You earn 20% of everything your customers pay innLoop, for as long as they stay customers.**

### 20%

of everything the customer pays — plan, add-ons, website, WhatsApp and AI charges

### Lifelong

Paid every month for as long as the customer keeps paying

### No salary

Work in your own time, alongside your own business

## What one customer earns you

| Customer on | Customer pays a month | You earn a month | Every year, for life |
|---|---|---|---|
| Starter | ₹1,499 | ₹300 | ₹3,600 |
| Growth | ₹2,999 | ₹600 | ₹7,200 |

| | | | |
|---|---|---|---|
| Pro | ₹4,499 | ₹900 | ₹10,800 |
| Club Basic | ₹4,999 | ₹1,000 | ₹12,000 |
| Club Plus | ₹7,999 | ₹1,600 | ₹19,200 |
| Club Max | ₹11,999 | ₹2,400 | ₹28,800 |

Commission is on the price before GST. Add-ons and websites add to it: a Growth hotel that also takes the AI Receptionist (₹999) earns you another ₹200 a month.

### Example: a partner with 20 Growth customers

**₹12,000**
every month

**₹1,44,000**
every year, for as long as those 20 customers stay

### What partners get

- Your own partner link and account page: your customers, their payments and your commission.
- Commission paid monthly by bank transfer after innLoop approves it.
- Demo login, this guide and WhatsApp support from innLoop.
- innLoop does the set-up, training and support for your customers — you introduce, we deliver.
- Your terms are written in your partner agreement; larger partners can discuss terms with innLoop.

Partners don't collect payments. Customers always pay innLoop directly through the billing page, so your commission is tracked automatically.

CHAPTER 10

## Objections and how to close

| The owner says | You answer |
|---|---|

| | |
|---|---|
| "I already use another PMS." | "innLoop imports your future bookings, so you lose nothing — and the channel manager and booking engine come inside one bill." |
| "I only sell on Booking.com and Airbnb." | "Start on Starter with the free calendar link. Add Agoda or MakeMyTrip later and move up to Growth." |
| "It's too expensive." | "One direct booking saves about ₹360 in commission. A few a month pay for Starter." |
| "My staff aren't good with computers." | "It works on a phone. innLoop University teaches each screen, and the Help Assistant answers questions any time." |
| "I'll think about it." | "Try it free for 7 days, no card. I'll set up your rooms with you today." |

## The visit in 5 steps

1. Ask how they take bookings and where double bookings or missed calls happen.
2. Show Stay View and a WhatsApp booking alert on the demo property.
3. Explain PMS, Channel Manager and Booking Engine using their own OTAs.
4. Recommend one plan (usually Growth) and one add-on that fits.
5. Sign up on the spot with your link, start the trial, book the go-live date.

**Never** promise a "coming" feature, give an unapproved discount, or take payment in cash or to your own account. All payments go through the innLoop billing page.

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