

How to run your store

Products, orders, and settings, for the owner

This guide is for the person who runs the shop. You sign in on your own website, add what you sell, pack and ship orders, and set delivery, returns, and WhatsApp. Vastra still sets your Razorpay account, your GST invoice details, your fee, and which features you have.

Sign in on your store

The address in your invite email, then your email and the password you chose.

Add a product

Five steps. It stays a draft until you choose Everyone.

Take an order through

Pack it, ship it with a tracking number, then mark it delivered.

Set the rules

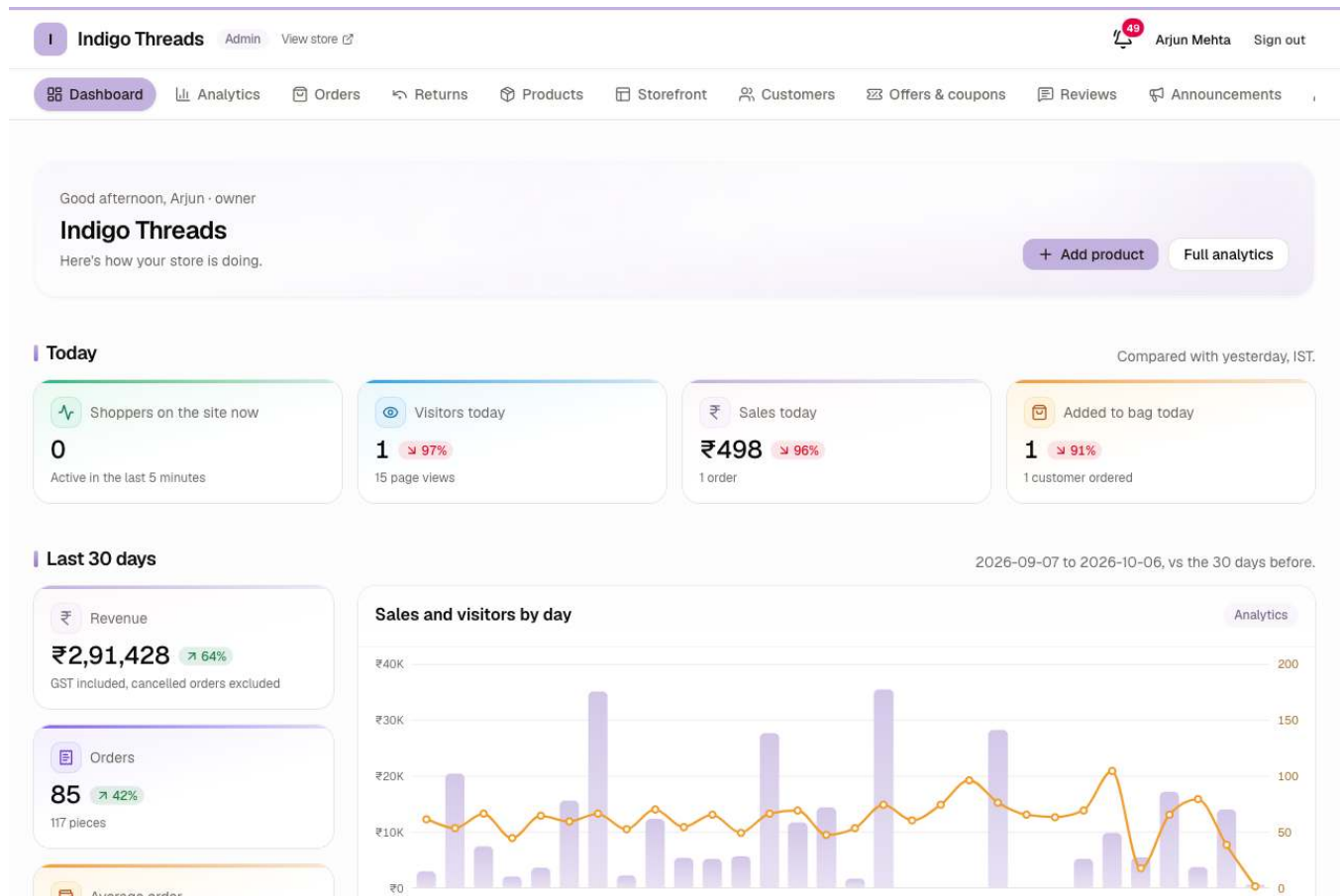
Delivery, cash on delivery, returns, and the messages you send.

The pictures are the Indigo Threads demo store, signed in as its owner. Nothing in them was saved or published while this guide was made.

