

TRADITIONAL

THE OLD WAY

WELCOME TO TURFRADAR.COM



TURFRADAR.COM

THE SMART WAY

The Smarter Way to Grow Your Turf Business



User calling turfs
again and again



Turf receptionist
fed up of 100 calls



Receptionist
not picking calls



Players need to call
again and again for
slot availability



Players not
showing up
on time



EMPTY SLOTS. LOST REVENUE.



More Bookings.

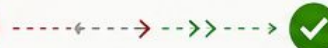


More Revenue.



Less Headache.

Turn Empty Slots
Into Revenue.



Discover How TurfRadar
Makes Your Life Easier



User searches
& finds the perfect turf



Checks availability
in real-time

07:00 PM - 08:00 PM

05 PM 06 PM 07 PM 08 PM 09 PM

✓ ✓ ✓ ✓ ✓



Books in just
2-3 minutes



Advance payment
(partial/full)
confirmed



Payment Successful
Your booking is confirmed



Happy Turf Owner,
Guaranteed revenue



Today's Bookings

₹ 18,450



FULL SLOTS. HAPPY PLAYERS. HAPPY YOU.

TurfRadar Listing Benefits vs Tradition Booking System

Transforming the fragmented turf booking landscape into a seamless digital experience

SLIDE 01

📌 TURF LISTED ON TURFRADAR.COM REVENUE GRAPH



- 😊 User searching and booking turf in 2-3 minutes, Happy customer
- 😊 Happy turf owner as he got advance booking partial/full payment, guaranteed revenue

⚠️ OFFLINE TRADITIONAL BOOKING SYSTEM REVENUE GRAPH



- ✗ User calling turfs
- ✗ Turf receptionist fed up of 100 calls
- ✗ Receptionist not picking calls
- ✗ Players need to call again and again for slot availability
- ✗ Players not showing up on time

Traditional Booking System Problem



Traditional Turf Booking Problem

A fragmented process involving endless back-and-forth communication, delays, and lost slots



Honest Numbers

Where your ₹50,000 actually goes

Every rupee, every service — compared side by side.



Total Budget: ₹50,000 • Year 1

Expense Item	Frequency	Build It Yourself (₹)	BookNPlay (₹)	Notes
Infrastructure & Hosting				
Domain Name (.com / .in)	Annual	999 – 1,499	₹0	Included in BookNPlay
Web Hosting / Cloud VPS	Monthly	12,000 – 18,000 / yr	₹0	AWS / GCP. Scales with traffic.
Managed Database (PostgreSQL)	Monthly	5,000 – 8,000 / yr	₹0	Separate from app server. Backups extra.
CDN / Object Storage	Monthly	1,500 – 2,500 / yr	₹0	S3 + CloudFront or Bunny CDN
Staging / Dev Environment	Monthly	2,500 – 3,500 / yr	₹0	Needed for safe deploys
Infrastructure sub-total		≈ ₹22,000	₹0	
Security				
SSL Certificate (Wildcard)	Annual	3,000 – 5,000	₹0	For all subdomains
Web Application Firewall (WAF)	Monthly	4,000 – 6,000 / yr	₹0	Cloudflare / AWS WAF
Security Monitoring / Alerts	Monthly	2,000 – 3,000 / yr	₹0	Uptime, logs, threat alerts
Security sub-total		≈ ₹9,000	₹0	
Development & Maintenance				
UI/UX Design (One-time)	One-time	15,000 – 20,000	₹0	Professional design
Third-party Integrations	Annual	10,000 – 15,000	₹0	Maps, SMS, Email, etc.
Maintenance & Bug Fixes	Monthly	4,000 – 6,000 / yr	₹0	Ongoing fixes & updates
Development sub-total		≈ ₹30,000	₹0	
Marketing & Others				
Google / Meta Ads	Monthly	8,000 – 12,000 / yr	₹0	To get initial users
Branding / Creatives	One-time	5,000 – 8,000	₹0	Logo, banners, creatives
Other Tools (Analytics, etc.)	Monthly	3,000 – 5,000 / yr	₹0	Analytics, heatmaps, tools
Marketing sub-total		≈ ₹16,000	₹0	
TOTAL YEAR 1 COST		≈ ₹1,00,000 – ₹1,50,000	₹0	

Year 1 Reality Check

Build It Yourself

₹1,00,000 –
₹1,50,000

BookNPlay

₹0
(All Included)

What you also risk:

- ! Time delay in launch (2–4 months)
- ! Technical failures & downtime
- ! Security breaches
- ! No time to focus on growing your business

So much cost, so much
risk, and still **no guarantee**
of success!



THANKS FOR VISITING

TURFRADAR.COM



Website:
turfradar.com



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