Arraay

Set up your shop, step by step.

From sign-up to your first order, with a picture of every screen on your phone. The shop in the pictures, Meera Handmade, is a sample; your screens show your own details.

Keep these ready

- Your phone, and the email address you'll sign in with
- Your bank account number, IFSC and PAN (for online payments)
- Your business address, and your GSTIN if you are GST registered
- Your logo, and photos and prices of a few products

PART 1

Create your account

1. Choose your plan
2. Fill in your details
3. Enter the code from your email
4. Pay for your plan

PART 2

Set up your shop

5. Your dashboard
6. Add your business details
7. Add your bank account
8. Make the shop look like yours
9. Set your delivery
10. Cash on delivery and returns
11. Add your first product
12. Name and photos
13. Price and stock
14. WhatsApp messages
15. Go live

PART 3

Start selling

16. Share your shop
17. Your first order
18. Ship and deliver
19. Put Arraay on your home screen

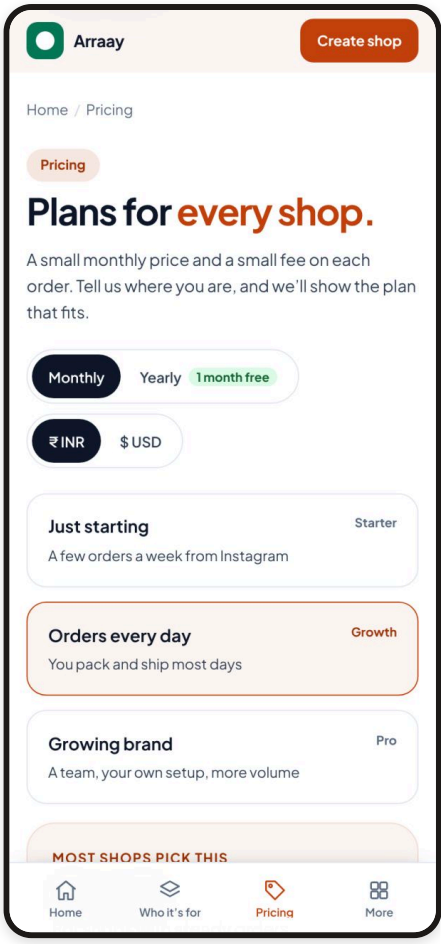
arraay.com · Arraay is a product of Billiton Services Private Limited, India. Screens as of November 2026.

1 Choose your plan

Open arraay.com/pricing on your phone and pick the plan that fits your shop.

- **Pick Starter, Growth or Pro.** Each plan has a monthly price and a small fee on every order. The page shows both.
- **Monthly or yearly.** Yearly costs 11 months, so one month is free.
- **Tap Create your shop** under the plan you want.

You can change your plan later in My plan (on a phone: More → My plan).

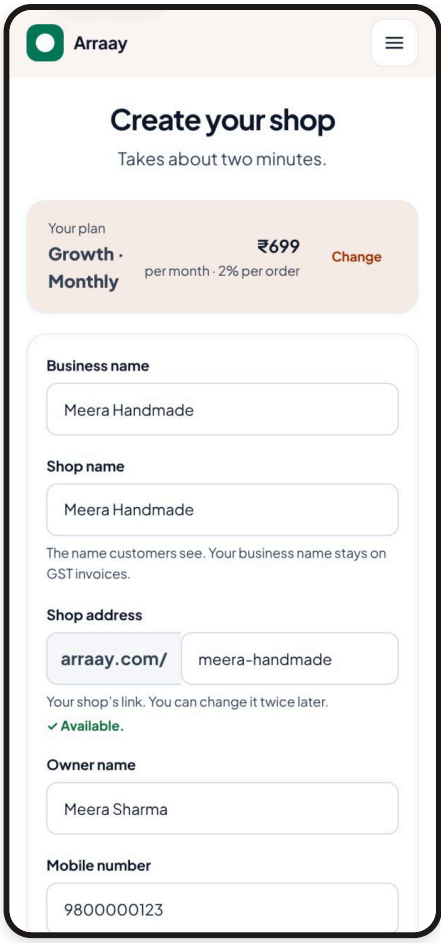


Sample shop

2 Fill in your details

The form shows the plan you chose at the top. Fill in your business and how to reach you.