1. Sign in, then start from the dashboard

Open your store's own website and go to Admin, or open the link in the invite email. Owners and staff use email and password. Shoppers can use WhatsApp only if you turn that on later.

- The first time, the invite sets your password. The link works once, for seven days, and the password needs at least 8 characters.
- After that, sign in at /login on your domain. You cannot sign in on Vastra's own site.
- Staff see only the sections you gave them. Settings and Staff are yours alone.



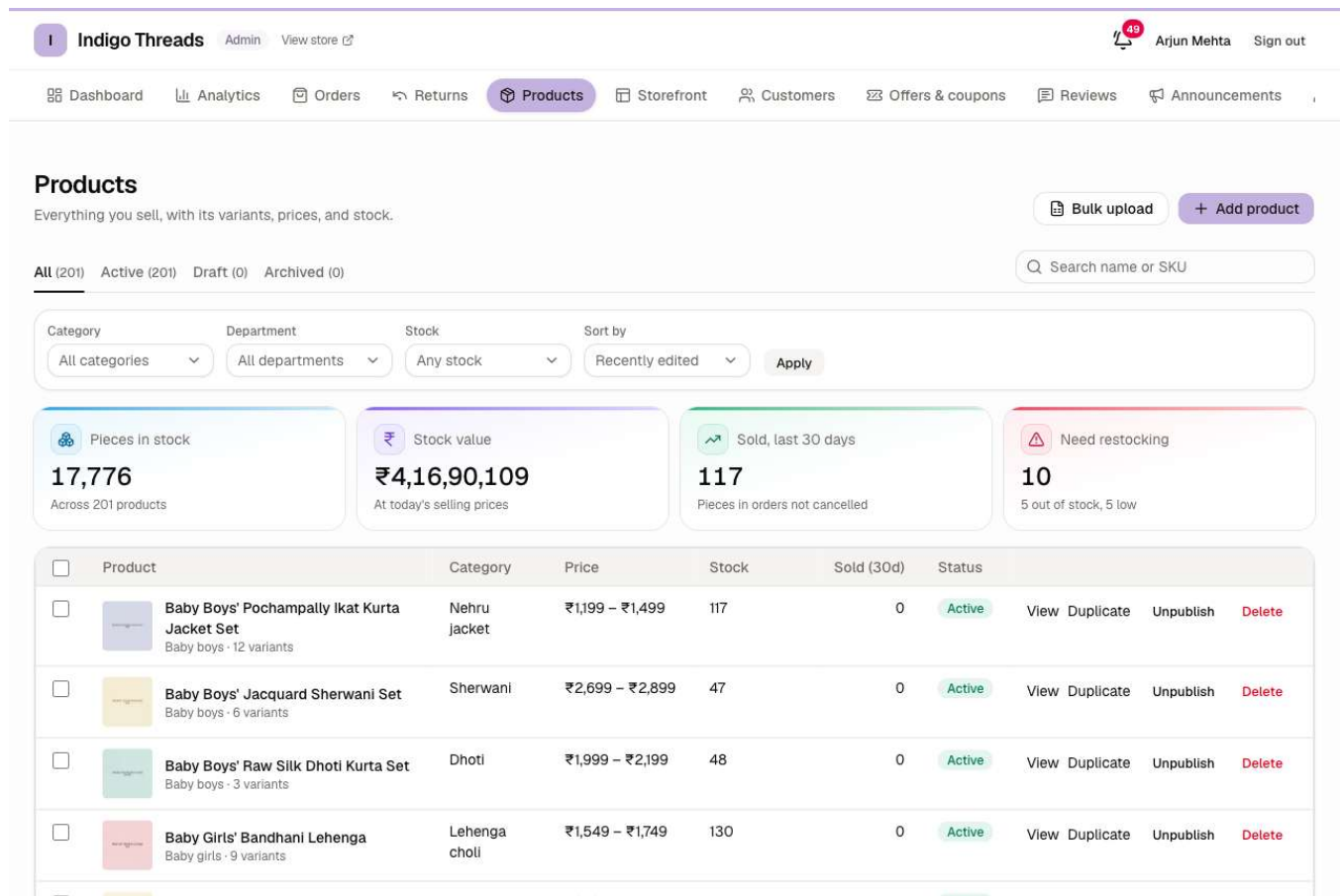
The dashboard: who is on the site today, and sales over the last 30 days. Further down are orders to pack and ship, cash to collect, refunds, returns, and reviews.

Open an order from Recent orders, or use the cards. Low stock lists pieces at or under the level you set in Settings (5, unless you change it).

