

■ Proposal · Custom dental clinic software

Custom dental clinic management software, built for your clinic: Odanta

Calendar, patients, billing and accounts, stock, a patient app, reminders, and an AI assistant and receptionist, for clinics in India and the Gulf

No clinic runs Odanta yet. It is a ready product on the Xale platform (reported by our team), set up for your clinic.

 Start this project

Contact us



From the first call to the next visit.

Made for
Dental clinics in India and the Gulf, one branch or several

Prepared by
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Date
11 October 2026

Prices reviewed
9 January 2027

Odanta joins two old words for tooth: odont, from Greek, and danta, from Sanskrit, which Malayalam still uses in ദന്തചികിത്സ, dental treatment.

Take the 68-second tour



Watch the 68-second tour at
marketlube.in/proposals/dental-clinic-management-software

A short narrated tour of Odanta's sample screens: the dashboard and today's follow-ups, a call the AI receptionist answers, the calendar, a patient's chart and bill, the accounts, the stock, the automations, the AI assistant and the patient app, all with made-up data. The voice-over is AI-made, and the receptionist's call is shown as a transcript.

At a glance

Made for Dental clinics, one branch or several, in India and the Gulf	Price From INR 1,00,000 · AED, QAR or SAR 5,000 · KWD 400 · OMR or BHD 500	Go-live Within 6 weeks; a first working draft in about 7 to 10 days
Care and hosting From INR 2,000 a month, from month 4	AI Assistant from INR 1,50,000 · receptionist from INR 2,00,000	Status A ready product on the Xale platform. No clinic runs it yet

In short

Odanta is custom dental software: a ready product on the Xale platform, which we set up for your clinic. It covers what dental clinic management software, also called dental practice management software, should: the calendar, patients, the dental chart, billing and accounts, stock, a patient app, reminders and one list of follow-ups. An AI assistant and an AI receptionist can be added. The platform runs today. Odanta's own modules are configured and added around how your clinic works before go-live, and no clinic runs it yet.

Odanta Core starts at INR 1,00,000 in India, with the first 3 months of hosting; in the Gulf, AED, QAR or SAR 5,000, KWD 400, or OMR or BHD 500. It goes live within 6 weeks, with a first working draft in about 7 to 10 days. From month 4, care with hosting starts at INR 2,000 a month. You pay half to start and half after your team has tested it.

We are in Calicut, Kerala. Gulf clients work with us online. Support runs Monday to Saturday, 9:30 am to 6:30 pm India time. Clinics in Kochi and across Kerala can meet us in person. The platform is hosted on Amazon Web Services (AWS) (reported by our team), and where the law asks for patient data to stay in your country, hosting there is arranged for your build and confirmed in your quote.

Who Odanta is the right choice for

A custom build costs more than a monthly plan, so it has to fit. These are the clinics Odanta is designed for.

✓ A clinic with visiting dentists paid by share

Odanta works out each visiting dentist's share from the fees collected for their own work. The sample clinic has 3 visiting dentists, on 45%, 40% and 35%, and the Accounts screen shows what each one earned in the month.

Sample screen: [Accounts](#)

✓ Treatment that runs over several sittings

Each treatment plan has one ledger: planned, done, billed, paid and still to receive. In the sample, a root canal and a crown are paid in 3 parts, and the Bills screen sorts 64 open bills into 4 age bands.

Sample screens: [Patient and tooth chart](#), [Bills and money owed](#)

✓ Patients who read Malayalam

The patient app, the messages and the printed fee list come in 2 languages, English and Malayalam, in Odanta Core. A native speaker checks every Malayalam line before it is printed.

Sample screen: [Patient app](#)

✓ A clinic that wants its own WhatsApp number

Reminders go out from your clinic's own number and Meta account, and Meta's fees are billed at cost in your clinic's name. The 27 starter rules, from confirmations to recalls, each keep a log of what ran.

Sample screen: [Automations](#)

✓ A clinic that will add chairs and dentists

Odanta Core, from INR 1,00,000, is one price for one branch, with any number of chairs and dentists. The sample clinic has 6 dentists, and its main branch has 4 chairs. Each further branch is a priced add-on.

Sample screen: [Calendar](#)

Of 108 ranking pages about dental software that we read on 11 October 2026, 10 mention visiting dentists or a share, and 2 work an example. None mentions Kerala's rule on a fee list in two languages. That is what we found on those pages, not what any product can or cannot do.

When a monthly plan is the better buy

For most clinics with one to five chairs, a monthly plan costs less. Over five years, Odanta Core with care comes to at least INR 2,14,000 before GST. Seven of the eight Indian plans we read cost about INR 19,000 to INR 1,08,000 over the same five years (the vendors' own pages, read on 11 October 2026).

If you run one branch, pay no dentist by share, bill most treatment in one visit and want to start this week, a plan is the better buy. Our guide names the plans and shows the sums.

[Monthly Plan or Custom Dental Software? How to Decide](#) →

Who builds it: on the platform already, and added for you

Odanta is a ready product on the Xale platform (reported by our team): the clinic's calendar, billing, stock, reminders and patient app configured on the same workspaces, roles, automations and AI that run Xale CRM, by the team that built Xale CRM and the ERP ReelsBuddy runs on. That is why it goes live within 6 weeks. No clinic runs it yet. Xale CRM and ReelsBuddy's ERP are not dental software. Xale CRM, made by Xale Private Limited, is built by the team behind Marketlube. ReelsBuddy is a Marketlube company.

On the platform already

What the Xale platform brings, and where you can check it

✓ A workspace for your clinic alone	The Xale platform keeps each workspace to itself, with backups and exports, as xale.in describes it. Check it: the Xale platform
✓ Roles: who sees what	Xale CRM: five-level access per stage, branch and field. Check it: Xale case study
✓ Follow-ups, a list for each role	Xale CRM: each staff role has its own follow-ups. Check it: Xale case study
✓ Reminders as rules, with a run log	Xale CRM: 26 automation actions, retried and logged in plain English. Check it: Xale case study
✓ A login for your patients	Xale CRM: a student portal to follow each application. Check it: Xale case study
✓ Ask Odanta, the AI assistant (an add-on)	Xale AI, the assistant inside Xale CRM, answers by chat or on a live voice call, as xale.in describes it. Each answer shows what it looked up and the filters it used, so a number can be checked. Check it: xale.in/ai-crm
✓ Odanta Voice, the AI receptionist (an add-on)	Xale's telecaller is an AI voice agent built into Xale CRM that runs the call in Malayalam or English, as xale.in describes it. Someone on the team opens it on one student and hands the phone over. In xale.in 's words, 'It is a call with that person, not a list being dialled.' Check it: Xale's page on its voice agent · AI automation

Set up and added for you

The product's own modules, and what your build adds on top

- Odanta's own modules, set up on the platform around your clinic: the calendar, the tooth chart and treatment plans, billing and accounts, stock by batch and expiry date, and the patient app. No clinic runs them yet, and we have no dental client.
- Bills and accounts: our team built accounts and auditing once, in ReelsBuddy's ERP. The invoicing we have built so far runs in India.
- Added on top of the platform for your build, when you need them: a link to NABIDH, Malaffi, Riayati, NPHIES, eClaimLink or Shafafiya (we have connected to none yet), hosting inside the UAE or Saudi Arabia, Arabic screens and an Arabic voice.
- An AI call that a rule starts, added on top for Odanta Voice. Xale's telecaller is a call a person starts on one student.

Checks you can make

1. Read the platform's chapter in the Xale case study, then the ReelsBuddy case study and the ZAJEL case study. ReelsBuddy's ERP is private: its case study shows screens from the live system with the names blurred, and you cannot open the system itself.
2. Open the 10 sample screens on this page. They are samples with a made-up clinic, not a clinic's live system.
3. Ask for a 20-minute walk-through of the design before you pay anything.
4. Pay the second half only after your own team has tested your Odanta and approved it.

What a clinic needs from dental clinic management software, and what Odanta does

Each need a clinic told us about, and the part of Odanta that does it.

1

A clinic needs

Today's visits and appointments, in a calendar view

You get

Dental appointment software: calendar and front desk

Part of Odanta Core. Booking by WhatsApp is an add-on.

- ✓ The day by chair or by dentist, the week and the month
- ✓ Colours by visit type, with the type in words
- ✓ Drag a visit to move it; clashes are blocked
- ✓ Walk-ins with token numbers and a live queue
- ✓ Tomorrow's visits not yet confirmed, in one list
- ✓ Visiting dentists on their own days

2

A clinic needs

Adding patients, and the whole patient record

You get

Patients

- ✓ A new patient in seconds: name, phone, age
- ✓ A file number per patient, by branch
- ✓ Medical history and alert chips on every screen
- ✓ Families on one phone number
- ✓ Documents, X-rays and photos by visit
- ✓ Each patient's consent per channel, with its date

3

A clinic needs

The dental work itself

You get

Chart, plans and prescriptions

- ✓ A tooth chart in FDI numbers (Universal or Palmer as a view), tooth by tooth and surface by surface
- ✓ Treatment plans in steps, with an estimate the patient accepts
- ✓ Prescriptions and certificates on your letterhead, with each dentist's registration number
- ✓ Lab orders with due dates

4

A clinic needs

A patient login to see prescriptions, visits and bills

You get

Patient app

- ✓ Login with a phone number and a one-time code
- ✓ One login for the family
- ✓ Visits and what was done
- ✓ Prescriptions as PDFs
- ✓ Bills, receipts and the balance
- ✓ Book or move a visit; installs from the browser

5

A clinic needs

Part payment collections and advances

You get

Dental billing software: sittings, advances and dues

Part of Odanta Core. Online pay links are an add-on, and insurance claims are quoted.

