



ZOHO CREDITS

Under Startup India Initiative



About Zoho

Zoho is an Indian multinational technology company that provides a suite of cloud-based software solutions for businesses. It offers over 50 applications covering various aspects of business operations, including CRM, finance, email, HR, project management, and more.

Key Features

- **Zoho CRM**
- **Zoho Books**
- **Zoho Mail**
- **Zoho People**
- **Zoho Projects**
- **Zoho Inventory**
- **Zoho Commerce**
- **Zoho Workplace**
- **Zoho One**

How Zoho works to benefit startups



Investing in the right software ensures startups can scale quickly. With no unnecessary frills or hidden SLAs, Zoho for Startups aims to equip startups with a diverse range of applications designed to suit their needs, regardless of their growth stage, vertical, or team size.

Why Startups Use Zoho?

- Affordable pricing compared to competitors like Salesforce and Microsoft.
- Cloud-based and accessible from anywhere.
- Scalable solutions for startups to large enterprises.
- Strong data security and compliance.
- Integrations with third-party applications and APIs.



For DPIIT-recognized Startups

Startup India's DPIIT-recognized startup can receive up to 1.86 lakhs INR worth of Zoho Wallet credits, which are valid for 360 days.

The credits will be provided in two stages:

- Eligible startups receive Stage 1 credits of 1 lakh INR to explore Zoho's applications for their business.
- Further, startups interested in hosting their domain through Zoho Mail can get Stage 2 credits of 86K INR.

Terms and Conditions:

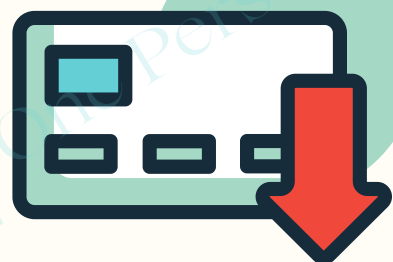
- Stage 2 credits of 86K INR will share the same validity period as the Stage 1 credits of 1 lakh INR, as it is just an add-on.
- Domain hosting through Zoho Mail needs to be set up within 15 days from the day of receiving Stage 1 credits.
- Zoho Workplace and Zoho Mail are subject to a credit limit of 1 lakh INR during the offer period. This means that the 86K INR credits, if received, cannot be used to purchase these two products.



Eligibility criteria for all startups

regardless of the category they belong to:

- The startup must be a new Zoho user with no active or history of paid subscriptions for any Zoho products.
- The startup must not be a previous beneficiary of the Zoho for Startups program, which includes free Zoho One subscription (our old offering) and Wallet credits.

