

AI Automation Ka Asli Kitna Kharcha Hota Hai?

Setup fee, monthly tools, AI usage, oversight aur break-even — plain rupees me, kuch chhupaya nahi.

Log puchte hain "AI lagana kitne ka aata hai?" Jawab ek number nahi hai — ek **one-time setup fee**, monthly tools ka **stack**, enquiry volume ke saath badhne wala **AI usage bill**, aur monitoring ka chhota kharcha. Ye guide 7 chapters me line by line totti hai — **₹25,000 ke pilot se ₹3 lakh ke enterprise build tak**.

₹25k–₹60k one-time setup — ek focused workflow	₹3k–₹8k lean pilot ka poora monthly running cost	₹15k–₹40k typical working SME stack, har mahine	4–9 mo realistic break-even, recovered ghanton par
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CHAPTER 1

Setup Ki Price Subscription Se Mushkil Hai Kyun

Ye samajhna zaroori hai — warna aap ek proposal ko samajh hi nahi paoge.

Subscription fixed hai, setup nahi Software company se subscription price puchhoge to ₹799 a month, saath jawab. Setup ki price puchhoge to range, ek discovery call aur 10 din ki proposal. Ye sales theatre nahi — subscription ek ready-made product hai, setup aapke business ke andar chhoti si engineering hai.	Systems jitne zyada, cost utna upar WhatsApp + website + CRM + billing + spreadsheet + payment gateway — har ek connection ek aisa joint hai jo toot sakta hai, aur koi use dekhna bhi padta hai. Isiliye jitne systems, setup fee aur monthly dono badhte hain.	Outcome bechte hain, features nahi Vendor "AI" bechta hai, matlab capability. Owner result kharidta hai — "koi enquiry 5 minute se zyada wait nahi karegi!". Achhi proposal scope aur outcome par priced hoti hai, isiliye sabse sasta quote aksar sabse sasta project nahi hota .
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Rule of thumb: jo bhi vendor proposal ko **workflow naam nahi karke sirf "AI automation"** likhta hai, usse line-item maangiye. Naam nahi = scope baad me apka. Woh bhi ek cost hai.

CHAPTER 2

Setup Cost Ki 7 Lines — Ek Ek Karke

Proposal mili to yeh puchhna ki in saat line ka kya hisaab hai. Jo vendor itemise nahi karega, wo aapko ek lump sum par bharosa karne ko keh raha hai. Ye Indian market ranges hain, mid-size SME (10–60 employees) ke liye.

Line item	Aap kya kharid rahe ho	One-time range
Discovery & process mapping	Do working sessions — team ke saath baith kar likho ki kaam asli me kaise flow hota hai, manual kehta usse nahi	₹10,000 – ₹35,000
Workflow design & build	Automation ka asli logic: triggers, conditions, AI steps, approvals, fallbacks — per workflow priced, per "AI hour" nahi	₹15,000 – ₹60,000
CRM configuration	Fields, stages, pipeline, user permissions, dashboards. Licence alag, monthly bill hota hai	₹8,000 – ₹30,000
Data cleaning & migration	Purani spreadsheets de-duplicate, phone numbers theek, name columns split. Unglorious — par aksar sabse bada surprise line	₹5,000 – ₹25,000
WhatsApp API onboarding	Business verification, number migration Business App se, template approvals, BSP set up (WATI, Interakt, AISensy)	₹5,000 – ₹20,000
AI training & knowledge base	Wo instructions jo AI follow karta hai — price list, FAQ, services, tone of voice — phir asli conversations se testing	₹10,000 – ₹40,000
Testing, training & handover	Real data par dry run, aapki team ke liye recorded session, aur likhit playbook — taaki aap hamesha dependent na rahao	₹8,000 – ₹25,000

Sabse zyada surprise kis line me hota hai? Data cleaning & migration. Logo ko lagta hai AI lagana hai, par asli kaam purane data ko saaf karna hota hai. Ye line skip nahi kar sakte — bina iske baaki chhauza hi bekaar. **GST treatment alag se confirm kijiye.**

CHAPTER 2B

Teen Realistic Tier — Aur Pehle Saal Ka Total

Ye teenon lines ko jodne se ek saaf jawab aata hai: "AI automation pehle saal me kitne ka padta hai?" Setup akela kam lagta hai — jab running cost juddo, tab rang dikhta hai.