2. Your products

Products is the list of everything you sell. Search, filter by type, department, or stock, and open a row to edit it. Duplicate copies a product into a new draft, with stock set to 0, and nothing is saved until you click Create.

- Add product starts a blank one. Bulk upload, when Vastra has switched it on, takes a spreadsheet of many at once.
- Delete asks you to confirm. A product that has been ordered is archived, so old orders stay intact. One that has never sold is removed.
- Sold (30 days) is units from paid or placed orders, and it feeds the Bestseller badge.



Products
Everything you sell, with its variants, prices, and stock.

[Bulk upload](#) [+ Add product](#)

[All \(201\)](#) [Active \(201\)](#) [Draft \(0\)](#) [Archived \(0\)](#)

Category: All categories Department: All departments Stock: Any stock Sort by: Recently edited [Apply](#)

 Pieces in stock
17,776
Across 201 products

 Stock value
₹4,16,90,109
At today's selling prices

 Sold, last 30 days
117
Pieces in orders not cancelled

 Need restocking
10
5 out of stock, 5 low

☐	Product	Category	Price	Stock	Sold (30d)	Status	
☐	 Baby Boys' Pochampally Ikat Kurta Jacket Set Baby boys - 12 variants	Nehru jacket	₹1,199 – ₹1,499	117	0	Active	View Duplicate Unpublish Delete
☐	 Baby Boys' Jacquard Sherwani Set Baby boys - 6 variants	Sherwani	₹2,699 – ₹2,899	47	0	Active	View Duplicate Unpublish Delete
☐	 Baby Boys' Raw Silk Dhoti Kurta Set Baby boys - 3 variants	Dhoti	₹1,999 – ₹2,199	48	0	Active	View Duplicate Unpublish Delete
☐	 Baby Girls' Bandhani Lehenga Baby girls - 9 variants	Lehenga choli	₹1,549 – ₹1,749	130	0	Active	View Duplicate Unpublish Delete

The products list. Add product is at the top right. Filters and search stay in the address, so a link keeps the same view.

3. Add a product

Describe it is optional. Write the way you would tell a customer: type, fabric, colours, sizes, price, and stock. Fill the form reads that and fills the steps. You can still change every field. Nothing is stored until you save.

Indigo Threads Admin View store

Arjun Mehta Sign out

Dashboard Analytics Orders Returns **Products** Storefront Customers Offers & coupons Reviews Announcements

← Products

Add product

Describe it Optional, fills the form for you
A few lines the way you'd tell a customer: type, fabric, colours, sizes, price, stock.

Pure Kanjivaram silk saree in maroon with gold zari border, with blouse piece. For weddings. MRP 18,500, 15% off. 4 in stock.

Fill the form

- Price: ₹18,500 MRP, selling at ₹15,725 (15% off).
- Stock: 4 of each variant.
- 1 variant: Color (Maroon) × Fabric (Silk) × Blouse piece (With blouse).

1 What are you selling?

Type of clothing: Saree

Product name: Maroon Kanchipuram Silk Saree

As shoppers would search: type, fabric, style.

Made for: Women Men Anyone **Adults** Kids 2-14 y Babies 0-24 m Listed under Women → Saree

2 Price and stock

MRP tag price: ₹18,500

Discount optional: 15 % ₹

Selling price shoppers pay: ₹15,725

Stock: 4

On the store: ₹15,725 ₹18,500 15% off

Pieces you have

Maroon Kanchipuram Sil...
Women · Saree
₹15,725
1 variant · 4 in stock

- ☒ What it is
- ☒ Name
- ☒ Price
- ☒ Stock
- ☐ Photos
Recommended: add at least one

Who can see it

☒ Only your team draft

☐ Everyone live on the store

☒ Shoppers can return it
Untick for made-to-measure or innerwear.

Save as draft

Shoppers won't see it until you choose Everyone.

A saree filled from one sentence. MRP 18,500, 15% off, selling price 15,725, four in stock. The preview on the right updates as you type.

The five steps:

- What are you selling: the type of clothing, the name shoppers search for, and who it is for (women, men, anyone, and an age).
- Price and stock: MRP is required. Discount can be a percent or rupees, and the selling price fills in. The selling price cannot go above the MRP. Stock is how many you have, and 0 is allowed.
- Colours, sizes, and other choices: each combination becomes its own piece, with its own SKU, price, and stock. Untick On sale to hide one. A colour or size that no piece uses drops off the list.
- Photos: as many as you like. Give each colour its own; shoppers see those when they pick that colour. The first photo is the cover. Big photos are resized in the browser.
- Description and details: fabric, work, when to wear it, a specifications table, and care. Optional.

