



TARA AI

RETAIL INTELLIGENCE PLATFORM

Your WhatsApp store runs itself — with AI.

40+ AI agents handling sales, CRM, marketing, operations, support
and finance — so you don't have to.

40+ AI Agents

WhatsApp-First

GST-Native

Built for Bharat

THE LAUNCH

40+

AI agents

10

Indian languages

500M+

WhatsApp users

7-day

free trial

Product Brochure · 2026 Edition



tararetail.ai

Talk to Tara HQ · +91 79754 90096 · wa.me/917975490096

AGENTIC AI · 40+ AGENTS

Your team of AI specialists, 24/7.

Tara equips you with 40+ AI agents across every function of your business. They draft, decide and act — you simply review and approve. You stay in control; the work just gets done.



True agentic AI — you're equipped with a full team

Agents draft & decide



You review & approve



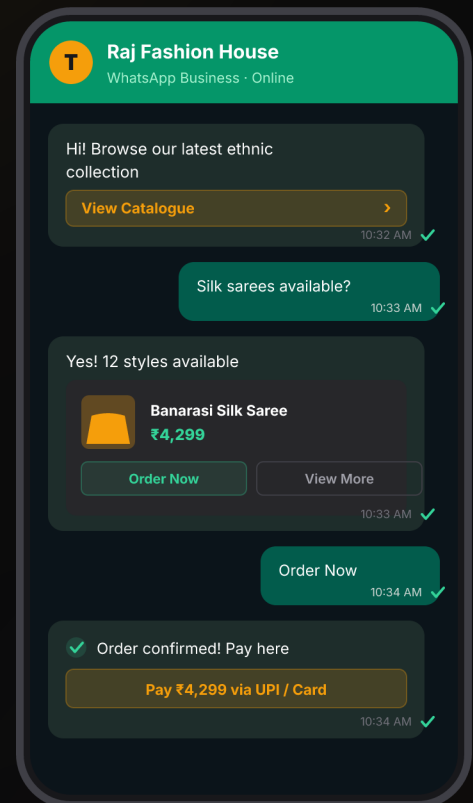
Tara executes

WHATSAPP COMMERCE

Your customers live on WhatsApp. Sell there.

India has 500M+ WhatsApp users. Tara turns the chat into a complete storefront — browse, order, pay and track with zero app downloads and zero logins.

- 
WhatsApp catalogue
 Buyers browse products, see prices and add to cart — all inside WhatsApp.
- 
One-tap order & pay
 "I'll take 2" → order created, UPI link sent, inventory deducted. In seconds.
- 
Live order tracking
 Auto-updates: confirmed → packed → dispatched → out for delivery → delivered.
- 
AI cart recovery
 Abandoned? Tara nudges with a personalised, time-limited offer. 18–35% recovered.



See it live — message our demo store bot

Opens WhatsApp with a "Hi" ready to send · +91 79892 88150

[Try the demo →](#)

GET STARTED · WHATSAPP BUSINESS API

Go live on WhatsApp, in three steps.

Tara runs on the official WhatsApp Business Platform (API) — the engine that turns WhatsApp into a real storefront with catalogue, payments and automation. Set it up once at business.facebook.com, or let our team do it all for you.

1

Connect your Meta Business Account

Sign in with Facebook Business Login from Settings → WhatsApp. This securely links your business.facebook.com account — no passwords shared with Tara.

2

Create your WhatsApp Business Account

Add your business phone number, create (or pick) your WABA, add Tara as a partner, and complete Meta's quick business verification.

3

Link your product catalog

Sync your products to WhatsApp Commerce so buyers can browse, add to cart and pay — right inside the chat. Your store is now live.

Prefer a done-for-you setup?

Our onboarding team can complete the entire WhatsApp Business API setup for you — WABA, phone number, business verification and catalog sync. You just approve. Most stores go live within 48 hours.

[Talk to us →](#)

ASK TARA · AI COPILOT

ChatGPT + actions, built for retailers.

Ask Tara isn't just a chatbot — it understands your live store data and takes action on your approval. Ask in any language, get a plan, approve with one tap.

You What should I reorder this week?

Tara 3 SKUs running low. Draft PO ready — tap to send to your supplier.

You Why did revenue drop on Tuesday?

Tara 2 top SKUs out of stock + a competitor flash sale. Restock by Friday.

You Write a Diwali WhatsApp campaign

Tara Campaign drafted for 847 customers. Approve to schedule at 10 AM.

You Who hasn't ordered in 60 days?

