

Fresh stories, every week.

Short videos and flyers for Instagram, WhatsApp, Facebook and YouTube Shorts, in English, తెలుగు and हिन्दी.

Prepared by Sri Bolisetty, Shalusri Inc · October 17, 2026



Both brands ask people to trust produce they won't see until pickup day. What earns that trust is showing the real fruit, the real farm and the real Saturday pickup, every week, on time, in the language the family speaks at home. AI does the heavy lifting in the background, a trained reviewer checks every piece before it goes out, and you see live what each post brings in.

Real produce, cinematic finish

Your phone photos of the actual produce are brought to life with AI motion. Fully generated scenes are kept for backdrops: an orchard at sunrise, a kitchen, a festival table.

Prices that are always right

Names, prices and order dates come from your weekly list and are set by the template, never drawn by the AI. No garbled words, no wrong prices.

Results you can watch

A live results page shows clicks as they happen and, where your store allows, the orders that follow. Most agencies send a monthly PDF; this is the difference.

1 · Weekly Drop	\$79 / wk	2 · Farm to Frisco films	\$149 each	3 · How to Eat It	\$45 each
4 · Amma's Kitchen	\$45 each	5 · Festival Kits	\$129 each	6 · Website refresh	from \$750

1

The Weekly Drop

EVERY WEEK, PER BRAND

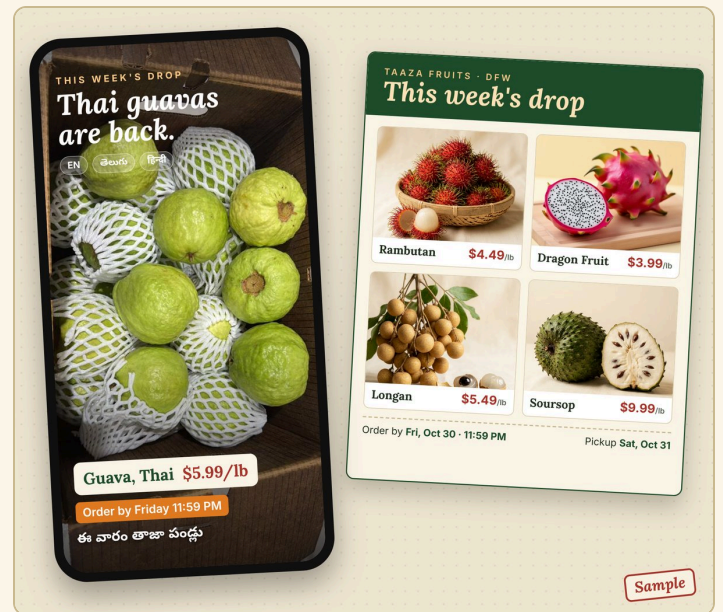
The heartbeat of the plan. Each week's list turns into four matching pieces, ready the morning the new order window opens.

- A 20-second reel of this week's picks with prices and the order deadline, voiced in English, Telugu and Hindi
- A WhatsApp flyer for the group and Status
- A 5 to 7 slide Instagram carousel
- A "last call" story for the night orders close

Built from your real produce photos where you have them, with generated product shots filling the gaps.

\$79 / week

second brand \$59 / week
billed monthly



Sample reel frame and WhatsApp flyer. The guava box is your own photo.



Sample frames from a Farm to Frisco short, captioned in all three languages.

2

Farm to Frisco films

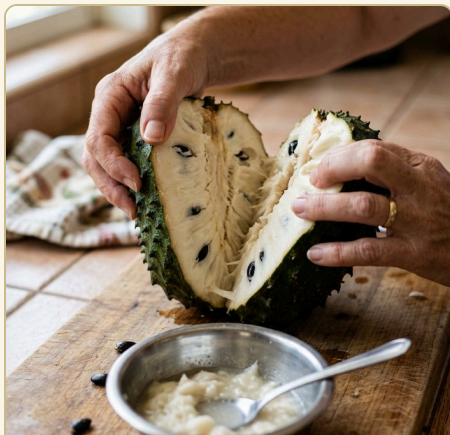
A SERIES OF FIVE, 30 TO 45 SECONDS EACH

The brand story, made once and used for months: on both websites, YouTube, and pinned to the top of Instagram and the WhatsApp group.

