

#1

WhatsApp Business

IRS 10/10

India's #1 customer channel - 500M+ users



FREE Free Forever PAID Free

Communication & Marketing

Best for: Customer messaging, order updates, broadcasts, catalogues, UPI payment links in chats, Hindi + 10 regional languages, GSTR broadcast relay

#2

AiSensy

IRS 9/10

100% India-built WhatsApp CRM & automation



FREE Free (2 agents) PAID Growth: Rs. 999/mo

WhatsApp Automation

Best for: WhatsApp broadcasts, chatbot, AI and AI-powered copy, CRM, Razorpay billing in INR, Hindi chatbot templates, GST invoice issued

#3

myBillBook

IRS 9/10

GST invoicing built for Bharat businesses



FREE Free basic plan PAID Silver: Rs. 399/mo

Finance & GST

Best for: GST billing, e-invoicing, inventory, bank reconciliation, E-invoice + GSTR-1 filing, UPI-linked bank reconciliation, Hindi language UI

#4

Sarvam AI

IRS 10/10

India's own LLM - 22 scheduled languages



FREE API free tier PAID Usage-based in INR

Voice & Language AI

Best for: Hindi + regional language voice bot, IVR transcription, Built IN India for India, All 22 scheduled languages, IVR & voice bot for Bharat
TIP: Use Sarvam Translate API to localise your entire app 5 into languages in one API call - Rs. 0.02/1000 chars.

#5

Google Gemini

IRS 8/10

Best free AI for Indian language content & research



FREE Free (Gemini 1.5 Flash) PAID Advanced: Rs. 1,950/mo

AI Assistant

Best for: Content writing, translation, research, document analysis, Strong Hindi, Tamil, Telugu, Bengali, Google Pay integration, Reads Indian PDFs
TIP: Upload your competitor's PDF and ask "summarise their pricing and USP for an Indian audience in Hindi".

#6

Canva AI

IRS 8/10

Festive templates + Hindi text that actually works



FREE Generous free tier **PAID** Pro: Rs. 4,999/yr

Design & Content

Best for: Social media, flyers, presentations, product mockups
 Diwali/Holi/Eid templates Razorpay billing Maaic Write works in Hindi

#8

Zoho Writer + Zia

IRS 9/10

India-based company — GST invoice templates, Hindi AI



FREE Free for 1 user **PAID** From Rs. 800/user/mo

Productivity

Best for: Document creation, contracts, proposals, AI writing
 INR billing + GST invoice India-based support in Hindi Legal templates for India

#10

ChatGPT

IRS 6/10

Global best, but India features still catching up



FREE Free (GPT-4o mini) **PAID** Plus: Rs. 1,650/mo

AI Assistant

Best for: Writing, coding, analysis, general AI tasks
 UPI payment for Plus Hindi prompt support (improving) GST invoice for Team plan

TIP: Add these to every prompt: "Indian audience, mention INR pricing, reference Indian regulations where relevant".

#7

Freshdesk

IRS 8/10

AI-powered helpdesk with WhatsApp Business API



FREE Free (2 agents) **PAID** Growth: Rs. 1,199/agent/mo

Customer Support

Best for: Customer support ticketing, AI chatbots, AI ticketing
 INR pricing WhatsApp Business API built-in India data residency option

#9

RankMath SEO

IRS 8/10

INR-priced SEO tool with India-based support team



FREE Free WordPress plugin **PAID** Pro: Rs. 5,400/yr

SEO & Marketing

Best for: WordPress SEO, AI content suggestions, schema markup
 Annual plan in INR India-based support team Hindi content SEO optimisation

TIP: Use Content AI to find India-specific long-tail like keywords "best gst billing software for kirana store".

Build Your India AI Stack

Start free. Upgrade only what delivers ROI. Estimated monthly costs in INR below each path.

D2C / RETAIL

You Sell to Consumers

D2C, Retail, Food & Beverage, Fashion

Step 1: Customer comms
WhatsApp Business [Progress]

Step 2: GST & invoicing
myBillBook Rs. 399/mo

Step 3: WA automation
AiSensy Starter Rs. 999/mo

Step 4: Marketing content
Canva AI Free [Progress]

Total: Rs. 1398/mo

Freshdesk or Gemini cuts client onboarding time from 6h to 45min with AI auto-replies. can add 15-20% revenue.

B2B / SERVICES

You Sell to Businesses

Agencies, Consulting, SaaS, Manufacturing

Step 1: Client support
Freshdesk Free [Progress]

Step 2: Proposals & docs
Zoho Writer + Zia FREE/Rs. 800

Step 3: Research & writing
Google Gemini [Progress]

Step 4: Lead gen SEO
RankMath SEO [Progress]

Total: Rs. 0 Rs. 800/mo

Freshdesk or Gemini cuts client onboarding time from 6h to 45min with AI auto-replies.

REGIONAL / BHARAT

You Serve Bharat (Tier 2/3)

Hindi/Regional audience, local services

Step 1: Hindi/regional voice
Sarvam AI [Progress]

Step 2: Local comms
WhatsApp Business [Progress]

Total: Rs. 0

India Readiness Score (IRS)

Our proprietary 6-point evaluation framework — the only AI tool rating system built for India.

01 INR Pricing

Does the tool offer pricing in Indian Rupees — not just USD with "convert" fine print? We check the actual checkout page.

02 UPI / Razorpay

Can you pay with UPI, Paytm, PhonePe, or Razorpay? Crucial for SMBs without international credit cards.

03 GST Invoice

Does the tool generate a proper GST Tax Invoice with your GSTIN? Required for input tax credit claims.