Tier	Kya milta hai	Setup (one-time)	Monthly running	Pehle saal ka total
Starter pilot	1 workflow, 1 channel, no CRM licence	₹25,000 – ₹60,000	₹3,000 – ₹8,000	₹61,000 – ₹1,56,000
Working SME stack	3–5 workflows, CRM, WhatsApp AI replies, dashboards	₹75,000 – ₹2,50,000	₹15,000 – ₹40,000	₹2,55,000 – ₹7,30,000
Full / enterprise	10+ workflows, voice agents, ERP integrations, multilingual	₹3,00,000 – ₹10,00,000+	₹60,000 – ₹1,50,000+	₹10,20,000 – ₹28,00,000+

Spread dekhिये: ek coaching centre ka sirf "WhatsApp instant reply" automation sach me **₹25,000** me set up ho sakta hai aur **₹2,000** mahina chal sakta hai. Pune ka hospital group — voice agents, Hindi + Marathi transcripts, insurance claim extraction, ERP integration — wo **₹3 lakh se ₹10 lakh** ki baat hai. Market me ye normal hai, scam nahi. **Zyaada tar SMEs ko yahi pehli saal me starter pilot chahiye.**

CHAPTER 3

Monthly Bill Kya Kya Milakar Banti Hai

Setup wo part hai jo sab quote karte hain. **Monthly bill** wo part hai jo decide karta hai ki system doosre saal tak chalega ya saatve mahine me cancel. Aapki stack ke 5–6 components hain — aur sirf do hi "AI" wale hain.

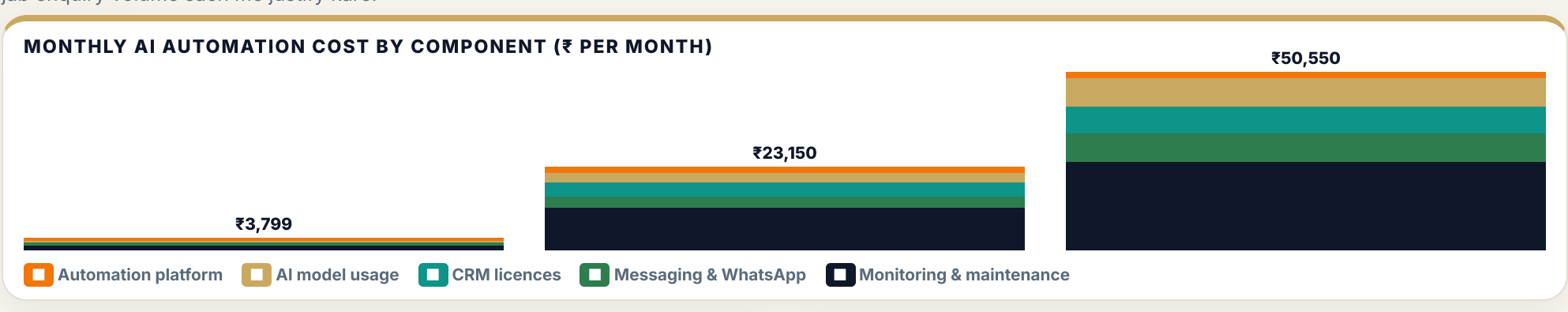
Component	Kya cover karta hai	Monthly range
Automation platform	Make / Zapier / n8n Cloud, ya ₹500–₹1,500 ka self-hosted VPS	₹800 – ₹2,500
AI model usage	Pay-per-token API calls — enquiry volume ke saath badhta hai	₹500 – ₹8,000
CRM licences	Zoho CRM ~₹1,300 per user per month se; free tiers bhi hain	₹0 – ₹8,000
Messaging & WhatsApp	BSP platform fee + Meta conversation charge (~₹0.115 per service message, India)	₹1,000 – ₹10,000
Monitoring & maintenance	Failures, prompt updates, naye staff, tuning — sabse badi line	₹5,000 – ₹25,000
Voice agent (optional)	Usage per minute billed; India me ~₹6 – ₹26 per minute	₹0 – ₹20,000

Teen baatein jo pehli baar walon ko hairaan karti hain: (1) **Monitoring & maintenance sabse badi line hai** — AI model nahi. Software khud ko maintain nahi karta. (2) **Usage-based AI cost volume ke saath chalti hai** — Diwali campaign ke baad enquiry triple hui to AI bill bhi triple. (3) **Messaging ab asli line item hai** — Meta per-conversation charge lagata hai, BSP fee se alag.