- **Business name and owner name.** The business name goes on your GST invoices and payouts.
- **Shop name and Shop address:** the name customers see and your link, arraay.com/your-shop. Both fill in from the business name until you type your own; a tick shows the address is free, and you can change it twice later.
- **Mobile number and email.** Mobile: 10 digits, without +91. You sign in with your email.
- **Business category and Instagram handle.** GSTIN and address are optional here: add them later in Shop settings.
- **Create a password:** at least 10 characters, with a letter and a number.
- **Tap Create my shop.** Optional: tick “Send me shop alerts on WhatsApp”.

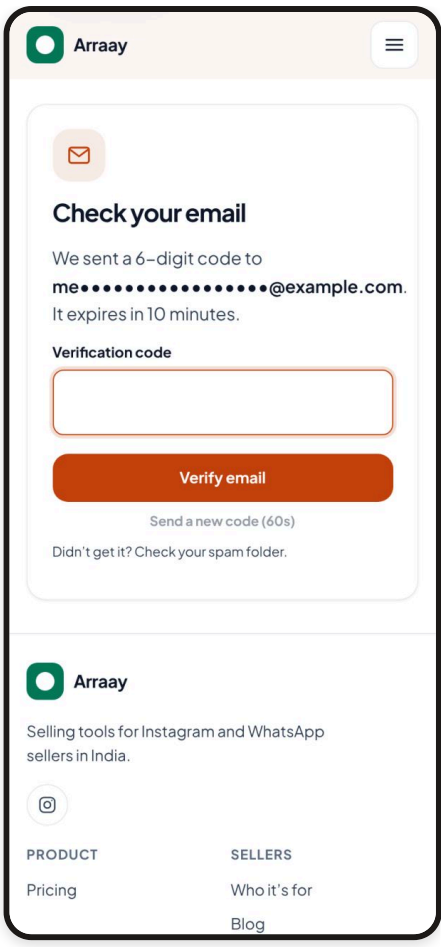


Sample shop

3 Enter the code from your email

We email you a 6-digit code to check that the email address is yours.

- **Open the email from Arraay** and type the 6-digit code.
- **No email?** Check your spam folder, or ask for a new code on the same screen.

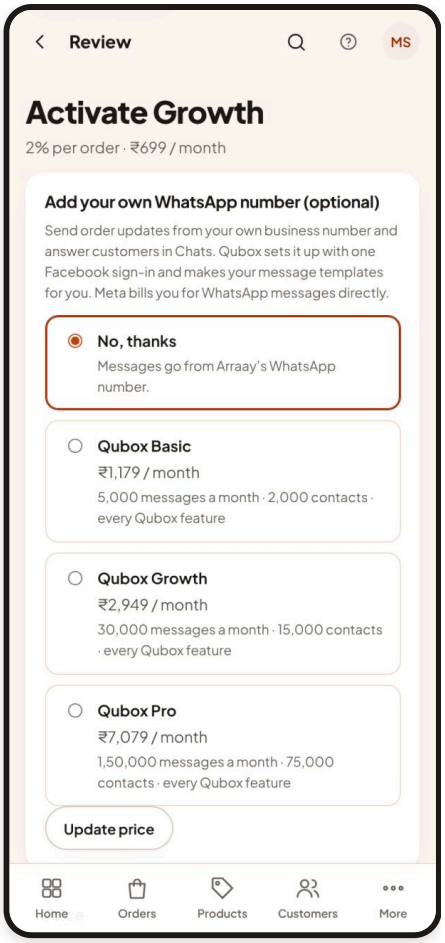


Sample shop

4 Pay for your plan

Check the price and pay. Your shop is ready to set up as soon as the payment goes through.

- **Check the plan and the amount.** Prices include GST.
- **Your own WhatsApp number (optional):** add Qubox to send messages from your own number. “No, thanks” is ticked; you can add it later in My plan.
- **Have a coupon code?** Type it and tap Apply.
- **Tap Continue to pay.** Razorpay opens: pay by UPI, card or net banking.
- **Your GST invoice** is emailed to you after the payment.