Tara 342 customers found. Re-engagement offer ready — approve the draft?

Why it's different

Any language

Hindi, Bengali, Tamil — reply in whichever you prefer

Knows your data

Connected to live orders, inventory, CRM and P&L

Takes action

Raises POs, sends campaigns, creates offers — on your tap

Always your call

Every action needs approval. Tara suggests, you decide.

Proactive alerts

Spots patterns and warns you before they become crises

Image & voice

Send a photo or a voice note — Tara understands both

WHY TARA, WHY NOW

The first AI platform built for Bharat.

Generic platforms were designed for US and European markets. Tara was built from day one for Indian GST, MSME sellers, multi-lingual teams, COD workflows, and WhatsApp commerce.

**GST-ready**

Per-order GST (CGST/SGST/IGST), HSN codes, GSTIN on invoices and GST exports for your accountant.

**WhatsApp-first**

India's #1 commerce channel is built in — a full storefront inside the chat your buyers already use.

**10 languages**

Sell and get AI answers in Hindi, Bengali, Tamil, Telugu, Marathi and more — your team's language.

**MSME-ready**

Pricing and features scaled for Indian SMBs — start at ₹999/mo, no enterprise contract needed.

Running a retail business today means juggling chaos

WITHOUT TARA

- × WhatsApp chats lost across phones
- × Stockouts and dead inventory
- × Manual GST invoicing & filing
- × Campaigns that need an agency
- × No single view of the business

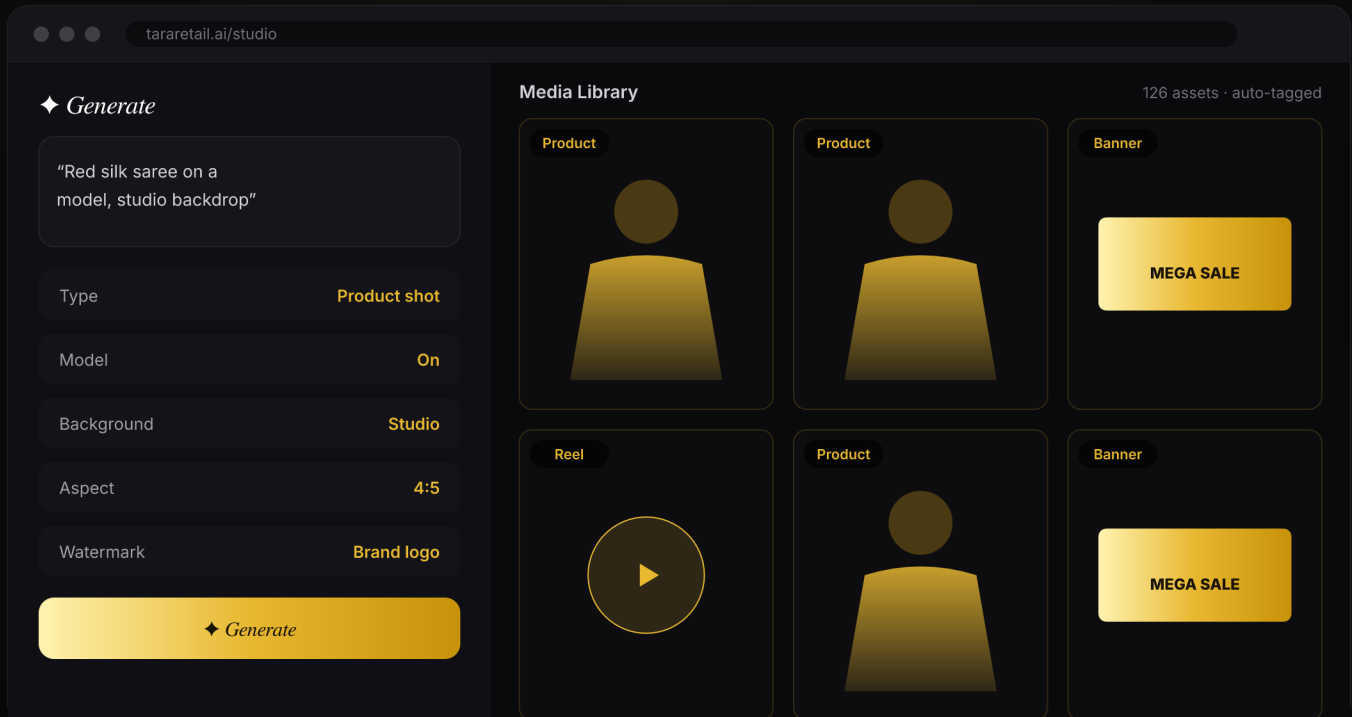
WITH TARA

- ✓ One AI inbox, every conversation tracked
- ✓ 14-day demand forecast + auto POs
- ✓ GST-ready invoices with CGST/SGST/IGST
- ✓ AI writes, segments & schedules for you
- ✓ Live dashboard + a daily AI digest

KEY SCREEN · AI STUDIO

Studio-grade content, in seconds.

