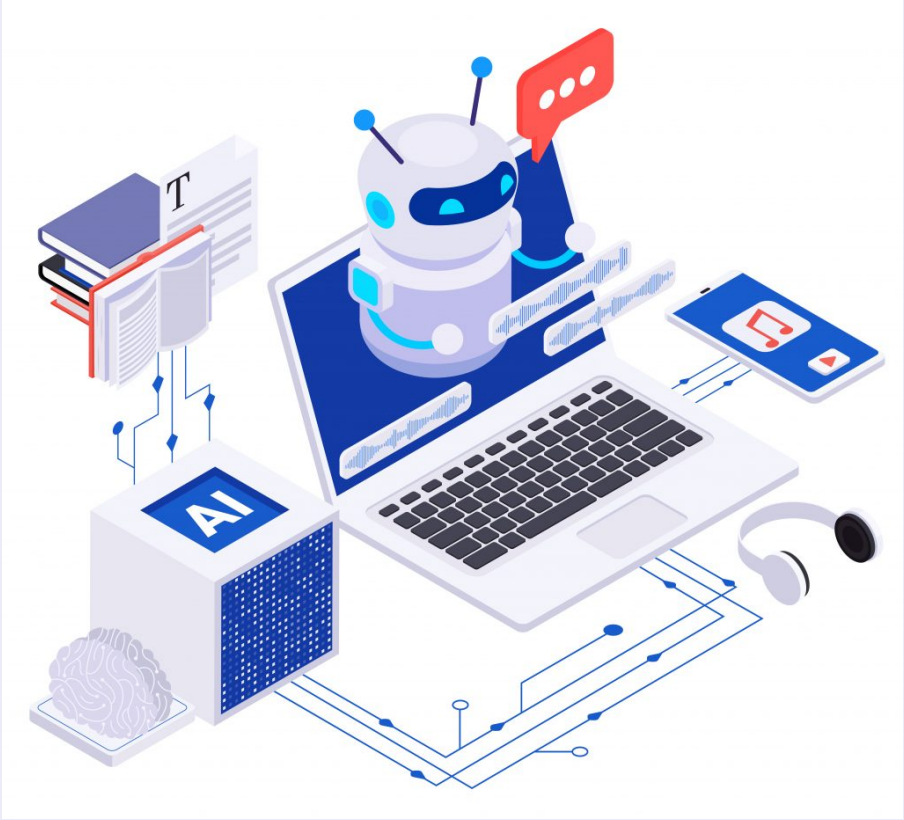
Guide: 10 Free AI Tools to Simplify Your Business

Introduces useful AI tools for everyday business tasks



Artificial Intelligence (AI) is no longer just for large corporations. Small businesses in India can now use AI tools to automate repetitive tasks, improve marketing, manage finances, and make better decisions – all without coding or expensive software. If you're ready to **dreamBIG** and grow your business beyond ₹50 lakhs, these AI tools are the perfect way to simplify daily operations and boost productivity.

1. Design and Branding

Canva: Create professional-quality social media posts, flyers, and presentations using AI-assisted templates. Ideal for entrepreneurs without design experience.

Adobe Firefly: An AI-powered image generation tool that helps you design creative visuals, product shots, and marketing material quickly.

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2. Finance and Accounting

Zoho Books: A cloud-based accounting platform designed for Indian businesses. It automates invoices, expense tracking, and GST reports.

QuickBooks Online: Simplify bookkeeping, invoicing, and tax preparation with automated insights and financial summaries.

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3. Automation and Productivity

Zapier: Connects your favourite apps to automate repetitive tasks like sending emails, updating spreadsheets, and posting on social media.

Notion AI: Enhances your productivity by summarising notes, writing drafts, and organising business documents intelligently.

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4. Marketing and Content Creation

Pictory AI: Transforms long articles or blog posts into short, engaging videos for social media – no editing skills needed.

Mailchimp: Helps you create AI-optimised email campaigns and newsletters with predictive analytics and automated scheduling.

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5. Sales and Customer Management

HubSpot CRM: A free CRM tool that tracks leads, customer interactions, and deals – perfect for growing businesses managing multiple clients.

ChatGPT: Use it for writing customer emails, product descriptions, FAQs, and business content. It

can also help brainstorm marketing ideas and handle basic customer support queries.

Conclusion

AI is transforming how small businesses operate by saving time, reducing errors, and enabling smarter decisions. You don’t need to be a tech expert to benefit from AI. Start by selecting one or two tools from this list, experiment with them, and gradually integrate more into your workflow.

To explore additional guides, checklists, and resources for entrepreneurs, visit the deAsra Foundation’s resource library.

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