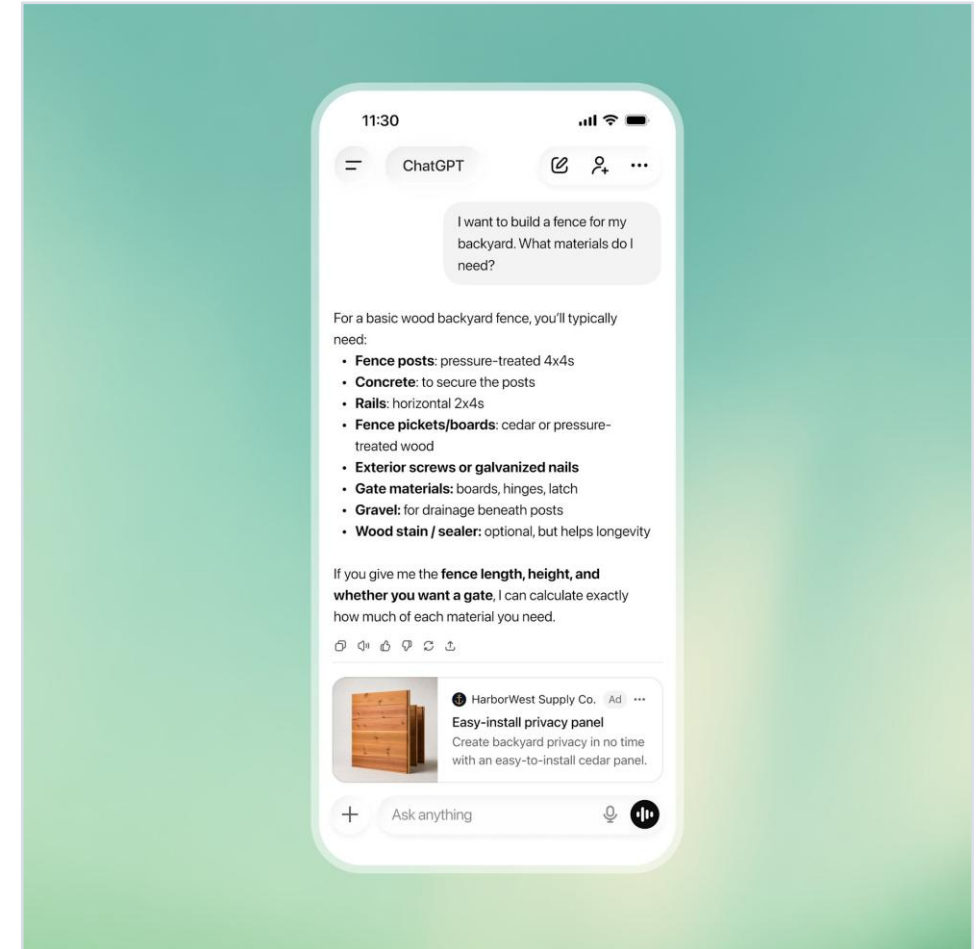


CHATGPT ADS IN INDIA

Features, execution, benefits and setup for FMCG brands — as of the 4 September 2026 self-serve launch

Prepared by Dheeraj Raj

Sociapa · sociapa.com · September 2026



CHATGPT ADS IN INDIA

WHY THIS MATTERS NOW

Ads went live for Indian ChatGPT users last week. Self-serve opens today.

27 Aug

Ads switched on for Free & Go users in India. 50+ brands in launch week; WPP and Omnicom as first agency partners.

100M+

Weekly ChatGPT users in India (Feb 2026), OpenAI's second-largest market. Weekly actives doubled year on year.

₹725

Minimum daily budget per campaign in Ads Manager. Post-pay by credit card. No agency minimums.

4 Sept

Self-serve ChatGPT Ads Manager opens to Indian advertisers at ads.openai.com.

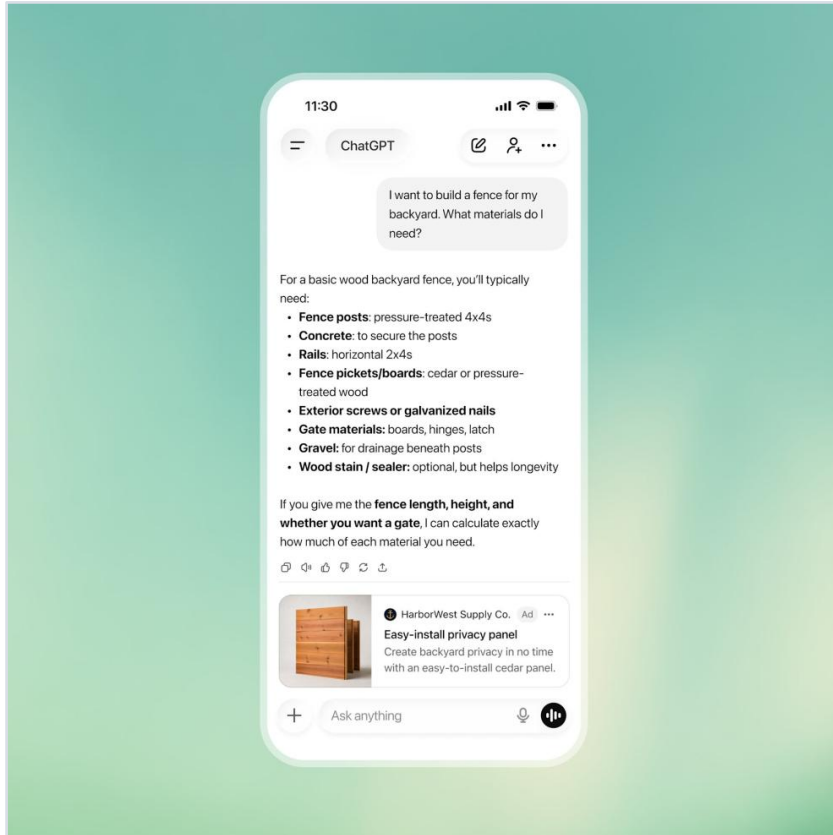
Ads are matched to the conversation by a separate system. They never change what ChatGPT answers, and advertisers never receive conversation data.