Generate product photos, build a full product listing from a single image, and create banners & videos — all stored in one Media Library and on-brand with your Brand Kit.



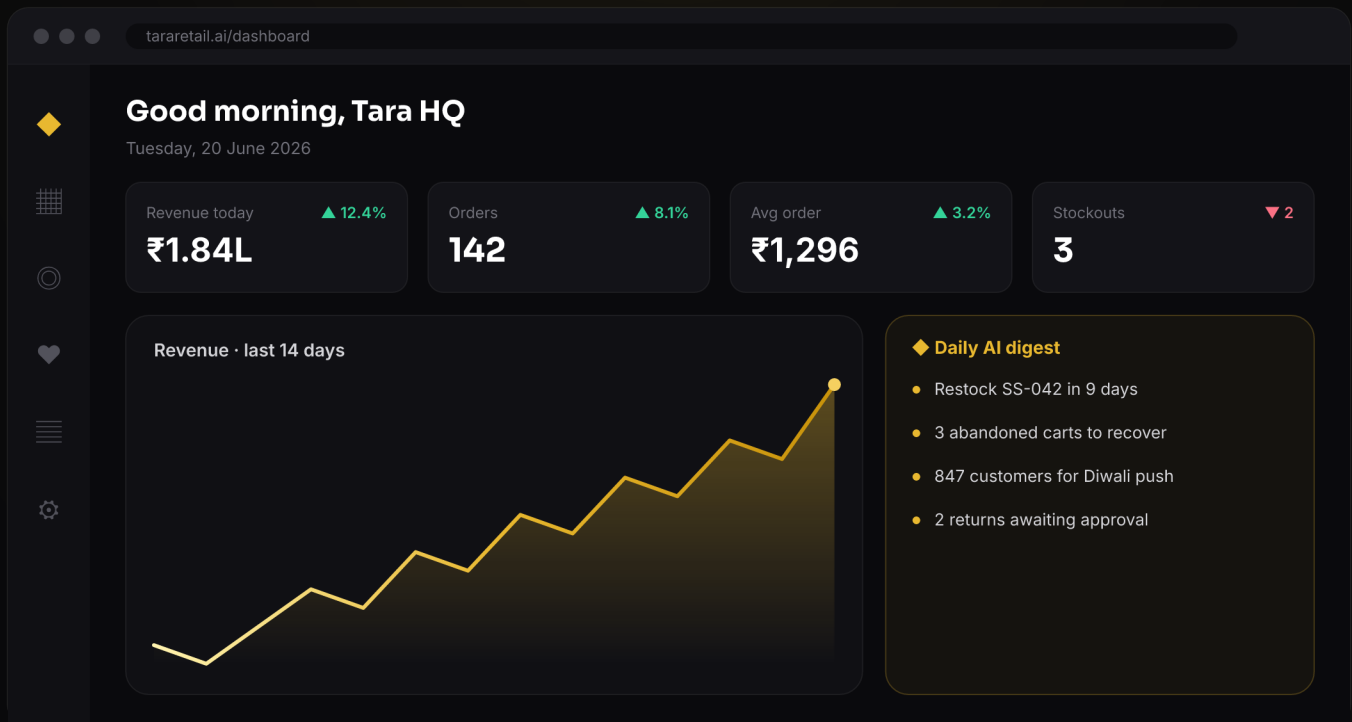
What you get

- ✓ Generate product images — AI models & backdrops
- ✓ Marketing banners & posters
- ✓ Media Library — every asset, tagged & reusable
- ✓ Full product listing from just one image (Catalog AI)
- ✓ Short-form videos & reels
- ✓ Brand Kit — your colours, logo & watermark, baked in

KEY SCREEN · DASHBOARD

Your command center.

Every number that matters in one glance — revenue, orders, stock health and a daily AI digest that tells you exactly what to do next.