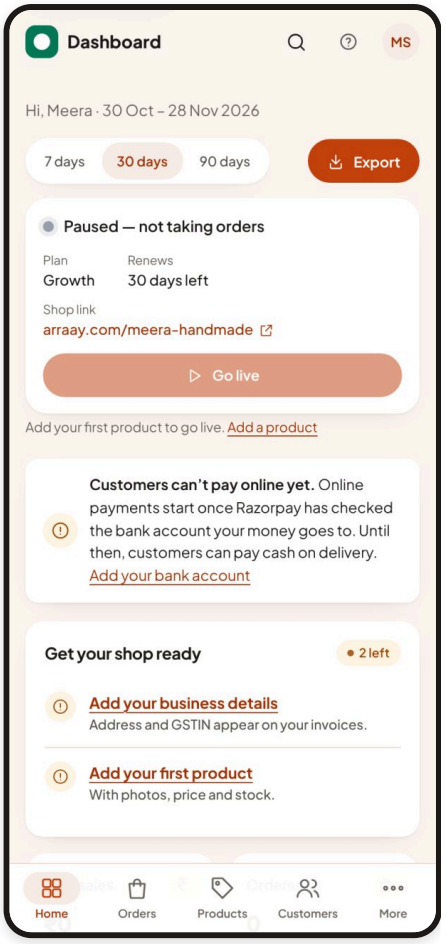


Sample shop

5 Your dashboard

You land on your Dashboard. Your shop stays paused (not taking orders) until you tap Go live.

- **“Get your shop ready”** lists only what is still to do. Tap a line to open the right screen.
- **Shop link:** your shop’s address, arraay.com/your-shop-name.
- **More (bottom right)** has every other screen, in four groups: Selling, Channels, Billing and Account.
- **The magnifier** at the top finds any setting, order, product or customer: type a word like “bank” or “COD”.

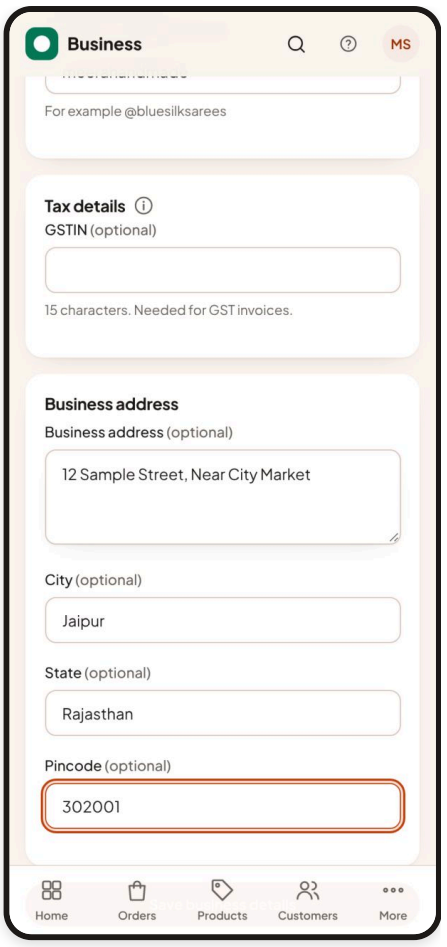


Sample shop

6 Add your business details

More → Shop settings, then the Business tab. These details appear on your invoices.

- **Shop name and shop address** are at the top if you want to change them.
- **Business name, owner name and category.**
- **GSTIN,** if you are GST registered (15 characters).
- **Business address,** city, state and pincode.
- **Tap Save business details.**