- ✓ Bills from completed work and medicines
- ✓ Part payments by cash, card, UPI or bank transfer
- ✓ Advances held, then used on later bills
- ✓ Receipts on WhatsApp
- ✓ The day's cash count

6

A clinic needs

Revenue, expenses and what is still to be received

You get

Accounts

- ✓ Billed and collected, by day, dentist and procedure
- ✓ Expenses with a photo of each bill
- ✓ Still to receive: bills raised minus payments received, by how late
- ✓ Advances held
- ✓ Profit and loss by month
- ✓ Each visiting dentist's share

7

A clinic needs

Reminders on WhatsApp, SMS and email, and next-visit automations

You get

Automations

- ✓ Every reminder is a rule you can read: when, who, which channel, and a log of what ran
- ✓ 27 starter rules, from confirmations to recalls
- ✓ Next sitting and next visit date followed up until booked
- ✓ Consent and quiet hours on every rule

8

A clinic needs

Stock for medicines and materials

You get

Dental inventory and stock

Part of Odanta Core. Stock for a further branch comes with that branch, an add-on.

- ✓ Batches and expiry dates; the first to expire is used first
- ✓ Low-stock alerts and purchase orders
- ✓ Medicines given to patients, taken off stock and billed

9

A clinic needs

Follow-ups in one place

You get

Today's follow-ups

- ✓ One list on the dashboard: visits to confirm, recalls due, unpaid balances, calls to make or returned
- ✓ A status on each, and one tap to call, message, book or send a payment link

10

A clinic needs

An AI screen to ask anything about the clinic **Add-on**

You get

Ask Odanta

- ✓ Questions in plain words, answered from your own records
- ✓ Books, moves or messages only after you confirm
- ✓ What it looked up, shown under every answer
- ✓ English or Malayalam, typed or spoken

11

A clinic needs

A voice AI receptionist for calls in and out **Add-on**

You get

Odanta Voice

- ✓ Answers calls: books, moves and confirms visits
- ✓ Says it is an AI and that the call is recorded
- ✓ Calls your patients about their own visits, next sittings, recalls and balances
- ✓ Hands the call to your team when asked or unsure

The AI front desk: Ask Odanta, Odanta Voice and Automations

Four parts that work together. Each one works from your clinic's own records, says when it is an AI, and leaves every decision about care to your dentists.

Ask Odanta

the AI assistant

Does

- ✓ Answers in plain words from your records: "Which payments are pending?", "Who missed their cleaning recall?", "What did we prescribe Athira last time?"
- ✓ Shows what it looked up and the filters it used, so a number can be checked
- ✓ Books, moves, reminds or asks the receptionist to call, only after you press Confirm
- ✓ Follows each login's permissions (a front-desk login cannot ask for profit)
- ✓ English or Malayalam, typed or spoken
- ✓ Every question and action logged for the owner

Never

- Gives medical advice, reads X-rays, names a finding, suggests treatment or medicines
- Acts without a Confirm
- Guesses when the records can't answer

Add-on, from INR 1,50,000**Odanta Voice**

the AI receptionist

Does

- ✓ Answers calls when you choose (all, after hours, when lines are busy): books, moves and confirms visits, answers timings, address and fees from your price list, takes messages
- ✓ Calls your own patients about their own visits, next sittings, recalls they agreed to and balances, inside the hours you set
- ✓ Opens every call with your clinic's name, says it is the clinic's AI assistant and that the call is recorded
- ✓ Hands over to your team when the caller asks, when it is unsure, or when a caller mentions pain, swelling, bleeding or an injury
- ✓ Writes a summary, the outcome and the next step on the patient's record

Never

- Pretends to be a person
- Gives medical advice
- Calls anyone who said no or opted out
- Makes offer or marketing calls
- Dials lists in bulk

Add-on, from INR 2,00,000 for the first call flow; each further flow from INR 50,000

Automations

/automations

Does

- ✓ Every reminder and follow-up is a rule: When (the trigger) · If (the conditions) · Do (WhatsApp, SMS, email or an AI call) · At (the timing), with quiet hours, limits and consent checks on every rule
- ✓ A run log in plain words ("Called Kiran Davis about the 10:30 filling he missed. No answer. Sent a WhatsApp with free times. Next call tomorrow at 10:00 am.")
- ✓ 27 starter rules, each one off or on

Never

- Messages a patient who hasn't agreed to that channel
- Sends offers without the separate "offers and news" consent

In Odanta Core (WhatsApp, SMS, email); AI call steps need Odanta Voice

Today's follow-ups

Does

- ✓ One list on the dashboard: visits to confirm, recalls due, unpaid balances, calls to make or returned, aftercare check-ins
- ✓ A status on each row, and one tap: Call, Let AI call, WhatsApp, Book, Pay link, Done

Never

- Shows a completion rate as a result

In Odanta Core

Reminder and follow-up calls follow each country's rules. In India, your clinic declares automated calling to its telecom provider before the receptionist makes calls (TRAI's rules of 18 September 2026, from mid-November 2026 at the earliest). In the UAE, patient data and call recordings stay in the UAE, so the assistant and the receptionist go live there only on voice and model services hosted in the UAE. Elsewhere in the Gulf, the AI assistant and receptionist stay off until your adviser and telecom provider confirm the call and data rules; WhatsApp, SMS and email reminders can run from day one.

Built by the team behind Xale CRM.

On the Xale platform (reported by our team).

Xale AI, the assistant inside Xale CRM, answers by chat or on a live voice call, as xale.in describes it.

Xale's telecaller is an AI voice agent built into Xale CRM that runs the call in Malayalam or English, as xale.in describes it. Someone on the team opens it on one student and hands the phone over. In xale.in's words, 'It is a call with that person, not a list being dialled.'

See our AI work →

Xale's telecaller is a call a person starts on one student. Odanta Voice's outgoing calls are started by your rules, so we describe them only as calls to your own patients about their own visits, bills and follow-ups, inside the hours you set. Both are on the same platform (reported by our team), and the call a rule starts is added on top for your build.

Who logs in, and what they see

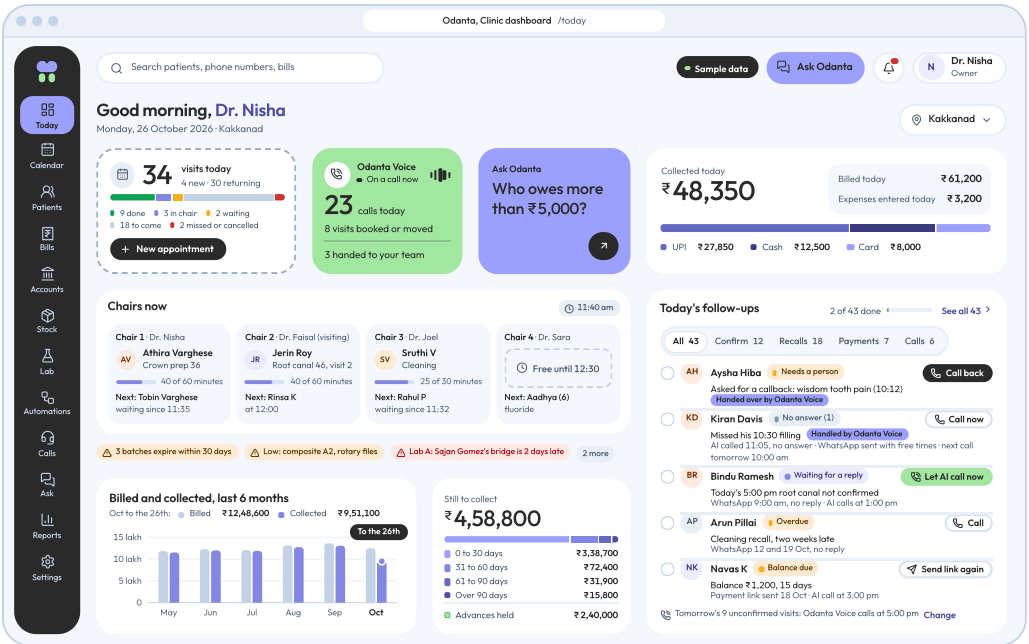
Owner	Logs in with The staff app	Sees Everything Money Reports Automations The AI log
Dentist	Logs in with The staff app	Sees Their day Charts and notes Plans and prescriptions Images and lab work Their share
Visiting dentist	Logs in with The staff app	Sees Only their days Only their patients Their share
Front desk	Logs in with The staff app	Sees Calendar Patients Follow-ups Messages Billing and collections No profit and loss
Accounts	Logs in with The staff app	Sees Billing Still to receive Expenses Cash and bank Dentists' shares Tax summaries
Assistant	Logs in with The staff app	Sees Stock Sterilisation Lab status Check-in
Patient or parent	Logs in with The patient app	Sees Their family's visits Prescriptions Bills Appointments Documents
Odanta Voice Add-on	Logs in with A limited system role	Sees Free slots Booking and confirming Balances, after an identity check Messages Follow-ups Never clinical notes

Sample screens

The screens show Odanta's core build with the AI add-ons, on a made-up clinic in Kakkanad, Kochi, in rupees. Screens 2 and 4 are add-ons.