\$599 series

\$149 for a single film
all three languages

- The family, its Andhra roots, and why it farms
- Florida orchards to DFW: how the fruit travels
- Pasture-raised on the Sherman farm
- South Indian vegetables grown in Texas
- Saturday pickup and the community around it



3

How to Eat It

20 TO 30 SECOND SHORTS

- Picking, cutting and eating without the mess
- Soursop (Lakshmana Phalam), longan, rambutan, jujube, dragon fruit, jackfruit
- Made to be forwarded in family WhatsApp groups

\$45 each

six for \$225



4

Amma's Kitchen

30 SECOND RECIPE SHORTS

- The week's vegetables, cooked the way home taught: thotakura pappu, chamadumpa fry, karela fry, dosakai pachadi
- Told like a mother explaining, in Telugu, Hindi or English
- Each one ends on "order it this week"

\$45 each

six for \$225



5

Festival Kits

SEASONAL CAMPAIGNS

- One ready pooja kit (mango leaves, paan, jasmine, fruit) instead of loose picks
- Kit flyer, two reels and countdown stories
- Diwali first, then Karthika Masam, Sankranti, Ugadi

\$129

per festival, per brand

OPTIONAL PROJECT

6 · Website refresh, for one site or both

A design that matches the new content, so a click from a reel lands somewhere that looks just as good.

- Refreshed home, product and story pages
- The Farm to Frisco films built in
- Festival kit and weekly drop landing pages
- Order tracking wired into the results page
- Mobile first: that's where the clicks come from
- Telugu and Hindi touches where they help

from \$750

per site, quoted after a look at each platform

Who does the work

AI writes, voices, animates and lays out every piece in the background. A trained reviewer from the Shalusri team checks each one against your list (names, prices, dates, language) before you see the preview, and nothing goes out without your approval. That review step is why the prices can sit where they do without the quality slipping.

Same files, every platform

Everything is made vertical (9:16) first, so the same reel posts to Instagram, Facebook and YouTube Shorts at no extra cost. Flyers come in WhatsApp and Instagram sizes. You own every finished file, and a shared folder keeps the full library for reuse in later seasons.

What we need from you

- The coming week's list and prices by Thursday evening
- Photos or 10-second phone clips whenever you can: produce, farm, pickup
- Approval within a day of each preview

What's included

- Two rounds of changes per piece; you own every file
- Every piece arrives ready to post, sized for each platform
- Post it yourself, or have it scheduled and posted for you for a flat \$39 a month per brand

THE DIFFERENCE

Live reporting, not a monthly PDF

Every post carries its own short link, tagged by brand, channel, week and language. A click is counted on our own server and the buyer lands on your order page a moment later. The results page updates as it happens.

Clicks, live

by post, channel, language and brand, from the minute a post goes out

Orders

matched to the post that sent them where the store can signal an order; otherwise your weekly count

Reach

views, saves and shares pulled from Instagram's business insights each day

What worked

a short weekly note: best post, best language, best time, what to repeat

Post

reel, story, flyer, WhatsApp



Short link

one per post and language



Click counted

on our server, no ad tracker



Order page

your store, unchanged



Results page

live, on your phone

Instagram allows links in the bio and on story stickers, and WhatsApp allows them anywhere, so stories and WhatsApp messages carry the links while reels carry the story.

A four-week pilot, timed for Diwali

- Setup for both brands, including the live results page
- Four Weekly Drops for each brand, starting with the October 31 delivery week
- A Diwali kit campaign aimed at the Saturday, November 7 delivery, the day before Lakshmi Puja
- Two How to Eat It shorts

Value at list prices ~~\$1,070~~

\$499

for the full four weeks
month to month after that

How these prices compare

Agencies in India (2026, about ₹95 to \$1)

Starter package, 12 to 16 posts	₹15,000 · \$160 / mo
Growth package with reels, 20 to 25	₹35,000 · \$370 / mo
Package with weekly reporting	₹60,000 · \$630 / mo
Conversion tracking (enterprise tier)	₹1 lakh+ · \$1,050+ / mo
Short-form video	\$30 to \$75 each
Longer reel or YouTube Short	\$75 to \$210 each
CMS website, small business	\$315 to \$790

US freelancers (2026)

Social media package, basic tier	\$800 to \$1,500 / mo
Package with growth content	\$1,500 to \$3,000 / mo
A single produced video post	\$200 to \$500
30 to 60 second promo video	\$1,000 to \$5,000
Account setup and templates	\$500 to \$2,000

This offer

Weekly Drop, both brands, 32 pieces	about \$550 / mo
Setup with live results page	\$299 once

Priced alongside India-based agencies, with three things they rarely include: Telugu and Hindi voiceovers on every piece, someone local in Frisco who knows both brands, and live order reporting that Indian agencies reserve for their enterprise tier.

1

Agree on the pilot and the brands it covers.

2

Send whatever photos you have, plus next week's list.

3

A 30-minute kickoff to set each brand's look and voice.

Prices are starting points. India: Sociolabs (2026), upGrowth social media and website guides (2026; website figures from 2024), at ₹94.95 to \$1 on Oct 17, 2026. US: SolidGigs and Ruul via MySocial (2026), SoloHourly (Apr 2026), Vidico (May 2026). Sample images are generated, except the guava box photo.