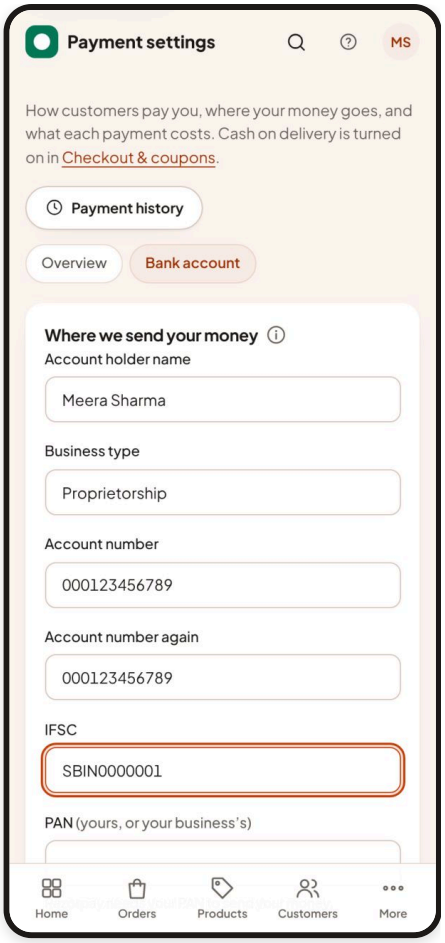
Sample shop

7 Add your bank account

More → Payment settings, then the Bank account tab. This is where your money from online payments is sent.

- **Account holder name and business type.**
- **Account number (twice) and IFSC.**
- **PAN** (yours, or your business's): Razorpay needs it to send your money. Then your business address.
- **Tap Save bank details.** Razorpay checks the account with a small test deposit, usually within 15 minutes.

Customers can pay online once Razorpay has checked your account (your Dashboard says so until then). After that, money reaches your bank 2 working days after each payment; for products that can be returned, after the return window ends.

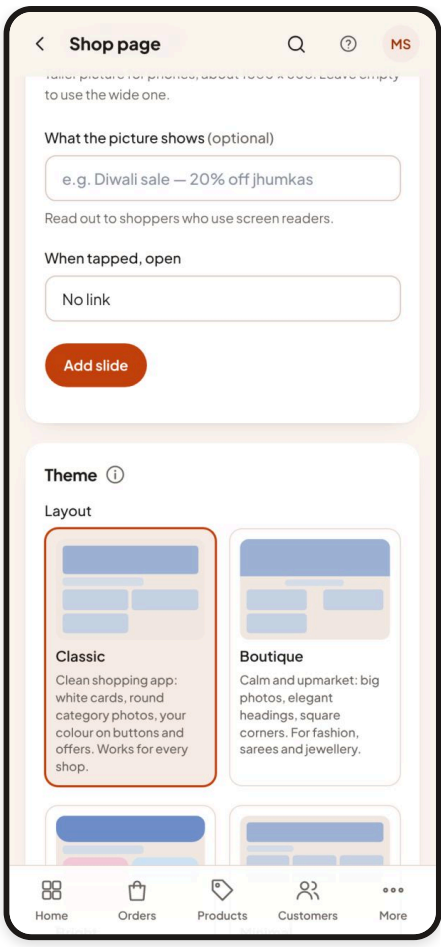


Sample shop

8 Make the shop look like yours

More → Shop settings, then the Shop page tab.

- **Logo:** square works best. It is also your shop's browser icon.
- **Banner slides** for the top of your shop (optional).
- **Layout:** Classic, Boutique, Bright, Minimal or Food menu.
- **Colour and font,** then Preview to see your shop before you save.



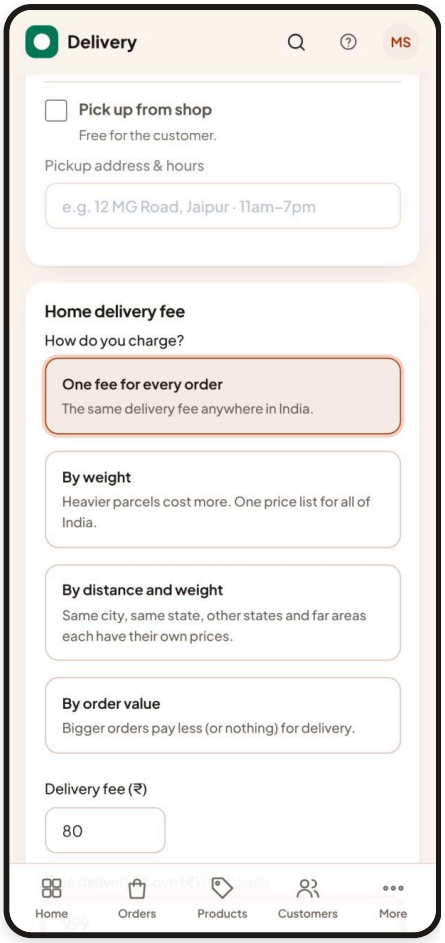
Sample shop

9 Set your delivery

More → Delivery (under Selling). How customers get their order and what they pay for it.