Odanta sample screens · 1 of 5

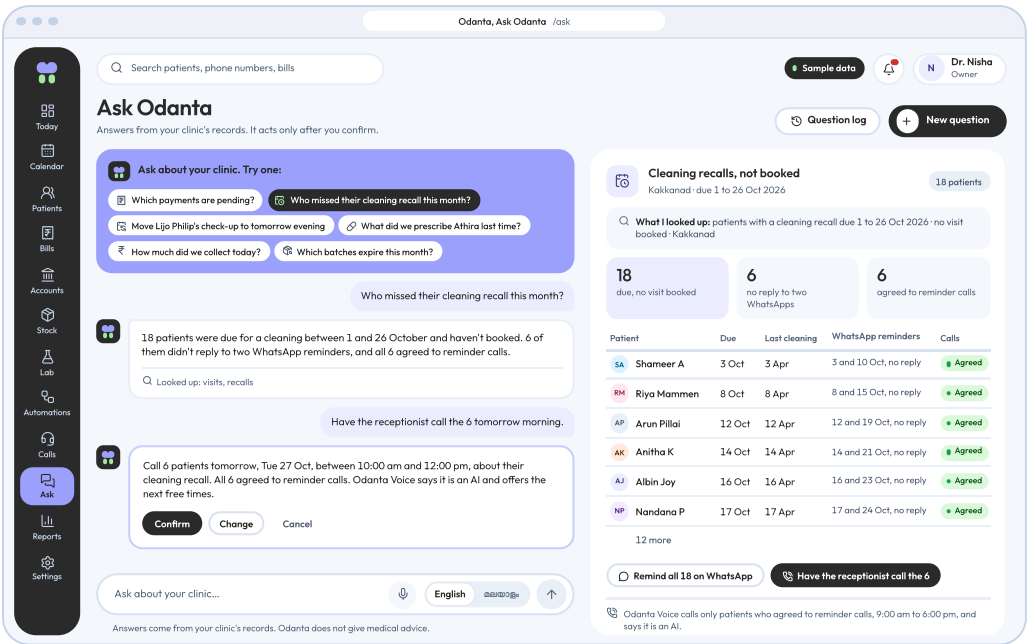
Sample data



SAMPLE SCREEN WITH MADE-UP DATA

Clinic dashboard Owner

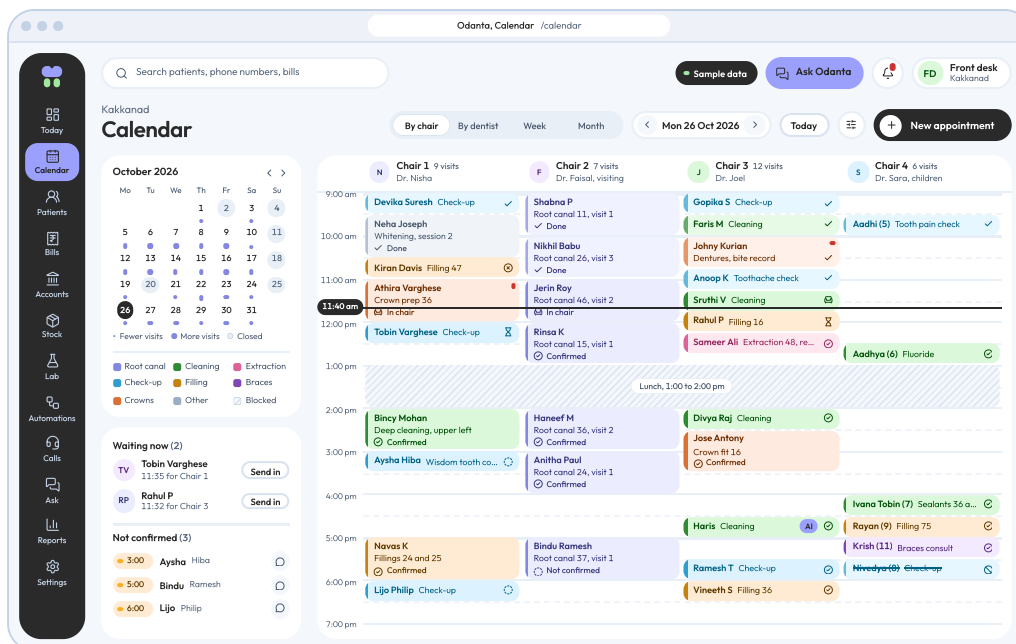
Today at a glance: every chair, every visit, the day's collections, money still to collect, alerts, and one list of follow-ups to act on.



SAMPLE SCREEN WITH MADE-UP DATA

Ask Odanta Add-on Owner

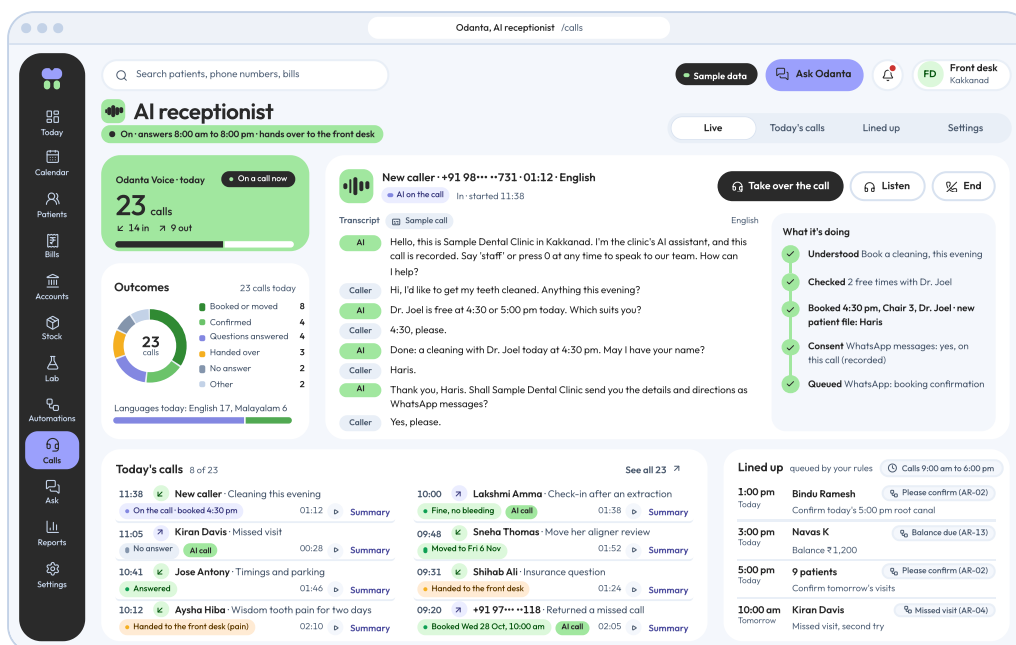
Ask in plain words and get answers from your own records, with what it looked up. It books, moves or reminds only after you confirm.



SAMPLE SCREEN WITH MADE-UP DATA

Calendar Front desk

The day by chair or by dentist, the week and the month, coloured by treatment. Drag a visit to move it.

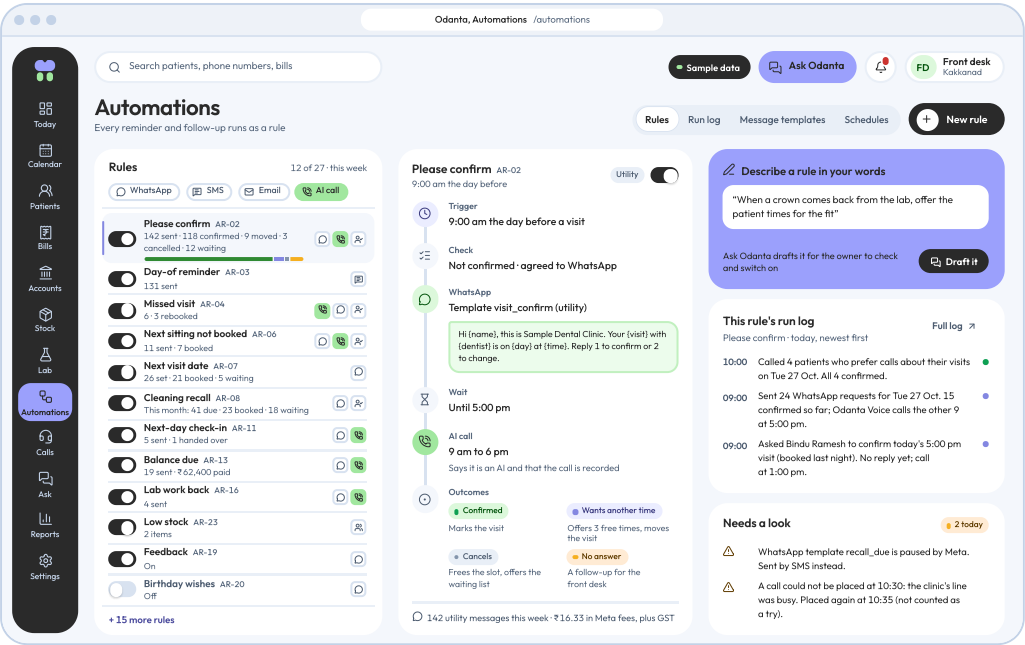


SAMPLE SCREEN WITH MADE-UP DATA

AI receptionist Add-on Front desk

It answers and makes calls: books, confirms and moves visits, follows up on recalls and balances. It says it is an AI and hands over to your team.

