Rate Card – Forward Deployed Seller

Intent-based sales intelligence: scored lead reports, not contact dumps. India prices in INR, excluding 18% GST. International prices in USD.

Packages

PILOT · ONE-OFF

Signal Sprint

₹25,000
one-off

International: $1,200 one-off

- 15 scored leads in one market
- Buying signal, persona and pitch angle for every lead
- 1 full account brief on a top lead
- Delivered in 5 working days
- Fee credited in full if you upgrade within 14 days

MONTHLY · RECOMMENDED

Signal Watch

₹45,000 / month
3-month minimum

International: $2,000 / month

- 30 new scored leads every month
- 2 full account briefs every month
- Status updates on the previous month's leads
- Delivered on a fixed date every month
- Lowest cost per lead of any plan

DONE FOR YOU

Signal-to-Meeting

₹75,000 / month
+ ₹10,000 per qualified meeting held

International: $3,000 / month + $500 per meeting

- Everything in Signal Watch
- 4 full account briefs every month
- Verified decision-maker contacts
- Email and LinkedIn outreach run for you
- Meeting fee charged only when a qualified meeting is held

Add-ons

Add-on	India	International	What you get
Account brief	₹7,500 each	$350 each	A full report on one company: profile, buying signals, buying committee, risks and an outreach plan
Category exclusivity	+25% on monthly plan	+25%	No leads sold to a competitor in your industry and city for the duration of your plan
Extra market or region	+₹15,000 / month	+$700 / month	An additional market or region in your lead coverage

What's in every lead

Company and legal entity · dated buying signal · decision-maker name and title · score out of 100 with a five-factor breakdown (customer fit 30, signals and timing 30, decision-maker access 15, budget health 15, competitive opening 10) · grade (A 80+ Hot, B 60–79 Warm, C 40–59 Nurture, D below 40 Skip) · pitch angle · public source for every claim.

Quality guarantee

- At least 10 Grade A or B leads per list
- Every claim linked to a public source
- Unverified data marked as unverified; emails never guessed
- If any commitment is missed, the list is redone free

Terms

Term	Detail
Qualified meeting	A decision-maker at the target company, at least 20 minutes, matching your ideal customer profile, and attended. No-shows are not billed.
Payment	Signal Sprint: 100% upfront. Monthly plans: billed monthly in advance.
Minimum term and cancellation	Signal Watch and Signal-to-Meeting: 3-month minimum, then 30 days' notice to cancel.
Data use	Leads are for your own outreach only and may not be resold or shared. You are responsible for opt-outs and data-protection compliance in your outreach.
Sources	Public, legally accessible sources only. No scraping behind logins and no personal data beyond business contact details.

Start with a Signal Sprint. Contact: contact@kriyagniai.com