- **Ways to get the order:** home delivery by courier, local delivery to your pincodes, or pick up from your shop.
- **How you charge:** one fee for every order, by weight, by distance and weight, or by order value.
- **Delivery fee,** and free delivery above an amount if you like.
- **Delivery time,** e.g. 3–5 days. Customers see it on the product page.
- **Tap Save delivery settings.**

On plans with Courier connection you can connect your own Shiprocket account on the same screen.

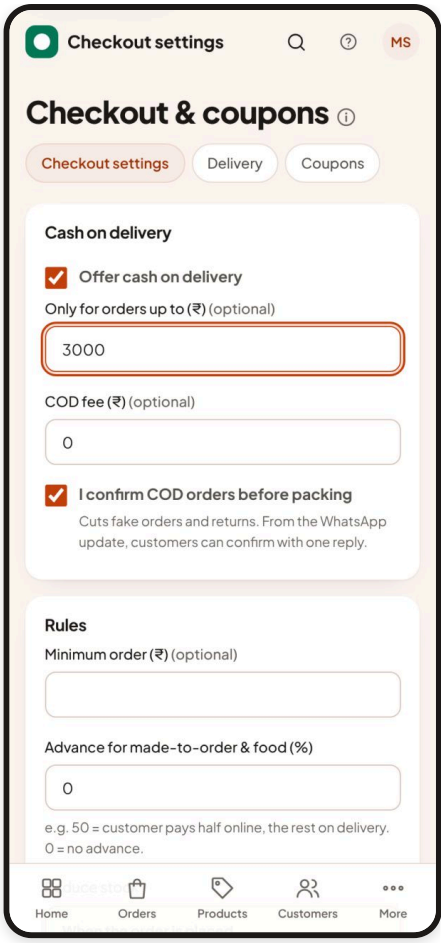


Sample shop

10 Cash on delivery and returns

More → Checkout & coupons (under Selling). Decide how you take orders.

- **Offer cash on delivery,** only up to an amount you choose, with a COD fee if you like.
- **"I confirm COD orders before packing"** cuts fake orders: customers can confirm from the WhatsApp update.
- **Minimum order and advance payment** for made-to-order and food, if you need them.
- **Returns & exchanges:** turn on if you take returns, and choose how many days.
- **Tap Save checkout settings.**

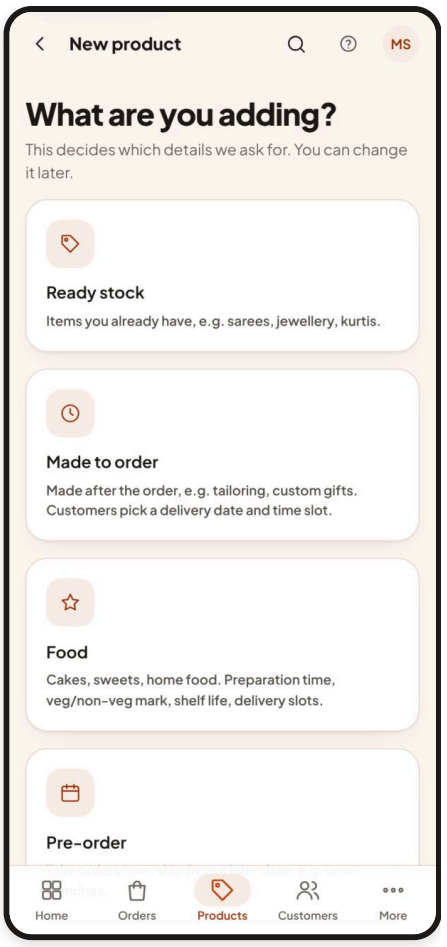


Sample shop

11 Add your first product

Products → Add product. First choose what you are adding.

- **Ready stock,** made to order, food, pre-order, or service / digital.
- **The type decides the questions:** e.g. food asks for preparation time and veg / non-veg.