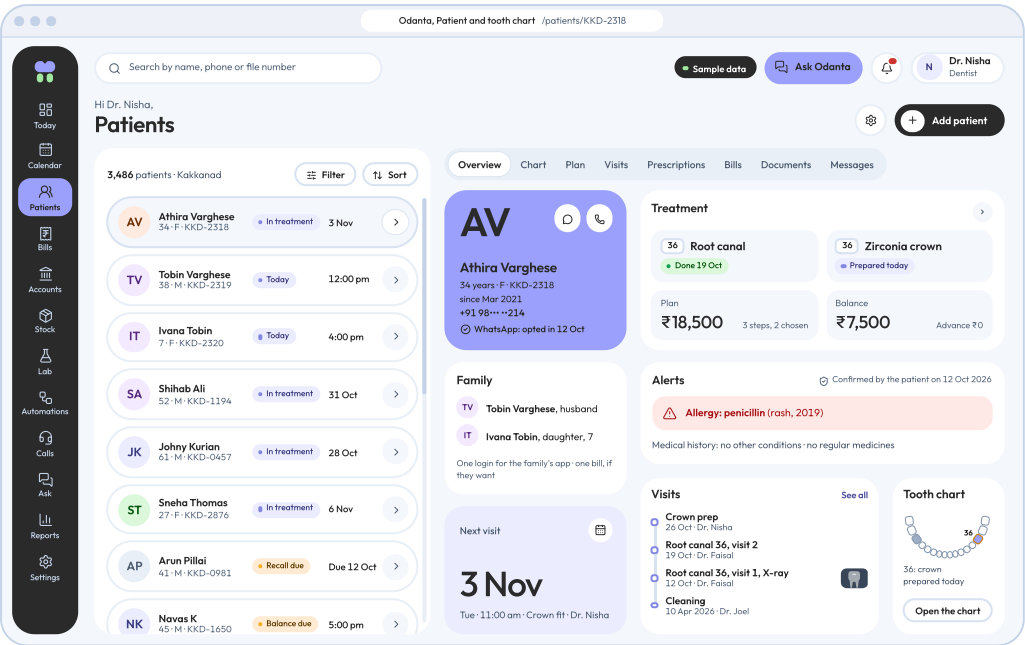
Xale CRM is built by the team behind Marketlube. Xale's telecaller is an AI voice agent built into Xale CRM that runs the call in Malayalam or English, as xale.in describes it. Someone on the team opens it on one student and hands the phone over. In xale.in's words, 'It is a call with that person, not a list being dialled.'



SAMPLE SCREEN WITH MADE-UP DATA

Automations Front desk

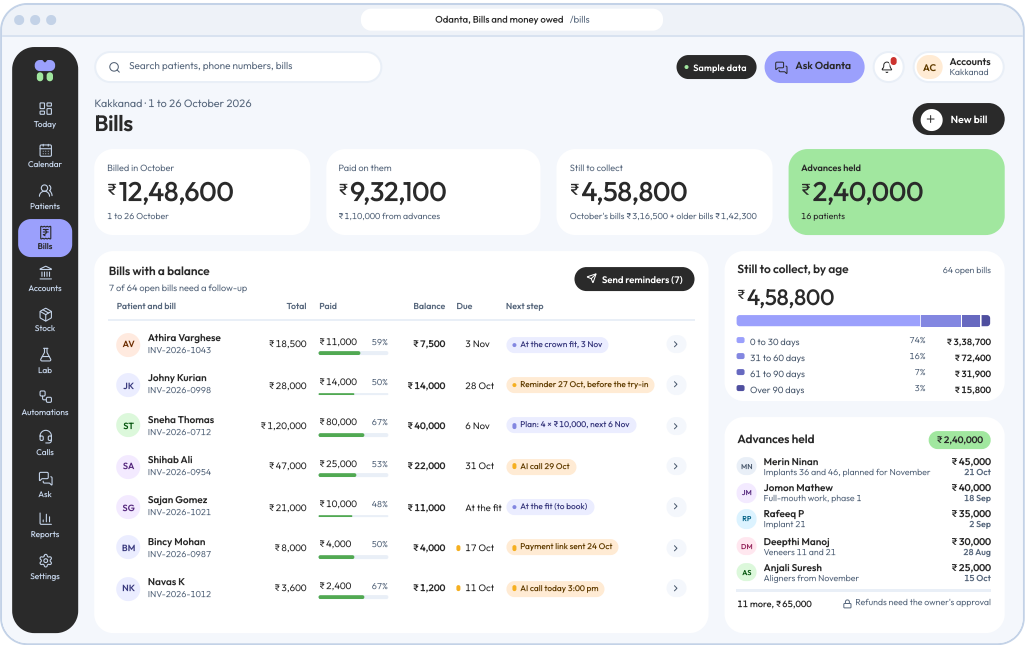
Every reminder and follow-up is a rule: when it runs, who it reaches by WhatsApp, SMS, email or an AI call, and a log of what happened. AI call steps need Odanta Voice.



SAMPLE SCREEN WITH MADE-UP DATA

Patient and tooth chart Dentist

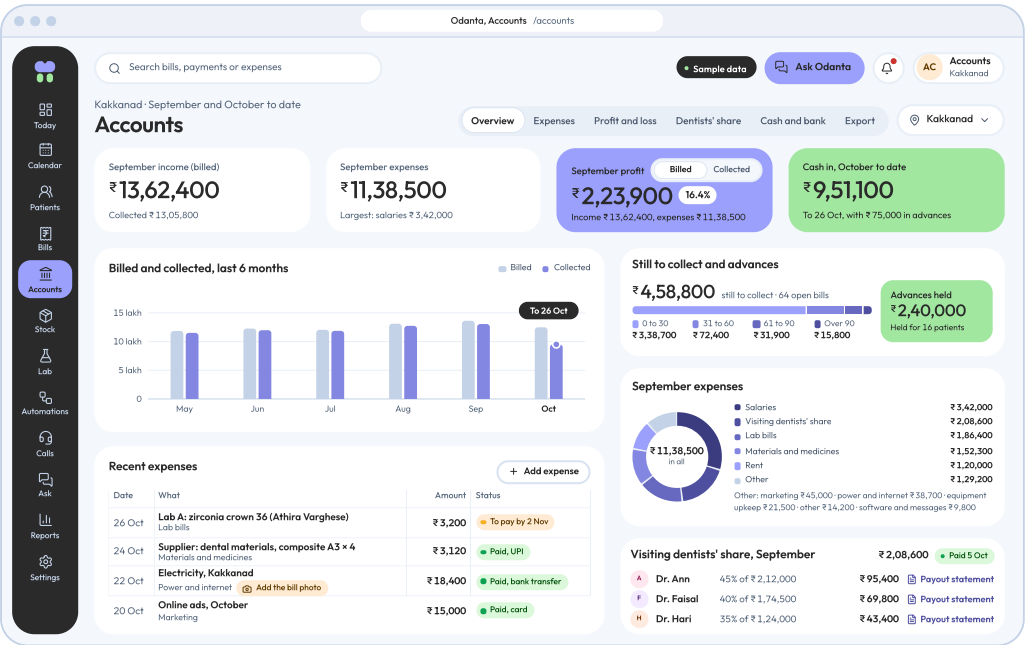
Each patient's alerts, family, visits and bills beside the tooth chart: chart every tooth and surface, plan the treatment and send the estimate.



SAMPLE SCREEN WITH MADE-UP DATA

Bills and money owed Accounts and stock

Bills with advances and part payments, what is still to collect and how old it is, and the advances you hold.



SAMPLE SCREEN WITH MADE-UP DATA

Accounts Accounts and stock

Revenue billed and collected, expenses by category, monthly profit and each visiting dentist's share.

Today

Calendar

Patients

Bills

Accounts

Stock

Lab

Automations

Calls

Ask

Reports

Settings

Search items, batches or orders

Sample data

Ask Odanta

AC

Kakkanad

Kakkanad

Add item

Odanta, Stock /stock

Kakkanad: medicines and materials, by batch

Stock

Stock value

₹3,86,450

At cost, Kakkanad

Expiring within 30 days

3 batches

First: etchant 37%, 15 Nov

Low

2 items

Composite A2: rotary files F1 to F3

Orders

1 draft

PO-2026-118 · ₹16,900 before GST

Medicines and materials

Generic names: status against each reorder level

All groups

Item	Group	In stock	Reorder level	Status	Last used
Lignocaine 2% with adrenaline	Anaesthetics	164 cartridges	100	OK	Today
Composite A2 4 g syringe	Restorative	2 syringes	5	Low	Today
Composite A3 4 g syringe	Restorative	6 syringes	4	OK	24 Oct
Glass ionomer	Restorative	3 packs	2	OK	23 Oct
Gutta-percha points F2	Root canal	4 packs	2	OK	Today
Rotary files F1 to F3	Root canal	2 packs	3	Low	Today
Alginate 450 g	Impression	5 packs	2	OK	22 Oct
Nitrile gloves M	Disposables	12 boxes	6	OK	Today
Ibuprofen 400 mg	Medicines	40 strips	20	OK	24 Oct
Chlorhexidine 0.2% mouthwash	Medicines	18 bottles	8	OK	23 Oct
Implants 4.0 × 10 mm	Implants	3 pieces	2	OK	12 Aug
Etchant 37%	Restorative	7 syringes	4	OK	Today

Use these first

First to expire, first out

Etchant 37%

Batch E0326: 7 syringes: expires 15 Nov

20 days left

Lignocaine 2% with adrenaline

Batch LA2409: 14 cartridges: expires 20 Nov

25 days left

Fluoride varnish

Batch FV2604: 9 tubes: expires 24 Nov

29 days left

Expired

An expired batch shows red and can't be used or dispensed.