What you get

- ✓ Live revenue, orders & AOV by channel
- ✓ 14-day revenue & trend charts
- ✓ Daily AI digest with next-best actions
- ✓ Stockout & low-stock alerts
- ✓ Per-store and consolidated views
- ✓ One-tap drill-down to any record

KEY SCREEN · ORDERS & CATALOG

Quote to delivery, in one flow.

Manage every order across WhatsApp, online and B2B, and run a rich catalogue with bulk import, variants, offers and all payment methods.

tararetail.ai/orders

Orders					
All New Packed Dispatched Delivered					
Order	Customer	Channel	Amount	Status	
#1042	Anita Desai	WhatsApp	₹12,998	Paid	
#1041	Rahul Mehta	Online	₹3,499	Packed	
#1040	Surat Textiles	B2B	₹84,500	Invoiced	
#1039	Priya Nair	WhatsApp	₹6,499	Dispatched	
#1038	Karan Shah	Online	₹2,199	Delivered	
#1037	M/s Verma	B2B	₹41,200	Paid	
#1036	Sneha Iyer	WhatsApp	₹999	Delivered	

What you get

- ✓ Orders across WhatsApp, online & B2B
- ✓ Bulk catalogue import with AI assist
- ✓ Variants, HSN codes & smart pricing
- ✓ Razorpay, PayU, UPI, COD, WhatsApp Pay
- ✓ Offers, discounts & coupon engine
- ✓ Shipping rules & live tracking

KEY SCREEN · CATALOG

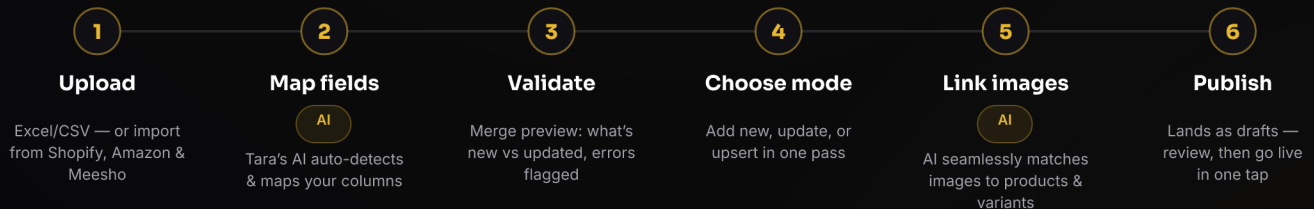
A catalog that builds itself.

Products, variants, categories, HSN codes, prices and stock — in one place. Import thousands of products in minutes with AI mapping and automatic image matching, then export or bulk-update any time.

tararetail.ai/catalog/products

Products						+ Import
All	Sarees	Kurtas	Footwear	Jewellery		
Product	Category	Variants	Price	Stock	Status	
 Banarasi Silk Saree	Sarees	4	₹4,299	128	Live	
 Anarkali Suit	Kurtas	6	₹2,499	64	Live	
 Kundan Jhumka	Jewellery	3	₹1,199	210	Live	
 Leather Juti	Footwear	5	₹1,399	0	Draft	
 Cotton Kurta	Kurtas	8	₹999	340	Live	