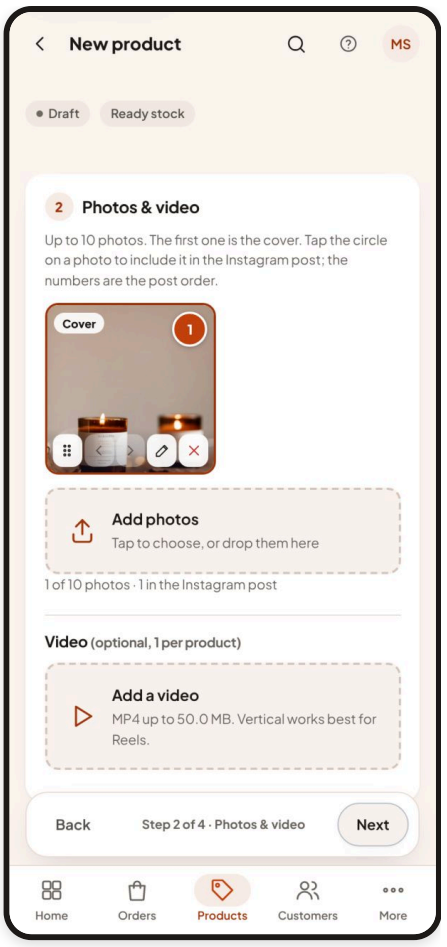


Sample shop

12 Name and photos

The product form has 4 short steps. Tap Next to move on.

- **1 Basics:** product name, category and a description.
- **2 Photos & video:** up to 10 photos. The first one is the cover.



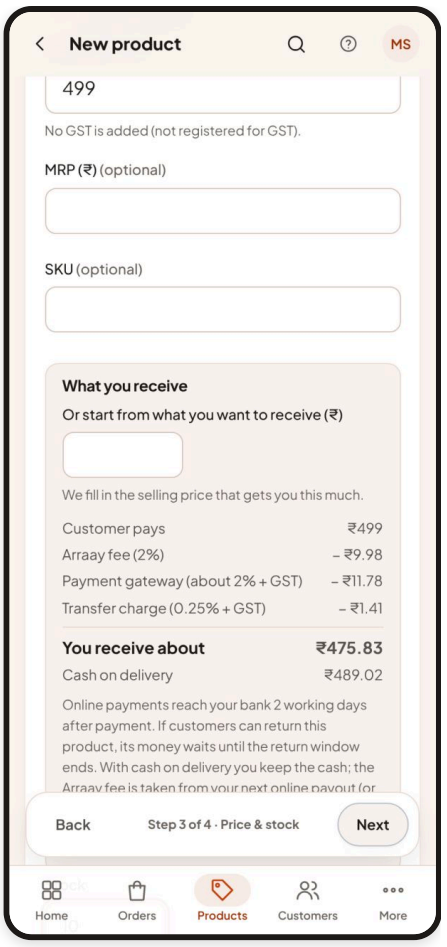
Sample shop

13 Price and stock

Step 3 of the product form.

- **Selling price.** The line under it says whether GST is included, added at checkout, or not charged: it follows your GST setting. MRP is optional.
- **“What you receive”** shows your share after the Arraay fee and payment charges.
- **Stock:** how many you have.
- **Variants** for sizes, colours or weights: each gets its own price and stock.
- **4 Instagram post:** a caption and hashtags (optional). Then tap Save & make active.

Every product gets a short code, like MH1. On plans with the Instagram connection, customers comment the code on your post and get the order link.