4. Save it as a draft, or put it live

Dashboard Analytics Orders Returns **Products** Storefront Customers Offers & coupons Reviews Announcements

The SKU is your own code for each piece; it's filled in for you. Untick "On sale" to hide a variant for now, or delete it; a colour or size no variant uses comes off its list.

4 Photos

Add as many as you like, and give each colour its own: shoppers see them when they pick it. The first photo is the cover.

All photos 0 Maroon 0 Every colour 0

Add photos Drag them here, or tap to choose. Any photo, any size: big ones are resized for the web.

5 Description and details

Optional
Tell shoppers about the fabric, the work, and when to wear it.

Description

Pure Kanjivaram silk saree in maroon with gold zari border, with blouse piece. For weddings.

Leave a blank line to start a new paragraph.

Specifications

Shown as a table on the product page. Tap one to add it.

+ Fabric + Pattern + Neck + Sleeves + Length + Fit + Set includes + Something else

Weave	Kanchipuram	X
Occasion	Wedding	X
Work	Zari	X

Care

Dry clean only

Women - Saree
₹15,725
1 variant - 4 in stock

- ☒ What it is
- ☒ Name
- ☒ Price
- ☒ Stock
- ☐ Photos
Recommended: add at least one

Who can see it

☒ Only your team draft

☐ Everyone live on the store

☒ Shoppers can return it
Untick for made-to-measure or innerwear.

Save as draft

Shoppers won't see it until you choose Everyone.

Photos, description, and the specifications filled from the same notes. Photos are still empty here; add at least one before you rely on the page.

Who can see it sits on the right. Only your team keeps it a draft, and the button says Save as draft. Everyone puts it on the store, and the button says Create and publish. Shoppers won't see a draft.

- Shoppers can return it is ticked unless the piece is made to measure or an innerwear. You can untick it.
- The checklist turns green as the name, price, and stock are filled. Photos are recommended, not required.
- To change a live product later, open it from the list and Save changes. Turning a choice off, or deleting a piece that has been sold, needs delete access.

5. Orders

Orders lists every order. The tabs are the work: To pack, To ship, Shipped, Delivered, Cancelled, Payment pending, and COD to collect. Sales is placed, packed, shipped, and delivered orders.

I

Indigo Threads

Admin

View store

49

Arjun Mehta

Sign out

Dashboard

Analytics

Orders

Returns

Products

Storefront

Customers

Offers & coupons

Reviews

Announcements

Orders

Pack, ship, and deliver. Unpaid online checkouts are under Payment pending.

Export CSV

All

Sales

To pack (9)

To ship (13)

Shipped (3)

Delivered (121)

Cancelled (306)

Payment pending (0)

COD to collect

Order no., name, phone, PIN, email, c

Payment

Payment status

From

To

Sort by

Used a coupon

Apply

Orders

452

Matching these filters

Order value

₹9,93,785

Order totals, incl. shipping and COD fees

Average order

₹2,199

To the nearest rupee

Order	Customer	Placed	Total	Status
IT-1452 1 item	VIJAYA KUMAR KOGALI Ballari 583212	6 Oct 2026, 12:19 am	₹498 Prepaid · paid	Shipped
IT-1451 1 item · FREESHIP	Sneha Kulkarni Pune 411038	5 Oct 2026, 9:56 am	₹1,748 COD · unpaid	Packed
IT-1450 1 item · FREESHIP	Sneha Kulkarni Pune 411038	5 Oct 2026, 4:17 am	₹1,748 COD · unpaid	Ordered
IT-1449 1 item · FREESHIP	Aditi Sharma Jaipur 302019	5 Oct 2026, 2:43 am	₹1,748 COD · unpaid	Packed
IT-1448 1 item · FREESHIP	Sneha Kulkarni Pune 411038	5 Oct 2026, 2:32 am	₹1,748 COD · unpaid	Packed

Nine to pack and thirteen to ship on the demo store. Open a row for the address, the pieces, and the next step.

An order moves one step at a time:

- Pack it when it is ready. The shopper can be told by email, and by WhatsApp if you switched that update on.
- Ship it with the carrier, the tracking number, and the tracking link. That is the moment a shopper can no longer cancel, if your setting is until it ships.
- Mark it delivered when it arrives. The return window starts then.
- Download the invoice from the order once it has an invoice number. Cash-on-delivery orders are invoiced when they are placed; online orders when they are paid.

