Hi there 👋

You know those months where everything just comes together? Ideas turn into launches, plans become partnerships, and the momentum just builds? That was July for us at Zoho.

> It started with something we've been quietly working on for a while: Zia LLM, our very own large language model built completely in-house and running securely on NVIDIA GPUs located in Zoho's private data centers. No third parties, no compromises: Just contextual intelligence that works seamlessly across our apps and keeps your data safe and secure.

> On the customer front, we've partnered with Joyalukkas, one of the world's largest jewelry retailers, to power their digital transformation across 11 countries. With over 100 stores in India already live on our Customer Experience Platform, and a global rollout underway, it's a shining example of tech at scale.

> And finally, a refresh for our event pros—we've rolled out Zoho Backstage 3.0. More inclusive event pages, smoother RSVPs, built-in certificates, and a new mobile app. Whether you're running a local meetup or a global summit, this version helps you do it all better.

That's just the start, so scroll on; we've got plenty more for you in this edition.

Until next time,
Sudharshan and the Zoho team

Before we go any further, what a week we had in Bengaluru!

From the user conference to the partner conclave and the enterprise summit, every session was packed with learning, conversations, and plenty of meaningful moments. We're grateful to everyone who joined us in person and helped make it all so memorable. If you missed it (or just want to relive the energy), here's a quick look back.

A creative push, exactly when you need it

Not every link is eye-catching. That's where Postify, in the Social Toolkit, comes in, turning URLs into ready-to-share visuals. And for Instagram fans, InstaScript lets you play with styled captions that actually stand out in the feed.

Planning your next campaign? Let Zia, the AI assistant in Zoho Marketing Plus, help you map it out. You can now brainstorm and customize your campaign plan in minutes, making strategy planning feel refreshingly simple.

For creators who like things a little smarter

Struggling with your slides? You're not alone. Zia AI in Zoho Show now lends a hand, helping you build entire decks, tweak your content, adjust tone and length, and even generate visuals. It's like having a co-presenter who quietly takes care of the heavy lifting.

Fonts may seem like a small thing until brand consistency is on the line. With Zoho Writer, you can now upload your own TrueType fonts (TTFs), so every document looks unmistakably yours, across your entire org.

And if you're moving to Zoho Connect, there's one less thing to worry about. Now you can Bring your one-on-ones and group chats from Meta Workplace, so all discussions and decisions stay where you need them.

Mission Nova '25: What's new in SalesIQ?

Packed with over 25 upgrades, this rollout brings smarter AI bots, smoother workflows, richer messaging experiences, improved team management, an upgraded mobile app, and even TV dashboards. All designed to help you respond quicker, convert better, and deliver standout customer experiences.

When your apps keep up with your logic

Let's say you're collecting RSVPs or product orders. With the Choice Availability option in Zoho Forms, you can now set how many slots are open for each choice, and the form updates availability as responses roll in. No overbookings, no surprises.

Need a new project base built? Try asking Siri! In the latest Zoho Tables update, Siri and Zia team up to set up linked tables, create reports, and even send instant updates on Cliq. And the upgraded mobile app makes it all smoother, even on the go.

Signing, storing, and scheduling—now with WhatsApp

The back-and-forth of document signing just got simpler. Zoho Sign now lets you send signing links and OTPs through WhatsApp. And if someone's on leave or busy, they can assign a delegate to sign on their behalf, without any hold-ups.

Need to reschedule bookings on the fly? Over in Zoho Bookings, WhatsApp steps in again. Customers can now book, reschedule, or cancel appointments directly from WhatsApp chat threads. Less emailing, less friction.

And if your team's out in the field, Zoho FSM helps manage WhatsApp service chats better. Create work orders, share files, and keep conversations moving, all within the app. Want to test it first? Use the WhatsApp Sandbox—no verified business number needed.

For all the cycling enthusiasts in and around Chennai!

ZYCLOTHON 2025

Join us for an early morning cyclothon on **August 24th at 5:00 AM**, starting from our Estancia campus, Guduvanchery. Whether you're a seasoned rider or just up for a fun start to your Sunday, we'd love to see you there.

With all that said, we'll leave you to explore. As you try out these features, remember we're just an email away for any feedback, ideas, or even a quick note. We're always open to hearing your thoughts.