

Pricing Plans

The Company Brain for the Agentic Enterprise

How Mimasa pricing works

Mimasa is licensed as a platform, not sold as a per-seat tool. Every plan bundles three things: access to the platform for a defined number of users and organisations, a monthly allowance of execution credits that your agents draw down as they run, and the full standard capability set of the platform.

Two elements sit outside the plan: custom agents, workflows and dashboards built specifically for your operations, and the ongoing support that keeps them running. Both are scoped and quoted separately, and are available on the Enterprise plan.

Plans — India (INR)

Per month, exclusive of GST.

	Forever Free	Standard	Growth <i>Most popular</i>	Business	Enterprise
Best for	Learning, testing and individual use	Consultants, startups and early teams	SMBs running analytics across teams	Operations and automation-led teams	Department-wide rollout
Monthly licence	₹0	₹2,500	₹10,000	₹20,000	₹50,000
Credits included	5 per day	120 per month	400 per month	850 per month	2,100 per month
Users	1	5	10	25	100
Organisations	1	1	3	5	15
Data & file storage	100 MB	1 GB	5 GB	15 GB	50 GB
Support	—	AI Assistant in Gosthi's Bridge	Forward Engineer in Gosthi's Bridge (text)	Sr. Forward Engineer in Gosthi's Bridge (audio / video)	Account Manager in Gosthi's Bridge
Custom agent & workflow building	Not included	Not included	Not included	Not included	On demand, quoted separately

Plans — International (USD)

Per month. Indian GST does not apply to customers outside India.

	Forever Free	Standard	Growth <i>Most popular</i>	Business	Enterprise
Best for	Learning, testing and individual use	Consultants, startups and early teams	SMBs running analytics across teams	Operations and automation-led teams	Department-wide rollout
Monthly licence	\$0	\$29	\$99	\$199	\$499
Credits included	5 per day	120 per month	400 per month	850 per month	2,100 per month
Users	1	5	10	25	100
Organisations	1	1	3	5	15
Data & file storage	100 MB	1 GB	5 GB	15 GB	50 GB
Support	—	AI Assistant in Gosthi's Bridge	Forward Engineer in Gosthi's Bridge (text)	Sr. Forward Engineer in Gosthi's Bridge (audio / video)	Account Manager in Gosthi's Bridge
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Included in every plan

The following capabilities are available from the Forever Free plan upward. Higher plans add capacity, not a different product.

- Data governance and extraction
- Charts and dashboards
- Data transformation and analysis
- Presentation (beta)
- Agent building and management
- Workflow building and management
- Gosthi App — collaborative workspace

Workflow automation access is included from the Standard plan upward.

Understanding credits

Credits are the unit of execution on Mimasa. They are consumed when your agents actually do work, so what you pay tracks what the platform delivers rather than how many people happen to hold logins.

- One credit represents approximately ₹23 of platform execution.
- Included credits refresh each month and are drawn down as agents run.
- The invoice processing agent is provided complimentary with the licence. Usage is charged at approximately ₹0.93 per invoice, deducted from your included credits.

Custom agent, workflow and dashboard building

Most of the value in an agentic deployment comes from agents that mirror how your business actually operates. Mimasa builds these to your SOPs as a separate engagement, available on the Enterprise plan.

- Custom builds are a one-time cost, typically between ₹50,000 and ₹3,00,000, rising with the scope and complexity of the work.

- Firm pricing is quoted once you share your SOPs, so the estimate reflects your real process rather than a generic assumption.
- Any change in scope after the build begins is estimated and agreed separately before work proceeds.
- For international engagements, build costs are quoted in USD at the prevailing rate at the time of proposal.

Support and maintenance

Every paid plan includes a named support channel through Gosthi's Bridge, as set out in the plan tables above.

Custom-built agents, workflows and dashboards are supported separately at 12% per annum of the original build cost. This covers keeping the build running correctly as your systems, data and processes evolve.

Commercial terms

- INR prices are exclusive of GST, currently charged at 18%.
- USD prices are for customers outside India, where Indian GST does not apply.
- The platform licence renews annually, with an escalation of 7% per year.
- Custom build and support charges are billed separately from the platform licence.

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