CHAPTER 3B

Teen Stack, Teen Monthly Bill

"Lean pilot" wahi hai jahan se zyaada tar SMEs ko shuru karna chahiye — ek automation, ek channel, sasta ya free plan, abhi CRM licence nahi. "Working SME stack" wo hai jahan zyaada tar Indian service businesses 6 mahine me land karte hain. "Full stack" me voice agent aur heavy AI usage aata hai — powerful, par tabhi worth it jab enquiry volume sach me justify kare.



₹23,150 ke SME budget me monitoring ka hissa
Working SME stack ka poora bill **₹23,150** hai, aur usme sirf **₹12,000 (52%)** monitoring & maintenance par jaata hai. CRM licences **₹3,900**, messaging **₹3,000**, AI usage **₹2,500**, platform **₹1,750**. **"AI" ke naam par bill ka aadha hissa nahi hai.**

Self-hosting — sabse miss ki hui lever
n8n open-source hai — khud host kar sakte ho. Chhote business ke liye **₹500–₹1,500** ka VPS comfortably chala deta hai, aur **₹1,700+** ki cloud subscription ki jagah aa sakta hai. Aap convenience ke badle **control** le lete ho, aur thodi technical responsibility bhi.

CHAPTER 4

Break-Even Ka Hisaab — Teen Step

Sirf kharcha dekhne se kuch pata nahi chalta. Asli sirf ek number matter karta hai: **automation apna paisa kab wapas shuru karta hai**. Ye example ek **14-person services business**, Pune ka hai — ~120 enquiry/month, WhatsApp + phone + website form.

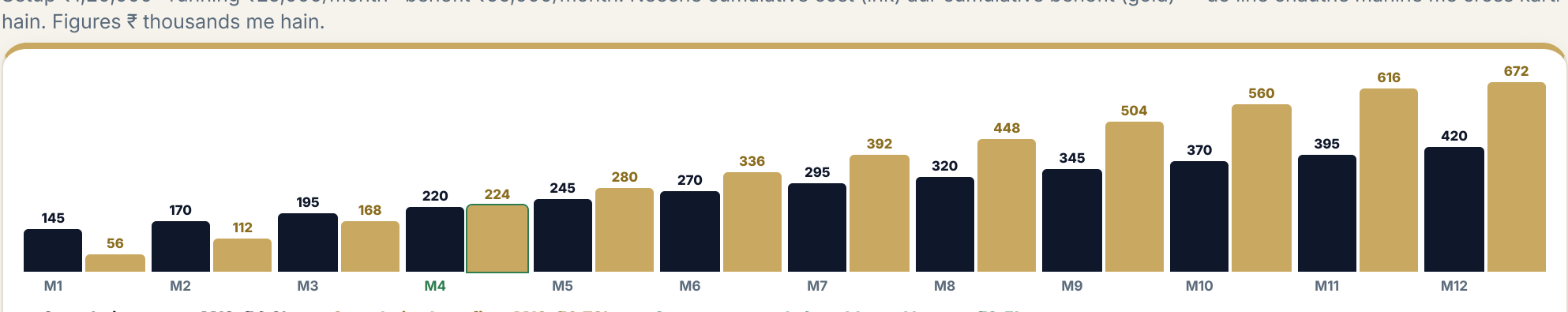
1. Bachne wale ghanton ki keemat Do staff members roz 3 ghante each enquiry details spreadsheet me copy karte hain, pehla reply bhejte hain, pending quotes chase karte hain, follow-ups type karte hain. = 6 ghante/din, ya ~30 ghante/hafte. Loaded cost ₹250/ghanta (salary + desk, laptop, internet, supervision) = ₹32,000 staff time har mahine.	2. Jo enquiry aap ab lose kar rahe ho Speed hi sabse bada reason hai. Customer 9 PM price puchhta hai aur 11 AM tak jawab milta hai — tab tak wo do competitors se baat kar chuka hota hai. Agar slow follow-up se 10 enquiry/month jaate hain aur unme se 3 convert hoti hain ~₹8,000 margin par, to ₹24,000/month recovered value. Guaranteed nahi — measure kijiye — par real hai.	3. Cost nikaliye, crossover dhoondhiye Total monthly benefit: ₹56,000 . Total monthly running cost: ₹25,000 . Setup: ₹1,20,000 . Sawaal ye hai — kitne mahine me woh paise wapas aayenge?
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"Break-even chauthe mahine me aata hai, aur pehle saal ka net benefit lagbhag ₹2.5 lakh banta hai."
Ab **conservative** hisaab chalaiye — recovered enquiry bilkul ignore kijiye, sirf ₹32,000 staff time lijiye. ₹25,000 ke cost ke against ₹32,000 benefit: **break-even mahine 18** me. Tab bhi positive, par dheema. Isiliye **pehle us workflow par pilot kijiye jisme time saving sabse saaf dikhti hai** — growth-driven automation pehle system sabit karne ke baad add kijiye.