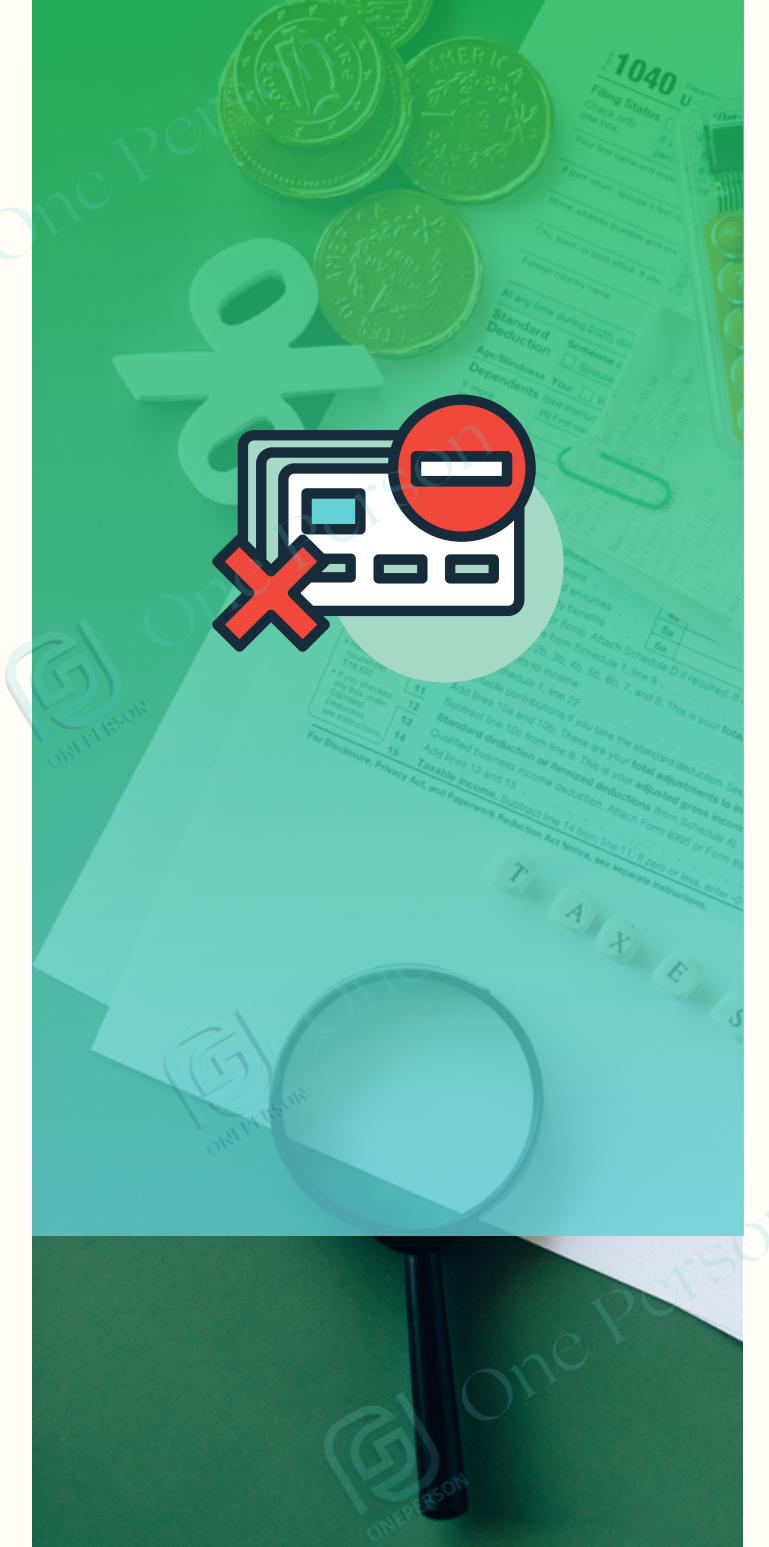


For DPIIT-beneficiary Startups

Startup India's tax-exempted startups, winners of National Startup Awards, and startups under Startup India Seed Fund Scheme (SISFS) can get up to 3 lakhs INR worth of Zoho Wallet credits.

Here's how it works:

- Eligible startups receive 2 lakhs INR Zoho Wallet credits, which are valid for 360 days.
- After the 360-day validity period, startups are offered an additional 1 lakh INR promotional credits, which are valid for 90 days. This offer is conditional and will be provided depending on the usage of apps and the credits offered in the first year.
- The final decision to provide credits for the winners of National Startup Awards and SISFS startups will be made by Zoho and Startup India.



Terms and conditions:

- The initial 2 lakhs INR credits can be used to explore bundles like Zoho One, CRM Plus, Marketing Plus, Remotely, Workplace or any other bundle.
- The next 1 lakh INR promotional credits are offered to startups belonging to this category based on how effectively they use the initial credits; this is non-negotiable.
- The startups are classified as DPIIT-beneficiary and DPIIT-recognized by Startup India and not by Zoho. The DPIIT-beneficiary offering is exclusively for startups applying through this unique link and not through any other source. (Zoho for Startups website or through collaborators)



Key Takeaways of Zoho

- Zoho has been around for over 25 years, today offering more than 55 apps that are affordable, scalable, and trusted by over 100 million users.
- Zoho upholds a strong commitment to privacy and security of user data. Learn more about Zoho's [transparent policies and GDPR compliance](#).
- To understand the actual value of the Zoho for Startups offering, please visit www.zoho.com and check out any of Zoho's products and their pricing.





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