BULK IMPORT — 6 STEPS, AI-POWERED



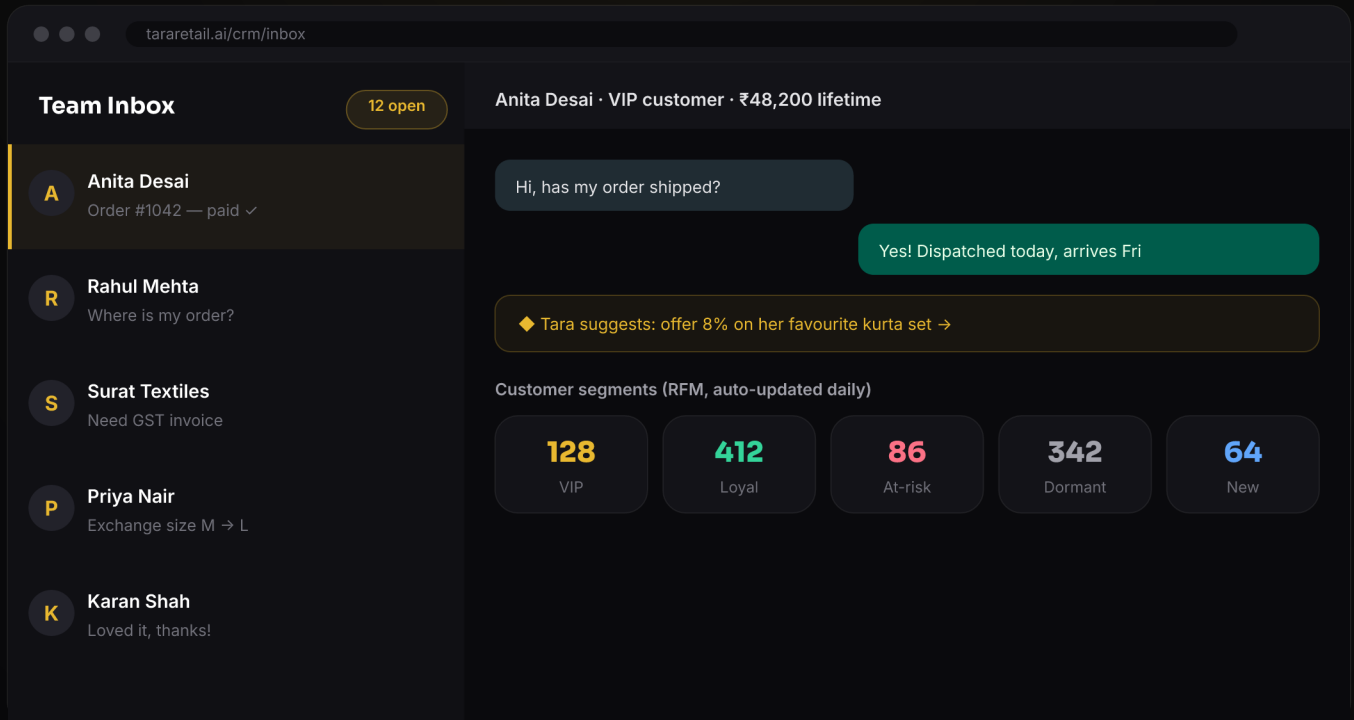
Built for big catalogs

- ✓ Variants, categories, HSN & smart pricing
- ✓ One-click bulk export to Excel
- ✓ Sample catalog to start in minutes
- ✓ AI image matching — no manual tagging
- ✓ Bulk-update prices & stock in seconds
- ✓ Safe drafts → review before publishing

KEY SCREEN · CRM

Every conversation, every lead, one inbox.

A shared WhatsApp inbox with human handoff, lead pipeline, RFM customer segments and broadcast campaigns — your whole front office in one place.



The screenshot shows the Tara AI CRM interface. On the left, a 'Team Inbox' sidebar lists five team members: Anita Desai (Order #1042 — paid ✓), Rahul Mehta (Where is my order?), Surat Textiles (Need GST invoice), Priya Nair (Exchange size M → L), and Karan Shah (Loved it, thanks!). A '12 open' badge is next to the team inbox header. The main area shows a conversation with Anita Desai, a VIP customer with a lifetime value of ₹48,200. The conversation history shows a message from Anita: 'Hi, has my order shipped?' and a response from Tara: 'Yes! Dispatched today, arrives Fri'. Below the chat, a suggestion from Tara says: 'Tara suggests: offer 8% on her favourite kurta set →'. At the bottom, a section titled 'Customer segments (RFM, auto-updated daily)' displays five categories with counts: VIP (128), Loyal (412), At-risk (86), Dormant (342), and New (64).

What you get

- ✓ Shared WhatsApp inbox & routing
- ✓ Lead pipeline & follow-ups
- ✓ Broadcast & drip campaigns
- ✓ Live chat with human handoff
- ✓ RFM segments updated daily
- ✓ Knowledge base for instant answers

MARKETING · WHATSAPP CAMPAIGNS

Campaigns that sell while you sleep.

Reach thousands on WhatsApp — one-time broadcasts for launches and sales, or always-on drip sequences that nurture leads, recover carts and win customers back. Tara's AI writes the copy; you approve.

ONE-TIME

Broadcast

For launches, sales & festive pushes

- ✓ Pick an RFM segment (VIP, at-risk, dormant...)
- ✓ Choose a template — AI personalises each message
- ✓ Schedule the perfect send time
- ✓ Track delivery, reads, clicks & ROAS

REAL EXAMPLE

412 Navratri ethnic-wear buyers · offer scheduled for 9 AM · ₹2.1L recovered in 48 hours.

ALWAYS-ON

Drip sequence

Automated journeys with delays & triggers

- Day 0 Welcome + catalogue
- Day 2 Personalised offer
- Day 5 Gentle reminder
- Day 9 Win-back discount

USE CASES

Welcome series · Abandoned cart · Win-back · post-purchase review & re-order nudges

