

OpenAI Launches India ChatGPT Plan

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OpenAI has rolled out the cheapest offering of its ChatGPT chatbot to date, with an India-only subscription plan as the company seeks to drive user growth in the world's most populous country.

The low-cost plan, called ChatGPT Go, aims to provide wider access to the chatbot's advanced features at 399 rupees a month, equivalent to \$4.57, the startup said on Tuesday.

"Making ChatGPT more affordable has been a key ask from users," Nick Turley, the OpenAI vice president who heads up ChatGPT said in a post on X.

"We're rolling out Go in India first and will learn from feedback before expanding to other countries," Turley added.

Chief Executive Sam Altman recently said India is OpenAI's second-largest market globally, and may become its biggest in the near future.

This year, Altman met with India's IT minister and dis-

cussed AI strategies for the country.

Turley said the plan provides users with up to 10 times as many messages and image generations compared with its free version.

Its midtier plan, ChatGPT Plus, is priced at 1,999 rupees a month and is tailored to users who want tools like deep research and video creation.

Efforts toward developing and spreading use of AI chatbots have been growing in the country.

This year, Indian data-center firm Yotta Data Services launched a generative AI chatbot designed for business-to-consumer interactions, with its data fully hosted domestically and powered by DeepSeek's open-source AI model.

Last year, Amazon announced the launch of Rufus, a generative AI-powered shopping assistant chatbot, in India.

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