CHAPTER 4B

12 Mahine Ka Cash Position — Crossover Chauthe Mahine

Setup ₹1,20,000 · running ₹25,000/month · benefit ₹56,000/month. Neeche cumulative cost (ink) aur cumulative benefit (gold) — do line chauthe mahine me cross karti hain. Figures ₹ thousands me hain.



Crossover 18 mahine ke aage nikle to? Tab workflow ya bahut chhota hai ya bahut mehnga — dono me se koi na koi. **Bade workflow par jaiye**. Aur pilot wo workflow par kijiye jahan sabse saaf ghante bachte hain, taaki pehle system apnaap provable banaye.

CHAPTER 5

Manual Rehte Ka Chhupa Kharcha — ₹76,000/Month

Ye chart vendor kabhi nahi dikhayega, kyunki isse bechna asaan nahi hota. Par kuch na karne ki cost asli hai, mahina me hai, aur **chupke chupke compounds** hoti hai.

HIDDEN COST OF STAYING MANUAL (₹ / MONTH) Staff hours on repetitive work ₹32,000 Aapke 2 staff ka 30 ghante/hafte — yahi 14-person vs 15-person ka farak hai Enquiries lost to slow follow-up ₹24,000 5 minute me reply vs 5 ghante me — alag conversion rate Content & posting time ₹9,000 Har mahine ke posts, reels, captions — ye bhi bill me hai Evening / Sunday response gaps ₹6,000 Indian buyer dinner ke baad research karta hai; reply na aaye to baat khatam Rework from data errors ₹5,000 Galat column me galat entry — ek saal ki subscription se zyada nuksaan Total hidden cost: ₹76,000 har mahine	6 CHEEZAIN JO SIFF NAHI HAIN ✓ Lead response delay: Research baar baar kehta hai — chhote businesses enquiry price se nahi, slow follow-up se haare hain. ✓ Staff hours ek nayi hire ban jaate hain: 30 ghante/hafte bache to wo aksar 14-person aur 15-person team ka antar hota hai — SME me sabse badi cost line. ✓ Raat aur Sunday ki enquiry: Bina instant reply ke un conversations ka bada hissa wahi chihodi deta hai. ✓ Missed calls aur quality me farak: Ek busy din me ek banda 6 calls ek saath nahi utha sakta, aur koi script dobara same tone me nahi bolta. ✓ Data entry errors aur khoya record: Ek enquiry galat column me gayi to uski keemat ek saal ki subscription se zyada ho sakti hai. ✓ Aapke attention ki opportunity cost: Owner admin me phansa rehta hai, sales aur relationships me nahi — aur wahi teenon cheezein sirf aap kar sakte ho.
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CHAPTER 6

Vendor Se 11 Sawaal — Paisa Dene Se Pehle

AI automation cost aadha faisla hai. Vendor relationship doosra aadha. Koi bhi question pe atrange jawab, wo bhi ek jawab hai.

1. Quote fixed hai, aur out of scope kya hai? Line-item proposal maangiye. Scope me sirf "AI automation" likha hai to workflows naam nahi hue — baad me scope creep apka hoga.	2. Mahine 6 ka bill kaisa dikhega — 1 ka nahi? Usage-based AI aur messaging cost volume ke saath badhti hai. Honest vendor higher-volume month model kar sakta hai.
3. Kaun se tools, aur accounts mere naam hain? CRM, WhatsApp Business number aur automation workspace aapki company ke naam registered hona chahiye. Vendor ke account me hain to aap apna hi business rent kar rahe ho.	4. Kal payment band kar dun to kya hoga? Aapko workflows, prompts aur credentials milne chahiye. Jo vendor mana karta hai, wo hostage situation bech raha hai.
5. Data security aur DPDP Act compliance? Customer ke naam, phone aur payment details in systems se guzarte hain. Puchihiye — data kahan store hota hai, encrypted hai, DPA sign hota hai?	6. AI ko mere prices, services aur stock kaise pata challenge? Proper knowledge base ya data source chahiye — "aap is company ke owner ho" jaisa prompt nahi. Dikhaaiye.
7. AI galat ho gaya to? Human handover step, fallback message aur alert — teeno hona chahiye. Ek live failure ka example dikhaaiye.	8. Hindi, Marathi, Tamil ya regional language support? Zyada tar customers English me nahi likhte. Indian language pricing aur content capability scope ko kaafi badal sakti hai.
9. Ongoing support charge kya hai, usme kya aata hai? Monitoring, prompt updates, staff training aur chhote changes — sirf "tod to batao" nahi.	10. Pehle mahine human in the loop rakh sakte hain? Auto-reply par switch karne se pehle har conversation review karni chahiye. Supervised launch par insist kijiye.
11. Mere jaisi industry me banaya hua system dikhaaiye. Generic demo mehnga theatre hai. Apni industry ke sach me ek client se baat karwaiye.	