Draft order PO-2026-118

To Supplier: dental materials

Composite A2 10 syringes × ₹780

₹7,800

Rotary files F1 to F3 4 packs × ₹1,650

₹6,600

Lignocaine 2% with adrenaline 2 boxes of 50 × ₹1,250

₹2,500

₹16,900 before GST

Low stock adds items here

Send

PDF by WhatsApp or email

Receive

On arrival, Receive asks for each batch number and expiry date.

Kits per procedure

A root canal uses 2 gutta-percha points and a share of a rotary file pack, so stock goes down when the dentist marks the work done.

Implant lots, traceable both ways

Implant 4.0 × 10 mm, lot 2409-1182, placed in Shihab Ali, 46, 12 Aug 2026

SAMPLE SCREEN WITH MADE-UP DATA

Stock Accounts and stock

Medicines and materials with batches and expiry dates, low-stock alerts and purchase orders.

SAMPLE SCREEN WITH MADE-UP DATA

Patient app Patient or family

Patients log in with their phone number to see visits, prescriptions, bills and documents, and to book a visit.

11:40

Sample Dental Clinic

Kakkanad, Kochi

Sample data

Hi Athira

AV

Next visit

In 8 days

3 Nov

Tue · 11:00 am · Crown fit · Dr. Nisha · Kakkanad

Confirm

Change

Directions

Your treatment

Tooth 36

Root canal

12 and 19 Oct

Crown prep

26 Oct

Crown fit

Next: 3 Nov

Your crown is being made. Ready by 2 Nov.

Balance

₹7,500 due 3 Nov

Paid ₹11,000 of ₹18,500

Pay

Prescriptions

Bills

Documents

Book a visit

Family

Home

Visits

Bills

Records

Profile

Sample data



Sample Dental Clinic, Kakkanad, Kochi
+91 98... 300

Bill

INV-2026-1043

Bill to

Athira Varghese · KKD-2318

Date	Treatment	Dentist	Amount
12 Oct	36 root canal, molar	Dr. Faisal	₹ 7,500
26 Oct	36 zirconia crown	Dr. Nisha	₹ 11,000
Total			₹ 18,500
Health care services: GST exempt			
Payments			
12 Oct	Advance, UPI (used on this bill)		₹ 5,000
26 Oct	Part payment, card		₹ 6,000
Paid ₹ 11,000			59%

Balance

₹ 7,500

Due at the crown fit, 3 Nov



UPI

SAMPLE WITH MADE-UP DATA

The printed bill

Athira Varghese's bill: the root canal and the crown, the advance taken at the start, today's part payment by card, and the balance due at the crown fit.

Printed prescription

Sample data



Sample Dental Clinic
Kakkanad, Kochi · +91 98... 300

Dr. Faisal · Root canals, visiting · Reg. no.

Athira Varghese
34 years · F · KKD-2318
Allergy: penicillin (rash, 2019)

Prescription RX-2026-0877

19 Oct 2026

Ibuprofen 400 mg tablet
1-0-1 after food 3 days · 19 to 21 Oct

Paracetamol 650 mg tablet
1 if in pain, up to 3 a day 3 days · 19 to 21 Oct

 **Dr. Faisal's advice:** Avoid chewing hard food on the left side until your crown is fitted

Instructions in

English മലയാളം

Dr. Faisal
Signed 19 Oct 2026

Sent to the patient app and on WhatsApp

SAMPLE WITH MADE-UP DATA

The printed prescription

RX-2026-0877 on the clinic's letterhead: medicines by generic name with the dose and the days, the dentist's advice, and the allergy on record. The patient app shows the same prescription.

Odanta · a proposal by Marketlube · marketlube.in/proposals/dental-clinic-management-software

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Sample Dental Clinic, Kakkanad, Kochi

Sample data

Lab orders

5 cases at the labs · Monday, 26 October 2026

Patient	Work	Lab	Sent	Due	Status	Lab charge
Athira Varghese	Zirconia crown 36, shade A2 Fit booked 3 Nov	Lab A: crowns and bridges	26 Oct	2 Nov	Being made	₹3,200
Sajan Gomez	Bridge 14 to 16	Lab A: crowns and bridges	14 Oct	24 Oct	2 days late	Not billed yet
Johny Kurian	Complete dentures, try-in Bite recorded today	Lab B: dentures	26 Oct	27 Oct	Due tomorrow	Not billed yet
Sneha Thomas	Aligner sets 10 to 14 Visit moved to 6 Nov	Aligner lab	16 Oct	5 Nov	In progress	Not billed yet
Shihab Ali	Implant crown 46	Lab A: crowns and bridges		After stage 2	Not sent yet	Not billed yet

Late: Sajan Gomez, bridge 14 to 16 (Lab A, due 24 Oct, 2 days late).

SAMPLE WITH MADE-UP DATA

Lab orders

Every case out at a lab with its due date, so a late crown or bridge shows before the patient's visit.

Sample Dental Clinic, Kakkanad, Kochi

Sample data

September 2026 report

Kakkanad · 1 to 30 September 2026

Visits
812
1 to 30 September

New patients
96
By source, below

Missed visits
49
6.0% of visits

Estimates accepted
47 of 74
64%

Recalls booked
34 of 52
65% of those due

New patients by source

Google 38

Instagram 21

Referrals 19

Walk-in 12

Other 6

Chair use

Chair 1 84%

Chair 2 71%

Chair 3 79%

Chair 4 58%

Money, September: billed ₹13,62,400 · expenses ₹11,38,500 · profit ₹2,23,900 (16.4%). On money collected: profit ₹1,67,300 (12.8%).

SAMPLE WITH MADE-UP DATA

The month's report

Visits, new patients and where they came from, missed visits, estimates accepted, chair use, recalls and the month's profit.

A day with Odanta

An example day at the made-up clinic in our screens, with the AI add-ons switched on.

8:45 am	The owner opens the dashboard: 34 visits today, 43 follow-ups, 3 batches expiring within 30 days.	11:38 am	A new caller books a cleaning for 4:30 pm by phone; the visit appears in Chair 3 with an "AI" tag.
9:00 am	24 of tomorrow's 28 visits get a WhatsApp asking to confirm (at 10:00 am the AI receptionist calls the 4 patients who prefer calls); 19 have confirmed by 11:40.	1:00 pm	The AI receptionist calls the patient whose 5:00 pm root canal isn't confirmed yet.
9:20 am	Odanta Voice returns a missed call and books a check-up for Wednesday.	3:00 pm	A balance of INR 1,200, 15 days old: a payment link went on WhatsApp; now an AI call.
10:00 am	It calls a patient after her Saturday extraction: no pain, no bleeding, marked fine.	7:00 pm	The front desk closes the day: cash counted, collections by UPI, cash and card.
10:12 am	A caller with wisdom tooth pain asks for help: the call goes straight to the front desk, with the AI's summary.	8:30 pm	The owner gets the day's summary on WhatsApp: collected, still to collect, tomorrow's visits, open follow-ups.

Every area of a dental clinic

What Odanta covers, and what the core build includes.

199 of 282 features are in the core build; 33 are add-ons, 48 come later, and 2 are standing rules.