Every campaign includes

● AI-written, personalised copy

● RFM segments, updated daily

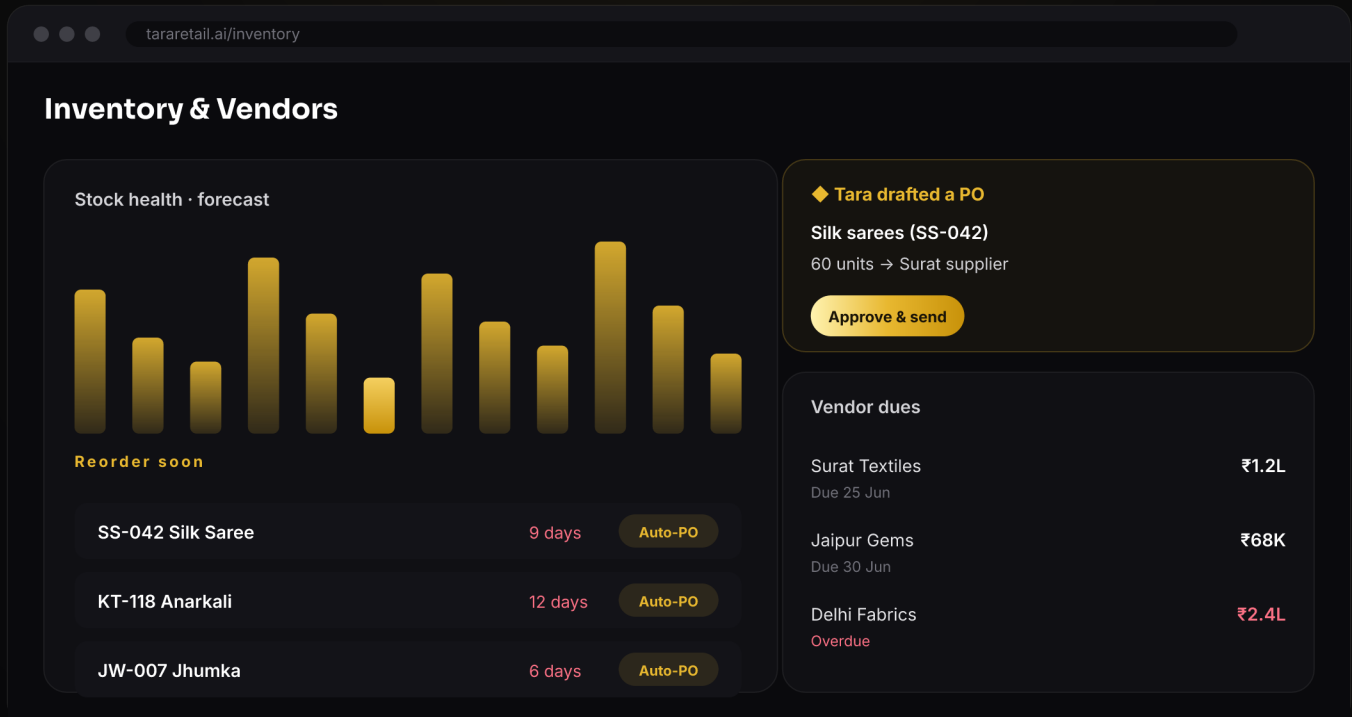
● Your approval before it sends

● ROAS & revenue attribution

KEY SCREEN · OPERATIONS

Zero stockouts. Zero manual POs.

Tara forecasts demand 14 days ahead, drafts purchase orders for your approval, syncs multi-location stock and tracks vendor dues — the supply engine.