CHAPTER 7

Paisa Kharch Karne Se Pehle Ye Dono Maangiye

Ek rupiya kharch karne se pehle sabse kaam ki cheez: ek **scope document** aur ek **aapke scenario par bana demo**.

1. Likhito scope document Har workflow, har connected system, har language, user count, timeline, har subscription ka exact monthly cost, renewal par kya, aur kya explicitly excluded hai.	2. Free demo, apne scenario par Slide deck nahi. Aapke apne service names, aapki typical enquiry, aapki tone of voice par chalu flow — 20 minute me.
3. Single workflow par pilot 60-day review ke saath. Ek kaam, proof liye bina aage mat badhiye.	4. Phir expand karo Sirf tab. Jo log AI automation me regret karte hain, unhone step one skip kiya tha.

"20 minute me ek asli enquiry ka WhatsApp par aana, classify hona, aapki language me jawab dena, CRM me likh jaana aur follow-up trigger hona — isse zyada kisi bhi proposal slide se pata nahi chalta."

Vendor jo scope document nahi de sakta, usne **aapke business par socha hi nahi hai — usne ek andaza quote kiya hai**.

KEY TAKEAWAYS

Chh Baatein Jo Budget Banana Aasan Bana Dete Hain

Guide padhne se kuch nahi badalta. Asli agla kadam apni enquiry ke saath aana hai.

- ✓ AI automation cost **ek number nahi, do numbers hain** — one-time setup fee (ek workflow ke liye realistically ₹25,000; working SME system ke liye ₹75,000 se ₹2.5 lakh) + monthly running cost jo zyaada tar SMEs ke liye ₹3,000 se ₹40,000 ke beech baithti hai.
- ✓ Monthly bill ki **sabse badi line aksar insaan ki oversight hai, AI ki nahi**. Monitoring, prompt updates aur support par ₹5,000–₹15,000 mahina rakh dijiye — renewal ka invoice kabhi surprise nahi karega.
- ✓ **Sign karne se crossover even ka hisaab kijiye**. Team ke ghanton ki honest price likhiye, khoyi enquiry ka estimate jodiye, phir setup + running se compare kijiye. Pehle break-even ka hisaab se aage ho to workflow chhota ya mehnga hai.
- ✓ **Ek workflow se shuru kijiye**. Indian SME ke liye pehla project hamesha WhatsApp par instant, accurate lead capture aur follow-up hota hai — time saving aur revenue dono sabse saaf dikhte hain. 60 din ka proof ke baad expand kijiye.
- ✓ **Vendor se 11 sawaal poochhke bina kuch sign mat kijiye** — account ownership, DPDP compliance, human handover, regional language, supervised launch, aur same-industry ka live client.
- ✓ Scope document pehle, demo aapke scenario par, phir single-workflow pilot — **yahi teeno step ikattha mat kijiye**.

Apna asli estimate kaise milega: batayiye aapke paas har mahine kitni enquiry aati hai aur kahan se — WhatsApp, phone, ya website form. Hum wahi workflows map karke **aapke apne scenario par chalu demo** dikhayenge, aur likhit scope denge — setup cost, monthly running cost aur break-even mahine ke saath — kuch paisa dene se **pehle**.

Apne Business Ka Asli AI Estimate — Scope + Demo, Kuch Paisa Dene Se Pehle

Batahiye aapke paas har mahine kitni enquiry aati hai aur kahan se — WhatsApp, phone, ya website form. Hum wahi: workflows map karke aapke apne scenario par chalu demo dikhaenge, aur likhit scope denge: setup cost, monthly running cost aur break-even mahine, teeno ek saath. Koi vague "it depends" nahi. Koi 40-page proposal nahi.

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Guide: anagataitsolutions.in · AI Automation Cost in India: A Realistic Monthly Breakdown (7 chapters) — saare ₹ figures blog ke apne indicative market ranges hain, Anagata ka quote nahi.