A refund you pay yourself (cash on delivery, or a demo payment) is marked refunded on the order. A Razorpay refund is sent from your own Razorpay account. Export the list as a spreadsheet from the same filters you are looking at.

6. Returns

A shopper asks from their order page, after it is delivered and inside the return window. Returns lists those requests.

- Approve or reject it. Approving an exchange takes the new piece out of stock immediately.
- Receive the parcel. You can put the piece back into stock.
- Complete it. A return creates the refund, capped so it never exceeds what is still owed.

The shopper can withdraw a request until you review it. Unpaid cash-on-delivery orders refund nothing, because nothing was collected.

7. The rest of the shop

- Storefront: home banners (a picture, a link on your site, and dates) and collections, which are groups of products in the order you want.
- Offers and coupons: a sale with no code applies by itself. A code is one coupon per order. You choose in Settings which coupons the bag may apply on its own.
- Reviews: only buyers of a delivered piece can write one. You reply, and you can hide one. Customer photos follow the limit you set.
- Customers: everyone who has an account, with what they have spent.
- Announcements: a message to customers, your team, or both, when Vastra has switched that on. You can email it as well.
- Analytics: visitors, sales, and what is selling, by department, colour, size, city, and how they paid.

8. Settings

Settings is owner-only. General is the brand, the announcement bar, colours, delivery and cash on delivery, online payments, the order prefix, when shoppers may cancel, stock warnings, bestsellers, coupons, returns, reviews, and how shoppers reach you. Save settings writes the page. The preview on the right is the storefront header.

Store settings
Your brand, delivery charges, payment options, and contact details. Saved changes show on your storefront at once.

General | Delivery areas | Categories | Policies | WhatsApp

Brand
Your name, logo, and colours across the storefront.

Store name
Indigo Threads

Tagline (optional)
Hand-block prints and everyday cottons
The big headline on your home page

About your store (optional)
Natural-dye block prints from Bagru and Sanganer, made for everyday wear.

Shown under the headline on your home page

Logo (optional)
Choose file No file chosen
Square PNG, JPG, or WebP, up to 900 KB. Shown next to your name.

Theme palettes
Sets both colours at once. Fine-tune either one below.

Blush pink & rose gold	Peach & coral	Butter yellow & marigold	Mint & peach
Powder blue & silver	Lavender & lilac	Sage & cream gold	Sky blue & sunshine

Preview
How shoppers see it. Save to publish.

New: hand-block printed festive kurtas · Cash on delivery across India

Indigo Threads

Hand-block prints and everyday cottons

Deal of the day
₹2,499 ₹3,499 28% off

ADD TO BAG BUY NOW

- Free delivery above ₹1,999
- 7-day easy returns
- Cash on delivery
- Secure payments

Save settings

Store settings, on General. The name, tagline, logo, and colours are on the left. The preview on the right is the storefront header. Lavender is the colour in use. Delivery, cash on delivery, and the order prefix are further down the same page.

The other tabs:

- **Delivery areas:** one row per PIN prefix, with days, an extra fee, and whether cash on delivery is allowed there. Keep at least one.
- **Categories:** turn cash on delivery off for a type of clothing, or give it its own return window. A blank window uses the store's.
- **Policies:** shipping, returns, privacy, terms, and contact, written in simple Markdown, with a live preview.
- **WhatsApp:** bag reminders and which order updates to send. These stay off until you turn them on, and only if Vastra allowed WhatsApp for your store. The page shows each message and a cost estimate from Meta's India rates.

9. Your team, and asking Vastra

Staff is also owner-only.

- Add a member with their email and a password you choose, or send an invite to the same link you used. An invite never replaces someone who is already on the team.
- For each section, set Can view, Can edit, or, on products and the storefront, Can delete. Each level includes the ones before it.
- You can change their name, email, and password, or disable them. Disabling signs them out. The store always keeps one active owner, and you cannot demote or disable yourself.
- Seats are capped at the number Vastra set (10 unless they changed it). Owners and staff count, including people who have not accepted an invite yet.

Support is where you ask Vastra. Anyone on the team can open it. Say how urgent it is, the topic, and how you would like to be reached. A call or a WhatsApp reply needs a phone number. Vastra's own phone, email, and hours are on that page. You get an email when they reply.

What stays with Vastra

- Your Razorpay keys and the webhook.
- The seller name, address, and GSTIN printed on invoices.
- The platform fee, and which features you have: WhatsApp, the AI writer, bulk upload, announcements, and how many seats.
- Suspending the store.

If a feature is missing from your menu, it is switched off for your store. Support is the place to ask for it.