

SHELeads India

A practical, downloadable template for women entrepreneurs.

AI Tools for Female Founders

Eight AI tools our members actually use — for captions, WhatsApp replies, GST invoices, and Reels — picked for your time, your budget, and your confidence, not for hype.

Running a business and a household at the same time doesn't leave much room to test twenty AI tools before finding one that works. So we didn't make you do that. This is the shortlist — eight tools our own members lean on, chosen because they save real hours, cost close to nothing to start, and don't ask you to 'learn to code' first.

ChatGPT — for captions, replies, and thinking out loud

Free to use; ₹1,700/month for the faster Plus version. Type today's business update in Hindi or English and ask for three caption options — it matches your tone once you tell it once. It's also the fastest way to draft a tricky customer reply when you don't know how to say it politely. **Try this:** Paste today's WhatsApp status message in and ask, 'Make this sound more like me, not like an ad.'

Canva Magic Studio — turn one photo into a week of content

Free tier is genuinely usable; Canva Pro is about ₹4,000/year. Magic Design builds a branded post from one prompt, Background Remover cleans up a product photo shot on your shop counter, and the video editor auto-adds captions to your Reels — no separate app needed. **Try this:** Upload one product photo and let Magic Design build three post variations from it.

WhatsApp Business + Interakt/Wati — never miss an enquiry again

WhatsApp Business is free; Interakt or Wati add auto-replies and catalogs from about ₹1,500/month. Set a greeting message and one auto-reply for 'what are your timings/prices' — the two questions every business gets fifty times a week. You stay reachable without being glued to your phone all day. **Try this:** Write the one auto-reply you're tired of typing manually, and set it up today.

Zoho Books with Zia — GST and cash flow, off your plate

Starts around ₹750/month. Zia, its built-in AI assistant, reconciles your bank transactions, flags GST filing dates, and forecasts whether next month's cash will be tight — before it actually is. **Try this:** Connect one bank account and let it auto-categorize a week of transactions before you touch a spreadsheet again.

CapCut or VN Editor — Reels that don't take an evening

Both free. Auto-captions, background music, and trending-audio matching mean a 30-second Reel takes 10 minutes, not 90. **Try this:** Re-edit one old photo-only post into a 15-second Reel using auto-captions — see how much faster it feels.

Grammarly — confidence in every email and DM

Free for the basics; about ₹900/month for the business version. It's not about 'fixing your English' — it's one less thing to second-guess before you hit send on a client email or a corporate enquiry. **Try this:** Paste your next client email in before sending — not to change your voice, just to catch typos.

Notion AI — one place for the plan that's currently in seventeen WhatsApp chats

About ₹1,200/month added to a free Notion account. Dictate a messy voice note or a brain-dump of everything on your mind, and ask it to turn that into a clean to-do list with dates.

Try this: Dictate everything you need to do this week and ask, 'turn this into three priorities.'

Zapier AI — connect the tools you already have

Free for 100 tasks/month; about ₹1,700/month after that. Describe the automation in plain English — like 'when someone fills my Google Form, send me a WhatsApp message' — and it builds the connection without you touching any code. **Try this:** Automate the one follow-up you always forget to send.
