

The lowest quote
usually has the *most*
exclusions.

How commercial signage is priced in India, and what a comparable quotation has to show.

Published starting rates

₹2,200 **Front-lit letters**

Per sq ft of letter. Building names, retail and reception identity.

₹3,500 **Stainless-steel letters**

Per sq ft of letter. Premium interior or exterior identity.

₹500 **ACP backdrop board**

Per sq ft of board. Fascia and sign backdrops.

₹150 **Printed vinyl**

Per sq ft printed. Windows, walls, campaigns, temporary graphics.

Per square foot of *what*, exactly?

A logo in a 12 ft by 3 ft zone does not mean 36 sq ft of fabricated letter face. One vendor measures the bounding rectangle, another measures each letter face, a third measures the backdrop differently from the letters on it. Compare two rates built on different measurements and you have compared nothing.

Eight things that move the number

01

Sign type

Prints, panels, fabricated letters, lightboxes and pylons build differently.

02

Material grade

Acrylic thickness, metal grade, coating system, LED and driver quality.

03

Illumination

Even light, heat management and service access need engineering.

04

Size and repeat

One-offs carry setup cost. Families get efficient after approval.

05

Height and access

Scaffolding, boom lifts, permits and night work can beat the sign cost.

06

Structure

Foundations, steel frames, waterproofing, structural design.

07

City and freight

Packing, travel, local access and return visits across a rollout.

08

Design and approvals

Survey, sign location planning, artwork, authority and landlord submissions.

Make every quote state this

- The measurement method, in writing.
- Letter height, depth and quantity.
- Face, return and backing materials by name and grade.
- LED and power-supply specification.
- Finish and colour process.
- Mounting method and what installation work is included.

Put every bid through the same ten questions

- Same drawing revision and quantities?
- Material brand, grade and thickness stated?
- Frames, backing, fixings, electrical and civil work included?
- Freight, access equipment and installation included?
- Sample or prototype included, and who keeps the control sample?
- Warranty scope, response time and exclusions written down?
- Taxes shown clearly, and handover drawings included?

Spending less without looking cheap

01

Plan first

A sign location plan removes redundant signs before anyone fabricates them.

02

Spend at arrival

Put the money at the entrance, reception and the major decision points.

03

Standardise the family

Reuse panel sizes, frames, fixings and update mechanisms.

04

Split fixed from changeable

One tenant name changing should not mean remaking a sign.

05

Prototype once

Approve the difficult sign before you produce fifty of it.

Fabrication is one line of twelve

- Survey, measurement, wayfinding and graphic design.
- Engineering and production drawings.
- Mock-ups, samples and approvals.
- Fabrication, finishes, electrical components and cabling.
- Structural or civil works, freight, packing and storage.
- Access equipment, installation, testing and snagging.
- Planned maintenance and content updates after handover.

A photograph gets you a *budget*. Not a price.

An accurate installed quote needs dimensions, material and finish decisions, fixing conditions, power availability and installation access. On most sites that means a survey. Anyone who prices a facade sign off a phone photo is guessing, and you will pay for the guess later.

Rate card first. *Itemised* quote after survey.

Our published rates cover multiple sign types and specification levels so you can budget before anyone visits. The binding number comes after the site survey, itemised, with the exclusions written down rather than hidden.

1991

SINCE

9,000+

SPACES

50+

CITIES

spacecrafter.studio/rate-card