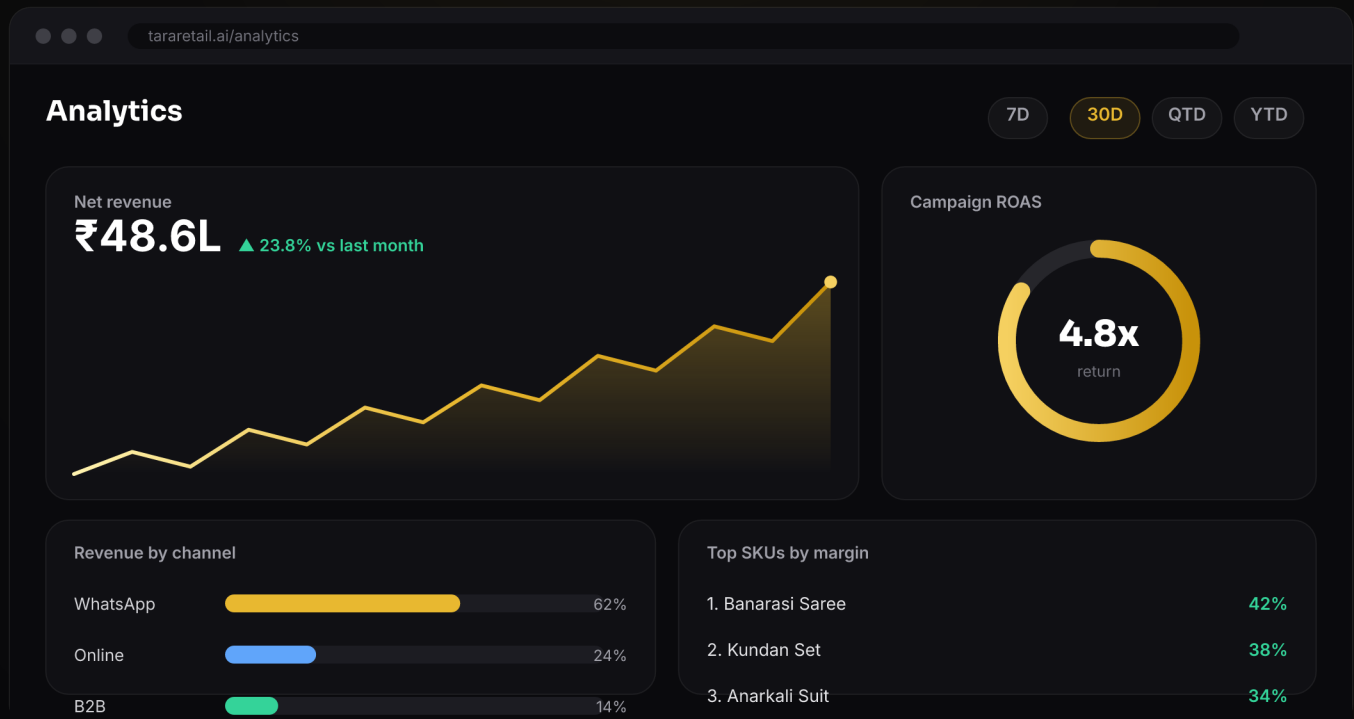
What you get

- ✓ 14-day stockout prediction
- ✓ Multi-location stock & transfers
- ✓ Vendor management & dues tracking
- ✓ Auto-drafted purchase orders
- ✓ GRN & cycle counts
- ✓ Shipment & delivery exception alerts

KEY SCREEN · ANALYTICS

Know your numbers, grow with confidence.

Revenue, margins, channel mix, campaign ROAS and customer cohorts — advanced analytics that turn raw data into the decisions that grow the business.



What you get

- ✓ Revenue, margin & AOV trends
- ✓ Campaign ROAS attribution
- ✓ Margin by SKU and category
- ✓ Channel & category breakdowns
- ✓ Customer cohorts & retention
- ✓ Exportable reports & API access

INTEGRATIONS

Plays well with the tools you already use.

Connect Tara to your ERP, accounting, payments, shipping and marketplaces in minutes. No re-keying, no double-entry.

 6 connectors

Accounting & ERP

TallyPrime / Tally.ERP 9

Busy Accounting

Marg ERP

Zoho Books

SAP Business One

QuickBooks

 6 connectors

Shipping & Logistics

Shiprocket

Delhivery

Blue Dart

Ecom Express

DTDC

Amazon Shipping

 6 connectors

Payments

Razorpay

PayU

Cashfree

PhonePe Business

Paytm Business

BillDesk

 6 connectors

Marketplaces & CRM

Amazon Seller

Flipkart Seller

Meesho

Nykaa

Zoho CRM

HubSpot

Don't see your tool? Request an integration — most ship within weeks.

WHY TARA

Built for India, unlike the rest.

Generic platforms weren't designed for your GST, your language, or your WhatsApp buyers.

Feature	Tara AI	Shopify	Unicommerce	Manual
Built for Indian retail	✓	—	~	—
AI agents (autonomous)	✓	—	—	—
Ask AI in your language	✓	—	—	—
WhatsApp storefront	✓	~	—	—
Meta Ads automation	✓	~	—	—
AI cart recovery	✓	~	—	—
GST-ready invoicing built-in	✓	~	~	—
Competitor price monitoring	✓	—	—	—
Daily AI digest	✓	—	—	—
Multi-language UI	✓	~	—	—

✓ included ~ via add-on / partial — not available

ONE PLATFORM

Every part of your business — in one place.