AREA	IN THE CORE BUILD	ADD-ON	LATER, OR NEVER
Dashboard	Visits by chair and status, money cards, today's follow-ups, alerts, a home screen for each role, the owner's evening summary on WhatsApp	The Odanta Voice card; the branch switch (branches)	
Calendar and front desk	Day, week and month; chairs and dentists; visiting days; drag to move; walk-ins and tokens; confirmations; a waitlist and freed slots; treatment not yet booked; every sitting booked at once; recalls; repeat visits; booking requests from the app and a booking link	Booking by WhatsApp (WhatsApp booking assistant)	Rooms and machines as resources; video consultations
Patients	Fast add, file numbers, medical history, alerts, families, documents, photos, consents signed on a tablet, merging records, tags, children with guardians, forms before the visit, import	Gulf insurance details (e-claims, quoted)	Referral letters
Chart and gums	FDI, Universal or Palmer numbers; surfaces; layers with a date slider; each tooth's history; the six-point gum chart and screening scores		Voice charting; two gum exams side by side; voice gum charting
Notes	Templates, signing, dated additions	Voice-to-note drafts (voice notes); claim codes for insurers (e-claims, quoted)	Vitals; a form builder
Plans and procedures	Phases and sittings, options side by side, estimates accepted with a one-time code, advances and a plan ledger, progress and acceptance; the procedure list with fees, time, materials and each dentist's share; the fee list to display in Malayalam and English	Gulf pre-approval (e-claims, quoted)	Warranty periods
Prescriptions and certificates	Medicines, dose patterns, ready sets, a check against the allergies on record, instructions in two languages, dispensing from stock, the letterhead PDF with the registration number; medical certificates with their register		National e-prescription links

AREA	IN THE CORE BUILD	ADD-ON	LATER, OR NEVER
X-rays and images	Files by tooth and visit, and a viewer		3D CBCT viewing, sensor bridges, sharing by link. Never: AI reading of X-rays (a standing rule)
Lab work	Orders, status, lab bills and margins, “work is back” messages		Lab updates by link
Braces and aligners	The braces fee as a payment plan, braces run as a treatment plan		Braces cases, aligner tracking, progress photos
Implants	Records by brand and lot, lot search, stages, stock by lot		
Sterilisation	The steriliser log for each cycle, weekly spore tests		Batch labels to patients, checklists, waste and equipment logs, vaccination records
Billing	Bills, part payments, advances, still to receive by age, payment plans, receipts, refunds, tax per country, day close, write-offs, statements, a UPI QR on every bill, no charge above the displayed fee without a reason	Pay links and gateways (online payments); Gulf claims (e-claims, quoted)	Memberships; company billing
Accounts	Revenue, expenses, still to receive, cash and bank, profit and loss, bills to pay, visiting dentists' shares, tax summaries, day lock		Tally export; targets
Stock	Batches and expiry, low stock, purchase orders, kits per procedure, medicines sold with tax, implant stock, stock value	Stock per branch (branches)	Barcode scanning
Messages	WhatsApp on the official API, SMS with DLT, email, templates in English and Malayalam, opt-outs	Click to call and call recordings (with Odanta Voice)	One shared inbox; broadcasts; internal notes
Automations and follow-ups	Rules, the run log, 27 starter rules, test mode, an approval step, escalation; the follow-up queue, the widget, one-tap actions, the team view	Rules drafted from a sentence (Ask Odanta); AI call steps (Odanta Voice)	
AI	Smart recall lists	Ask Odanta; Odanta Voice; the WhatsApp booking assistant; voice notes; the owner's briefing; the AI log	Reply drafts and translation; reading bills and cards; review replies. Never: a clinical finding by AI (a standing rule)
Patient app	Login with a code, a family switch, appointments, visits, prescriptions, bills, estimates, forms, documents, care instructions, English and Malayalam, installs from the browser	Store apps; Arabic	The aligner tray tracker
Online booking	A booking page, real free times, a code check for new patients	Booking by WhatsApp; deposits (online payments)	
Branches	One branch, any number of chairs and dentists	Each further branch	Stock transfers
Staff	Records and licences, the roster, licence reminders		Attendance, payroll, tasks, training
Reports	All 13: daily, revenue, chair use, missed visits, recalls, acceptance, still to receive, sources, age groups, stock losses, lab turnaround, automations, exports		
Marketing	Enquiries with their source, a feedback request to every patient, birthday wishes (off by default), win-back messages to patients who opted in		Campaigns, referrals, link tracking
Security and settings	Roles, an audit trail, two-step login, encryption and daily backups of data and files, consent records, export, hosting in the right country, retention rules, phone numbers hidden by role, a complaints register with a 7-day clock; the clinic profile, fees, taxes, templates, hours, number series, and the clinic's own licences with reminders	The AI log (with any AI add-on); Arabic staff screens (Arabic)	Emergency access to locked records
Country packs and running it	India: GST lines, UPI, DLT SMS, WhatsApp; the web and phone app, hosting by country, moving in from Excel or the old software, uptime checks, daily backups	Quoted: the UAE, Dubai (NABIDH), Abu Dhabi (Malaffi with ADHICS), northern emirates (Riayati), Saudi Arabia (ZATCA e-invoicing, Saudi hosting), Kuwait (bills in three-decimal dinars; KNET comes with online payments) and Qatar packs, and Gulf claims (e-claims)	ABDM in India; device bridges; accounting exports; an API; offline mode

What changes by country

We are in Calicut, Kerala, with no office in the Gulf. No customer in any of these countries runs Odanta yet. This is our reading of each country's rules in October 2026, not legal or tax advice. Your adviser and accountant confirm them before go-live.

COUNTRY (CURRENCY)	ON A BILL	RECORDS AND CONNECTIONS	WHERE THE DATA LIVES	AI AT LAUNCH	MORE
India (INR)	Treatment is GST-exempt; cosmetic lines as your accountant sets them; our fee carries 18% GST	Records kept at least 3 years, copies within 72 hours; Kerala: the fee list in Malayalam and English	On the Xale platform; its location in writing on request	The assistant and incoming calls at launch; outgoing calls once you have declared automated calling to your telecom provider (TRA's rule, from mid-November 2026 at the earliest)	Dental Clinic Software in Kerala: Kochi to Calicut →
UAE (AED)	0% VAT for treatment, 5% for cosmetic work	Dubai: NABIDH; Abu Dhabi: Malaffi; northern emirates: Riyati (in the UAE packs, quoted); records kept 25 years; Emirates ID in every file	Inside the UAE, with backups and call recordings: arranged for your build and confirmed in your quote	Only on voice and model services hosted in the UAE	Dental Software in Dubai and the UAE: What It Must Do →
Saudi Arabia (SAR)	15% VAT; Fatoora e-invoicing by 1 February 2027 for Wave 25	NPHIES claims (quoted)	Inside the Kingdom, arranged for your build and confirmed in your quote	Off until your adviser confirms	
Qatar (QAR)	No VAT	A permit before processing health data	Inside Qatar, arranged for your build and confirmed in your quote	Off until your adviser confirms	
Kuwait (KWD)	No VAT; bills in three decimals; KNET for online payments	Written consent before sharing patient information	On the Xale platform with your agreement, or inside Kuwait, arranged for your build	Off until your adviser confirms	
Oman (OMR)	Healthcare is exempt from VAT; bills in three decimals	A permit before processing health data	On the Xale platform, with your agreement	Off until your adviser confirms	
Bahrain (BHD)	0% VAT for treatment, 10% for whitening; bills in three decimals	Sending data abroad needs a listed country, the authority's approval or the patient's consent	Agreed with you before the build	Off until your adviser confirms	

In the Gulf, your price is Core plus your country's pack, quoted: in the UAE, hosting inside the UAE, and NABIDH in Dubai or Malaffi with ADHICS in Abu Dhabi; in Saudi Arabia, ZATCA e-invoicing and hosting in the Kingdom.

How it is built

A phone app, no app store needed

Odanta installs from the browser. On Android, open the link in Chrome, tap the menu, then Install. On iPhone, open it in Safari, tap Share, then Add to Home Screen.

A desktop web app for the front desk and the chair

The front desk works in any browser; dentists chart on a desktop or a tablet at the chair. One system, one set of data.

Hosted in your country where the law asks

Odanta runs on the Xale platform, hosted on Amazon Web Services (AWS) (reported by our team). Your workspace is kept apart from every other, and Xale's team helps inside your workspace when you ask for onboarding or support, as xale.in describes it. UAE law does not allow health data from care given in the UAE to be stored or processed abroad except in a few narrow cases. So where your country's law asks, hosting inside your country, with backups and call recordings there too, is arranged for your build and confirmed in your quote, in writing, before you sign. We have set up none yet.

Daily backups of your data and your files

Your records and the files you upload (X-rays, PDFs) are backed up every day, and we test a restore.

Safe logins and a full record of changes

Two-step login, a login for each person, roles that decide what each person sees, and a record of who opened or changed what. A change to a clinical note keeps the original and asks for a reason.

Your data is always yours

Everything in Odanta is customisable: fields, pipelines, roles, modules, automations and reports. Your data and your configuration are yours, exportable any time, in a workspace in your clinic's name.

Anything and everything can be customised

Every part of Odanta can be changed to fit the way your clinic works. Tell us how you work today, and we build Odanta around it.

✓ Screens and fields: add, remove or rename any of them

✓ The reminder rules and message templates

✓ Reports with the numbers you need

✓ Arabic screens and documents as an extra; the patient app and messages already come in English and Malayalam

✓ Your price list, tax settings and bill numbers

✓ Roles: who sees what, and who can change it

✓ Your clinic's name and logo on the patient app, messages and calls; Odanta stays a small "Runs on Odanta" line in the staff app, which you can remove

We can build other software too

Based on your needs, we can build other software for your clinic or group: a website with online booking, a CRM for enquiries, an app, HR and payroll, or an ERP for a hospital group.

[Custom software →](#)

[CRM development →](#)

[ERP development →](#)

[App development →](#)

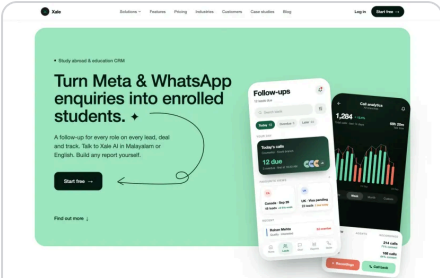
[AI automation →](#)

[Tailora, our proposal for pet care businesses →](#)

[Lintora, our proposal for construction companies →](#)

[SafarDesk, our proposal for a school transport company in Kuwait →](#)

Work we have done



Built by the team behind Marketlube **Xale CRM**

Xale is a CRM for study abroad consultancies and academies, made by Xale Private Limited in Kozhikode. It runs as a web app and an Android app. Each staff role has its own follow-ups. Access is set by stage, branch and field. Students follow their applications in a portal, and every number in a report opens the leads behind it.

