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AI Is Free in India... But Why?

Whether it's Sam Altman, [Sundar Pichai](#), or [Aravind Srinivas](#) from Perplexity, everyone once said, "AI will change the world." Companies worth billions were born, investors were thrilled, and now they're all preparing to go public.

And yet, something so "world-changing" is now being given away for free in India. When it's free, you should pause and ask, why? If you owned something truly valuable, would you give it away for nothing? Exactly.

⌚ [Perplexity](#) once charged ₹18,000 a year. Then suddenly, Airtel users got it for free.

📱 [Google](#) said, "All Jio users get Gemini free." Not just Gemini, the full suite!

💬 [OpenAI](#) ChatGPT launched a ₹399 "ChatGPT Go" plan, then dropped it within two months and said, "Take it free."

So what's the catch? Why is every AI company desperate to hand out free subscriptions in India?

Because the real game is between power users and non-users.

Power users already pay \$20–\$50 a month and rely on tools like Codex, but they're less than 1%. Most people try AI for a few days and forget about it.

You can't make enough from power users. The only way forward? Make others addicted. Despite all the hype, real adoption is still low.

Meanwhile, there's a quiet financial drama behind the scenes. The big tech players are recycling money in a circular investment loop.

➡ [NVIDIA](#) says, "I'll invest \$100B, but you must buy my chips."

➡ [Microsoft](#) says, "I'll invest \$200B, but spend it on Azure."

You scratch my back, I scratch yours. Perfect loop, perfect illusion.

And yet, AI usage isn't even rising fast enough. ChatGPT traffic dropped during summer because

students, its biggest users, were on vacation. So much for "changing the world," right? 😊

Now companies are desperate for usage. They've hired leaders to push adoption in India. But, why India?

- ➡ Europe isn't scaling fast enough.
- ➡ China doesn't give a dam and building its own models.

So, all roads lead to India, a land of free-loaders, right?

Some have ex-Indians as heads. But let's be honest, that's not patriotism. It's business. Now the real question: why isn't India building its own AI giants?

- ➡ **Krutrim** became a unicorn on day one but went quiet.
- ➡ **Sarvam** raised good money but hasn't built big traction.
- ➡ The government's "India AI" mission sounds great, but we still lack data, compute, and scale.

So while global giants chase "AI for Bharat," we're still figuring out "AI by Bharat."

Let's be clear, these freebies are not generosity. They're strategic hooks to get us dependent. Once we're all "AI users," monetization begins.

AI is brilliant. Learn it. Use it. But don't switch off your brain.

Stay curious. Stay skeptical. And remember, there is hardly anything truly free. 😊

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#FutureOfWork #AIRevolution

WHY AI IS SUDDENLY FREE IN INDIA AND WHAT IT REALLY MEANS