No more juggling tools. Tara runs your whole operation across these modules — all sharing the same data, AI and inbox.

Store

Sell across every channel

5 modules

- Dashboard
- Orders
- Catalog
- Offers
- Analytics

Supply

Source, restock & pay vendors

3 modules

- Vendors
- Purchase Orders
- Dues

CRM

Win & keep customers

4 modules

- Inbox
- Leads
- Marketing
- Support

AI

Your built-in intelligence

3 modules

- Agents
- Ask Tara
- Studio

Settings & Channels

Configure once, runs everywhere

7 modules

- Shipping
- Tax rules
- Payments
- WhatsApp
- Email
- Slack
- Notifications

PRICING

Simple, transparent pricing.

Start with a 7-day free trial — no credit card. Annual billing saves you roughly two months.
Prices exclude GST.

Starter**₹999** /mo

billed ₹9,990 / yr · 7-day trial

WhatsApp store with catalog, inventory, shipping, offers & all payment methods.

- ✓ 1 store
- ✓ 1,000 SKUs
- ✓ 3 team members
- ✓ Orders & Catalog
- ✓ All payment methods
- ✓ GST-ready invoices

[Start free trial](#)**MOST POPULAR****Growth****₹1,999** /mo

billed ₹19,990 / yr · 7-day trial

Everything in Starter + full CRM and Buyer WhatsApp AI that replies for you.

- ✓ Up to 5 stores
- ✓ Unlimited SKUs
- ✓ Unlimited team
- ✓ Team Inbox & Live Chat
- ✓ Leads & Campaigns
- ✓ Buyer WhatsApp AI

[Start free trial](#)**Premium****₹2,999** /mo

billed ₹29,990 / yr · 7-day trial

Everything in Growth + AI Studio, Ask Tara Copilot, AI Agents & advanced analytics.

- ✓ Everything in Growth
- ✓ AI Studio
- ✓ Ask Tara Copilot
- ✓ 40+ AI Agents
- ✓ Advanced analytics
- ✓ Vendor dues tracking

[Start free trial](#)

Enterprise

Retail chains & large operators — white-label PWA, custom workflows, API, dedicated CSM & 99.5% SLA.

[Talk to us →](#)

FEATURE MATRIX

Compare every plan.

The complete breakdown. ✓ included · number = limit · — not in this tier.

	Starter	Growth	Premium	Enterprise
STORE & CATALOG				
Stores	1	5	10	Unlimited
SKUs	1,000	Unlimited	Unlimited	Unlimited
Team members	3	Unlimited	Unlimited	Unlimited
Orders, Catalog & Inventory	✓	✓	✓	✓
Offers, Shipping & all payments	✓	✓	✓	✓
CRM				
WhatsApp Inbox & Live Chat	—	✓	✓	✓
Leads & Marketing campaigns	—	✓	✓	✓
Knowledge Base	—	✓	✓	✓
Buyer WhatsApp AI	—	✓	✓	✓
AI & AGENTS				
AI model	—	Gemini	Gemini +add-ons	Gemini +add-ons
AI Studio	—	—	✓	✓
Ask Tara Copilot	—	Draft	Full exec	Full exec
40+ AI Agents	—	—	✓	✓
Bulk Import AI Assist	✓	✓	✓	✓
OPERATIONS & SUPPORT				
Vendor management & POs	—	—	✓	✓
Vendor dues tracking	—	—	✓	✓
Advanced analytics	—	—	✓	✓
White-label PWA & API	—	—	—	✓
Support	Email	Chat + Email	Chat + Email	Phone + SLA
Price (monthly)	₹999	₹1,999	₹2,999	Custom



Ready to put your store on autopilot?

Join retailers across India using Tara to run smarter, sell faster,
and grow without the chaos.

Start your 7-day free trial

- ✓ 7-day free trial, no card
- ✓ We set it up for you
- ✓ Cancel anytime, no lock-in
- ✓ Your data & number stay yours

GET IN TOUCH

WEBSITE

tararetail.ai

TRY THE DEMO STORE BOT

+91 79892 88150

TALK TO TARA HQ

+91 79754 90096

PRICING

tararetail.ai/pricing

Tara AI · Retail Intelligence Platform

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Disclaimer: Some features shown are in active development and will ship in line with our product roadmap. Dashboards, screens and images are illustrative. Pricing, features and specifications are indicative and may be updated at Tara Retail AI's discretion.