Xale AI, the assistant inside Xale CRM, answers by chat or on a live voice call, as xale.in describes it. Each answer shows what it looked up and the filters it used, so a number can be checked. Xale's telecaller is an AI voice agent built into Xale CRM that runs the call in Malayalam or English, as xale.in describes it. Someone on the team opens it on one student and hands the phone over. In xale.in's words, 'It is a call with that person, not a list being dialled.' Xale's customers use Xale AI every day, by text or by voice (reported by our team).

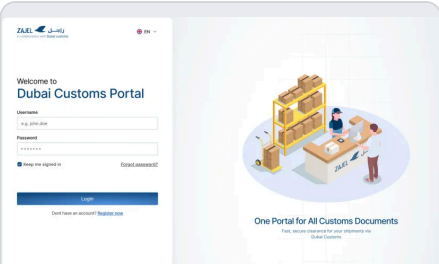
[Read the case study →](#)



ReelsBuddy, a Marketlube company **ReelsBuddy's ERP**

ReelsBuddy is our own video production company. We built its whole ERP: leads and sales, a production board, accounts, HR and hiring, and reports. It is one web app made for phones, and it installs like an app. Staff roles and daily attendance are in it too. Its team also uses a private mobile app we built on the same system, as our team reports. It has sales, projects, HR, and accounts and auditing. That app is private, so we describe it here and do not show it.

[Read the case study →](#)



A customs portal, an app and a new website for a Dubai courier

ZAJEL

ZAJEL is a courier in Dubai. We designed the portal its clients use for customs documents with Dubai Customs, and supported its development. We designed the ZAJEL app, where people book a delivery, track it and follow the rider live on a map, and supported its build. We also designed and built its new website.

[Read the case study →](#)

Timeline

Step 1

Within 7 to 10 days

The first draft, on your price list, chairs and dentists, for you to try.

Step 2

Weeks 2 to 4

Odanta Core in full: the phone app, the desktop web app, every role; your WhatsApp and SMS templates sent for approval (Meta, and DLT in India).

Step 3

Week 5

Testing with your team; your patients, appointments and balances imported.

Step 4

By week 6

Go-live, and a walkthrough, role by role.

Step 5

Then

Add-ons on their own timelines: Ask Odanta 4 to 6 weeks; Odanta Voice 4 to 6 weeks, then a 30-day pilot; Arabic 3 to 4 weeks; NABIDH, Malaffi, NPHIES and e-invoicing on the authority's onboarding timeline.

Odanta price, in your currency

From

INR 1,00,000

Odanta Core: AED, QAR or SAR 5,000 · KWD 400 · OMR or BHD 500

WHAT IT BUYS	INDIA (INR)	UAE (AED)	QATAR (QAR)	SAUDI ARABIA (SAR)	KUWAIT (KWD)	OMAN (OMR)	BAHRAIN (BHD)
Odanta Core One branch, on the Xale platform · within 6 weeks	INR 1,00,000	AED 5,000	QAR 5,000	SAR 5,000	KWD 400	OMR 500	BHD 500
Odanta: each further branch about 1 week	INR 25,000	AED 1,500	QAR 1,500	SAR 1,500	KWD 120	OMR 150	BHD 150
Odanta care with hosting Hosting included, one clinic · a month, from month 4	INR 2,000	AED 500*	QAR 500*	SAR 500*	KWD 40*	OMR 50*	BHD 50*

* Care in the Gulf: once a shared deployment runs in your country; quoted until then.

With the add-ons: Core INR 1,00,000 · with Ask Odanta INR 2,50,000 · with Odanta Voice's first flow INR 4,50,000 · with all five call flows INR 6,50,000; in the Gulf AED, QAR or SAR 5,000 · 13,000 · 23,000 · 33,000; KWD 400 · 1,050 · 1,850 · 2,650; OMR or BHD 500 · 1,300 · 2,300 · 3,300.

The platform, the design and the scope are ready, so you pay for setting Odanta up around your clinic. One fee as priced here, or as a subscription, quoted on request.

Odanta Core includes every core area in the coverage table, for one branch.

Gulf prices are fixed figures set for Gulf projects, never a live conversion of the rupee price: one value across the Gulf, the same number in dirhams, Qatari riyals and Saudi riyals, and its own figure in Kuwaiti dinars, Omani rials and Bahraini dinars. In the Gulf, your country's pack is quoted on top: hosting in your country where the law asks, and the exchange or e-invoicing your licence needs (NABIDH in Dubai, Malaffi in Abu Dhabi, ZATCA in Saudi Arabia).

Every price is before GST (18%) in India and before VAT where it applies in the Gulf. AED prices are excl. UAE VAT where applicable.

Meta's message fees, SMS and email fees, call minutes, AI model usage and payment gateway fees are billed at cost, in your name.

Payment: 50% advance to start, and 50% on completion and testing approval.

Prices reviewed on 9 January 2027.

 Start this project

Contact us

 [Download the proposal \(PDF\)](#)

Optional extras, priced

Ask Odanta, the AI assistant

Answers from your own records, shows what it looked up, acts after you confirm; drafts rules from a sentence; the owner's briefing; English or Malayalam

From INR 1,50,000 · AED, QAR or SAR 8,000 · KWD 650 · OMR or BHD 800
4 to 6 weeks

UAE clinics: only on a model route that keeps processing in the UAE, confirmed first. Elsewhere in the Gulf: after your adviser confirms where patient data may be processed.

Odanta Voice, the AI receptionist: first call flow

One call flow in one language (English or Malayalam), on your existing telephony, then a 30-day pilot; the default first flow is incoming reception

From INR 2,00,000 · AED, QAR or SAR 10,000 · KWD 800 · OMR or BHD 1,000
4 to 6 weeks, then a 30-day pilot

In the UAE, AI calls run only on a voice service hosted in the UAE. Elsewhere in the Gulf, they start only after your telecom provider and adviser confirm. An Arabic voice would be our first: it is added for your build and tested on your own calls first.

Each further call flow

Confirmations, next sittings and recalls, balances due, after-surgery check-ins: one flow each, which with incoming reception makes the five dental flows. Missed-call returns can be a sixth, at the same price

From INR 50,000 · AED, QAR or SAR 2,500 · KWD 200 · OMR or BHD 250
1 to 2 weeks each

Outgoing calls go only to your own patients about their own visits and bills, inside your hours. Never offers by AI call.

WhatsApp booking assistant

On the official API: books, moves and confirms visits, answers your approved questions, hands over to a person

From INR 50,000 · AED, QAR or SAR 4,000 · KWD 330 · OMR or BHD 400
2 to 3 weeks

Meta's WhatsApp terms (section 4.7, updated 23 September 2026) allow a clinic's own assistant, but not general-purpose AI bots.

Voice notes

The dentist speaks; AI drafts the note into the procedure's template; nothing is saved until the dentist signs

From INR 50,000 · AED, QAR or SAR 2,500 · KWD 200 · OMR or BHD 250
2 to 4 weeks

English first; Malayalam after tests on your own recordings.

Arabic for staff and patients

Right-to-left staff screens and the patient app; Arabic and English prescriptions, bills, receipts and consent forms; written with a native Arabic writer

From AED, QAR or SAR 5,000 · KWD 400 · OMR or BHD 500
3 to 4 weeks

Never machine-translated. Dubai consent forms must be in Arabic and English (DHA GU-05, in force from 27 May 2024). No Arabic voice in this price.

Online payments, one gateway

Pay links on WhatsApp and in the patient app, deposits on online booking, payments matched to the bill: UPI and cards in India, KNET in Kuwait, cards in the Gulf

From INR 25,000 · AED, QAR or SAR 1,500 · KWD 120 · OMR or BHD 150
1 to 2 weeks

In Kuwait, KNET runs through a gateway licensed by the Central Bank of Kuwait (Tap Payments, MyFatoorah, UPayments or Hesabe). Gateway fees at cost. Odanta Core already prints a UPI QR on every bill.

Patient app in the stores

The same patient app, published in the App Store and Google Play under your clinic's name from your own developer accounts, with notifications

From INR 1,00,000 · AED, QAR or SAR 5,000 · KWD 400 · OMR or BHD 500
3 to 5 weeks, with store review

Store fees at cost. Apple's guideline 4.2.6 rejects template apps that a provider submits for its clients, so the apps go out from your own accounts. It is the same patient app, not a new one: a new app starts from INR 4,00,000.

Insurance e-claims

Claims on one payer platform: eClaimLink in Dubai, Shafafiya in Abu Dhabi or NPHIES in Saudi Arabia

Quoted

Each platform onboards and tests the connection, and we have connected to none yet. The American Dental Association's code licence for Dubai claims is billed at cost.

Your country's pack

The UAE; Dubai with NABIDH; Abu Dhabi with Malaffi and ADHICS; the northern emirates with Riyati; Saudi Arabia with ZATCA and Saudi hosting; Kuwait; Qatar

Quoted

Each connection is approved for your clinic by the authority, so we set it up with you and their onboarding team, on their timeline.