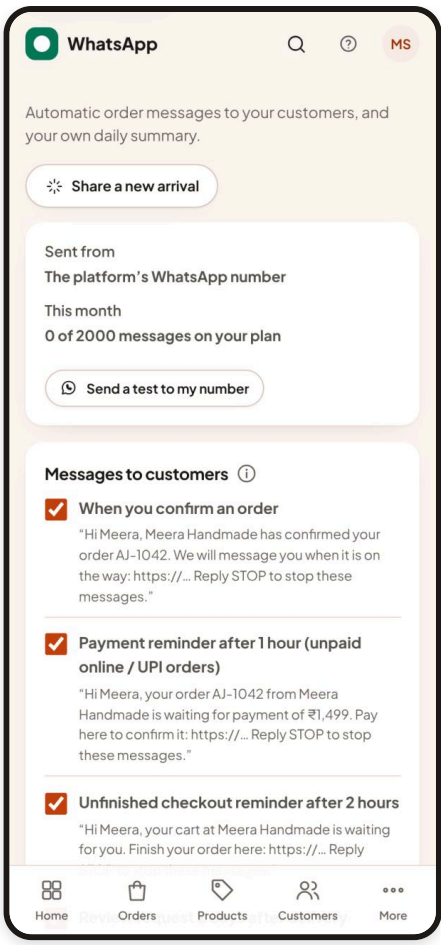


Sample shop

14 WhatsApp messages

More → WhatsApp (under Channels). Customers who agree at checkout get order updates on WhatsApp.

- **Messages to customers:** order confirmed, payment reminder, review request. You see each message.
- **Send me shop alerts on WhatsApp:** your daily summary and low-stock alerts. Off: they come by email.
- **Tap Save WhatsApp settings.**

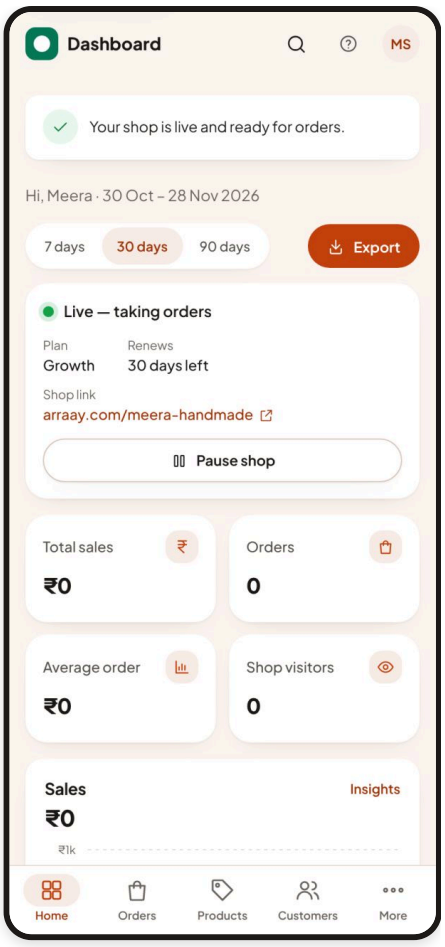


Sample shop

15 Go live

Back on the Dashboard, tap Go live. Your shop now takes orders.

- **Go live works** once your plan is paid and at least one product is active.
- **Live — taking orders** shows at the top of your Dashboard.
- **Need a break?** Tap Pause shop any time; nothing is lost.

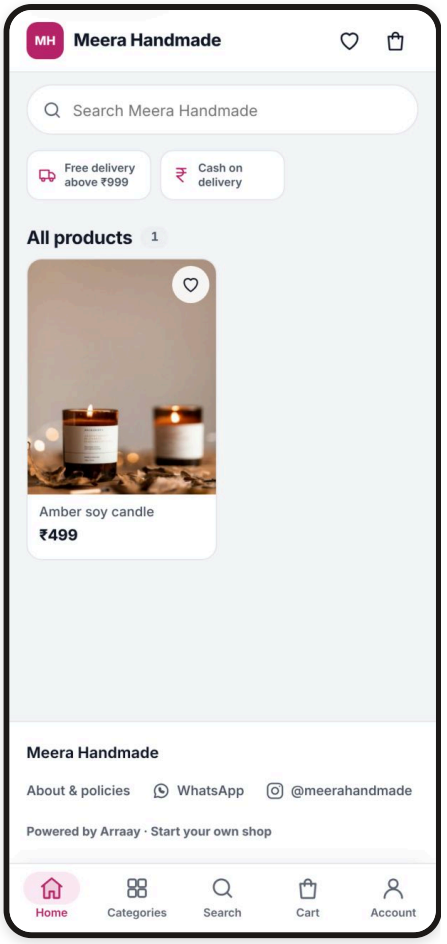


Sample shop

16 Share your shop

This is what your customers see at arraay.com/your-shop-name.

- **Put your shop link** in your Instagram bio and WhatsApp status.
- **Share a product** from its page, or add its code to your post caption.
- **Customers can pay** by UPI, card or net banking once your bank account is checked, and by cash on delivery if you turned it on.

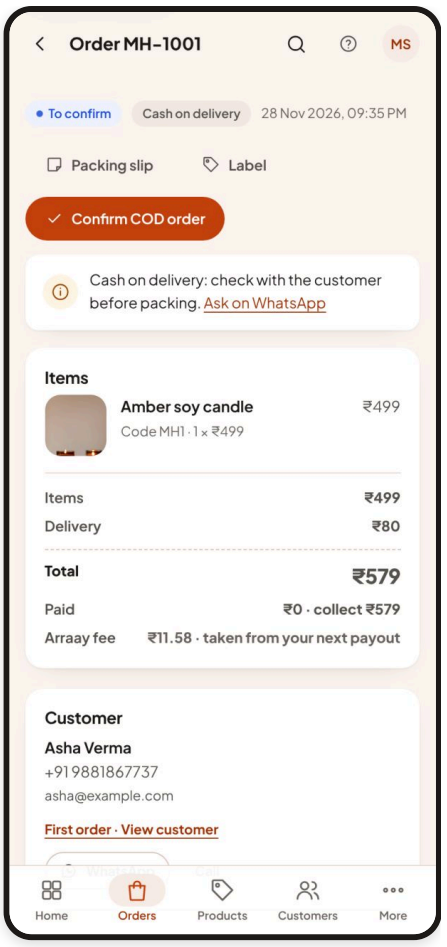


Sample shop

17 Your first order

You get an email (and an alert in the seller app) for every new order. Open it from Orders.

- **Cash on delivery?** Check with the customer, then tap Confirm COD order.
- **Print the packing slip and label,** then tap Mark packed.

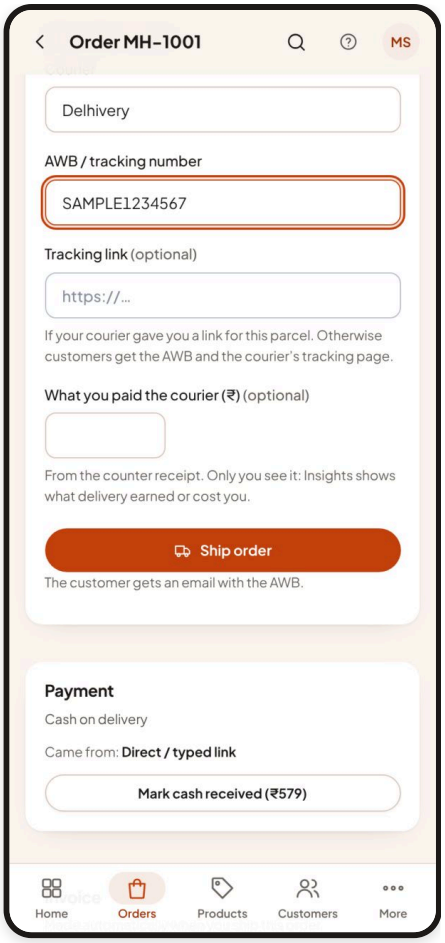


Sample shop

18 Ship and deliver

Tap Add AWB & ship on the order.

- **Choose the courier** and type the AWB / tracking number.
- **Tap Ship order.** The customer gets the tracking details by email (and WhatsApp, if they agreed).
- **Your GST invoice** is made automatically when you ship.
- **When it arrives,** tap Mark delivered. For cash on delivery, Mark cash received.



Sample shop

19 Put Arraay on your home screen

The seller panel works like an app on your phone, with alerts for new orders.

- **Android (Chrome):** open arraay.com/seller, tap ⋮ → Install app (or Add to Home screen).
- **iPhone (Safari):** tap Share → Add to Home Screen. Alerts need iOS 16.4 or later.
- **Allow notifications** when asked, to hear about new orders straight away.

Have a helper who packs orders? More → Team gives them their own login, without seeing your money.

Arraay

Your shop is ready.

Stuck on a step? Write to us at arraay.com/contact and we'll help.