Telephony on its own

Click to call from the patient's record through a cloud phone number, with calls logged

Quoted

Odanta Voice includes it; you need this only without Odanta Voice.

A dedicated server

A server for your clinic alone, in place of the shared platform

Quoted

Also quoted: Abu Dhabi's set-up under ADHICS (hosting in the UAE, keys held by you, and support from inside the UAE or under an exemption from the Department of Health) and hosting inside Kuwait.

Odanta Voice with all five dental flows (incoming calls, confirmations, next sittings and recalls, balances, after-surgery check-ins) starts at INR 4,00,000 (AED 20,000).

What is included

Included

- ✓ The phone app and the desktop web app
- ✓ Every core area in the coverage table, for one branch, any number of chairs and dentists
- ✓ Logins for every role, and the patient app
- ✓ Your price list, chairs, dentists, roles and message templates, set up
- ✓ One import of your patients, appointments and balances from Excel or your current software
- ✓ WhatsApp, SMS and email connected to your clinic's own accounts
- ✓ The 27 starter rules, switched on with you
- ✓ Hosting for the first 3 months
- ✓ Daily backups of your data and files
- ✓ Testing with your team, and a walkthrough

Not included

- Care with hosting from month 4: from INR 2,000 a month, or from INR 10,000 a month with Ask Odanta or Odanta Voice
- Usage, billed at cost in your clinic's name: WhatsApp, SMS and email fees, call minutes, AI model usage, payment gateway fees
- File storage above the allowance in your quote, at cost (X-rays and CBCT scans are large)
- A new domain, if you want one: about INR 1,000 to 2,000 a year for a .com
- The AI parts and the extras, each priced above; e-claims and the country packs, quoted
- New features and changes after approval, quoted before we start

Terms

1. Payment: 50% advance to start, and 50% on completion and testing approval (each build and each add-on).
2. Prices reviewed on 9 January 2027. Your written quote fixes your price.
3. Changes asked for after approval are quoted separately.
4. Your data and your configuration are yours, exportable any time, in a workspace in your clinic's name. Everything in Odanta is customisable.
5. From month 4, care covers hosting, daily backups, security updates and fixes. New features are quoted separately.
6. Usage is billed at cost, in your clinic's name.
7. The AI parts go live country by country: in India at launch, with the receptionist's outgoing calls once your telecom provider has your declaration of automated calls; in the UAE only on voice and model services hosted in the UAE; elsewhere in the Gulf once your adviser and telecom provider confirm.

8. Your accountant confirms the tax settings, and your adviser the consent wording and record periods, before go-live. Nothing on this page is legal or tax advice.

Questions clinics ask

Is Odanta a ready product?

Yes, as a product on the Xale platform (reported by our team): the platform runs today, and Odanta's own modules are configured and added for your clinic before go-live. No clinic runs it yet. What runs today is Xale's workspaces, roles, automations, reports and AI, as xale.in describes them. Odanta's modules are set up on your chairs, dentists, price list and roles, and go-live is within 6 weeks. You see a first working draft in about 7 to 10 days, and you pay the second half only after your team has tested it and approved it.

What does it cost in India and in the Gulf?

Odanta Core starts from INR 1,00,000 in India. In the Gulf, the starting price is AED, QAR or SAR 5,000, KWD 400, or OMR or BHD 500. Prices are before tax and include the first 3 months of hosting. From month 4, care with hosting starts from INR 2,000 a month, or from INR 10,000 a month with Ask Odanta or Odanta Voice. The AI parts are priced in the extras. Insurance claims and each country's pack are quoted, and a Gulf clinic needs its country's pack: in the UAE, that means hosting inside the UAE, and NABIDH or Malaffi.

Who owns the data and the code?

Your data and your configuration are yours, in a workspace in your clinic's name, and you can export your data to Excel at any time. Everything in Odanta is customisable: fields, pipelines, roles, modules, automations and reports. The platform under it is Xale, made by Xale Private Limited.

Where is our data kept?

On the Xale platform, hosted on Amazon Web Services (AWS) (reported by our team); the aim is zero downtime. Your workspace is kept to itself, as xale.in describes it: every read and write carries your workspace's ID, and the database is backed up every hour to off-site storage. In xale.in's words, "Xale's own team operates the platform and its backups, and helps inside your workspace when you ask for onboarding or support." Where the law keeps patient data in your country, as UAE law does for records, backups and call recordings, hosting there is arranged for your build and confirmed in your quote, in writing, before you sign. In Abu Dhabi, support must also come from inside the UAE or under an exemption from the Department of Health, and we plan that with you before we start. If your contract needs the hosting location in writing, ask and we get it from Xale. This is our reading of each country's rules in October 2026, not legal advice; your adviser confirms it before go-live.

Does the AI receptionist say it is an AI? When does a person take over?

Yes, at the start of every call. It opens with your clinic's name, says it is the clinic's AI assistant and that the call is recorded. Saying "staff" or pressing 0 reaches a person at any time. It hands the call to your team when the caller asks, when it is unsure, when a caller mentions pain, swelling, bleeding or an injury, raises a complaint or a billing dispute, or speaks a language it isn't set up for. Its outgoing calls go only between 9 am and 6 pm local time; if a patient doesn't answer, it tries at most once a day and twice a week, and it never calls again after a "no". It makes no offer or marketing calls. You keep your own phone number: calls go to the receptionist only when you choose.

Can the AI read X-rays or decide treatment?

No. The AI works on your schedule, bills, stock and messages. It does not read X-rays, and it never suggests a finding, a treatment or a medicine: those are your dentists' calls.

Can patients see their prescriptions, visits and bills?

Yes, in the patient app. Patients log in with their phone number and a one-time code. One login covers the family, and a parent manages a child's record.

Does it work in Malayalam and Arabic?

The patient app, patient messages and the printed fee list come in English and Malayalam with Odanta Core, and Ask Odanta takes questions in English or Malayalam. A native speaker checks every Malayalam line before it is printed. Arabic screens, prescriptions, invoices and consent forms are an extra, written with a native Arabic writer and never machine-translated. An Arabic voice for Odanta Voice would be our first: it is added for your build and tested on your own calls before it goes live.

Are NABIDH, Malaffi, Riayati, NPHIES or ZATCA included?

Not in the core. Insurance claims on eClaimLink, Shafafiya or NPHIES, and NABIDH, Malaffi, Riayati or ZATCA with your country's pack, are quoted once the authority's steps are known. Odanta is designed to connect to them. Each connection is approved for your clinic by the authority, so we set it up with you and their onboarding team. We have not yet connected a system to NABIDH, Malaffi or NPHIES, and we plan the authority's testing into the timeline.

What do WhatsApp messages and calls cost?

They are billed at cost, in your clinic's name. In India, a WhatsApp message costs about INR 0.115 for a reminder and INR 0.8631 for a marketing message, plus GST. In the UAE, about AED 0.0576 and AED 0.2115, plus VAT. These are Meta's rates from 1 October 2026, as resellers publish them, and Meta decides whether each message template counts as a reminder or as marketing. AI calls cost about INR 1.78 to 2.39 a minute in India on our build, by our own estimate of 9 October 2026.

Does it work when the internet drops?

Odanta is cloud software, so saving needs a connection, and normal mobile data is enough. If your connection drops often, we can scope an offline view of today's list, with changes kept and sent when the connection comes back.

Can we move our records from our current software or Excel?

Yes. One import from Excel or your current software is part of Odanta Core: your patients, appointments and balances.

How long does it take, and what support follows?

Odanta goes live within 6 weeks, with a first working draft in about 7 to 10 days. After that, care covers hosting, backups, security updates and fixes. Reach us on WhatsApp, by phone or by email, Monday to Saturday, 9:30 am to 6:30 pm India time (8:00 am to 5:00 pm in the UAE and Oman; 7:00 am to 4:00 pm in Qatar, Kuwait, Saudi Arabia and Bahrain). Sunday is a working day in Kuwait, Qatar, Saudi Arabia, Oman and Bahrain but not one of our support days, so a Gulf quote says how an outage on a Sunday is handled.

How do you choose the best dental software for a clinic in India?

Start from how your clinic works, not from a list. Check five things with any seller, us included. Bills: the GST lines your accountant sets, a UPI QR, and in Kerala the fee list in Malayalam and English. Dentists: whether a visiting dentist's share is worked out for you. Treatment: sittings, advances and part payments on one ledger. Patients: the languages they read. Money: what five years cost, and whether your data leaves with you. If you run one branch with one to five chairs and simple billing, a monthly plan is the better buy.

Who Odanta is the right choice for ↓

Why trust a team with no dental client yet?

Judge us on the platform Odanta is made on, which runs today, and on what we say is added on top for your build.

Who builds it: on the platform already, and added for you ↓

Can we change things later?

Yes. Fixes are part of care. New features, or changes after you approve the plan, are quoted before we start.

Next steps

- 1 Tell us about your clinic on WhatsApp or by email: chairs, dentists, branches and country.
- 2 See the design on a 20-minute call, or at our office in HiLITE Business Park.
- 3 Approve the written quote and pay the 50% advance (INR 50,000 for Odanta Core).
- 4 Join a kick-off call: your price list, roles, templates and reminders.
- 5 See the first draft within 7 to 10 days.

Contact

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 **Start this project**

 **Ask for a walk-through**

Contact us