Sources: OpenAI (Feb 2026 India user figures); TechCrunch, Business Standard and Exchange4media coverage of the 27 August launch; OpenAI Help Center (Create Campaigns).

CHATGPT ADS IN INDIA

THE BASICS

What a ChatGPT ad actually is



A sponsored card sits below the answer, clearly labelled.

1

A card below the answer

Brand name, logo, headline, description, image and link. Labelled "Ad" or "Sponsored" and visually separated from the response.

2

Ads never change the answer

OpenAI says ads run on separate systems from the chat model, and advertisers cannot shape, rank or alter ChatGPT's responses.

3

No conversation data to brands

Advertisers see aggregate metrics only: impressions, clicks, spend and conversions. Conversations are not shared or sold.

4

Matched by context, not keywords

The system reads the conversation, your landing page, your copy and your context hints, then runs a relevance-weighted second-price auction.

CHATGPT ADS IN INDIA

AUDIENCE

Who sees ads in India — and who never will

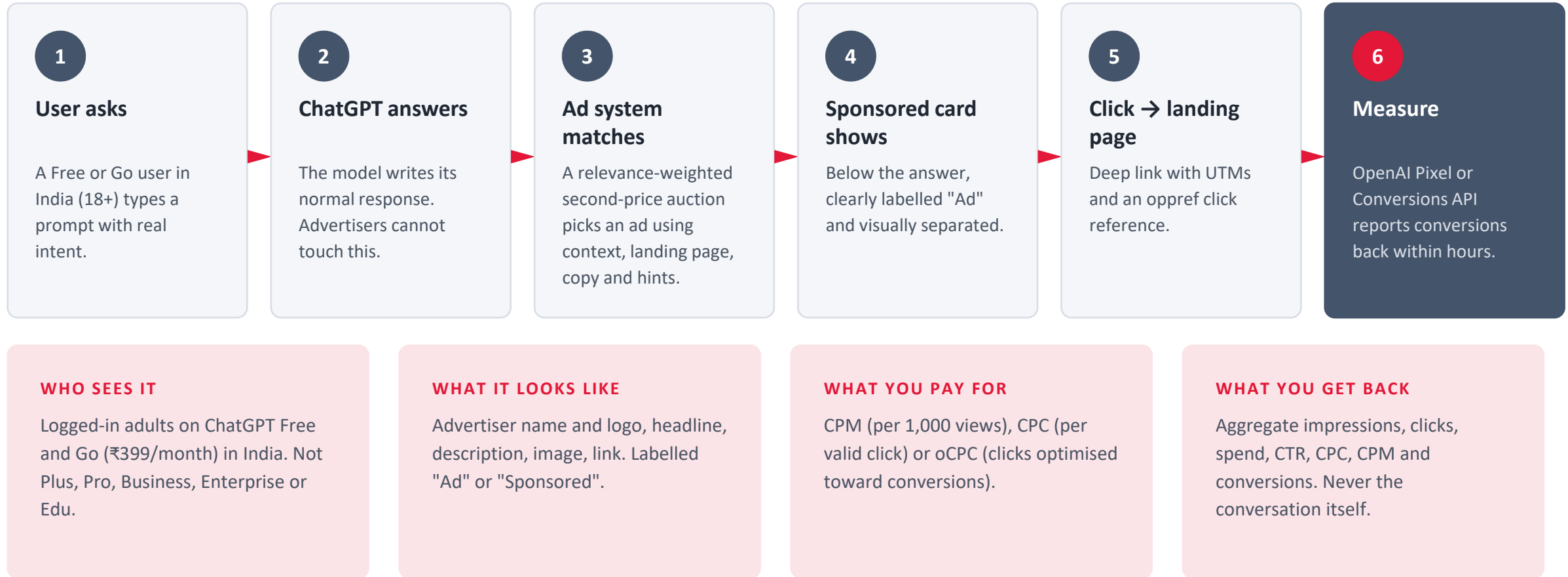
Plan or condition	Ads shown?	What that means
ChatGPT Free (logged in, 18+)	Yes	Largest tier. Users can switch to an ads-free mode with lower message limits.
ChatGPT Go (₹399 / month)	Yes	India's low-cost paid tier. Ads are included.
Plus, Pro, Business, Enterprise, Edu	No	Ad-free by design.
Accounts identified as under 18	No	Excluded regardless of plan.
Health, mental-health and political conversations	No	OpenAI keeps ads away from sensitive topics.
EEA and Switzerland users	Limited	Personalised ads not initially available there. Not relevant to India delivery.

User controls: Settings → Ad Controls lets people turn off personalisation, dismiss an ad, ask "why this ad?" and clear their ads data. Your brand is judged on relevance in a very personal setting.

CHATGPT ADS IN INDIA

HOW IT WORKS

From a question to a sponsored card to your site

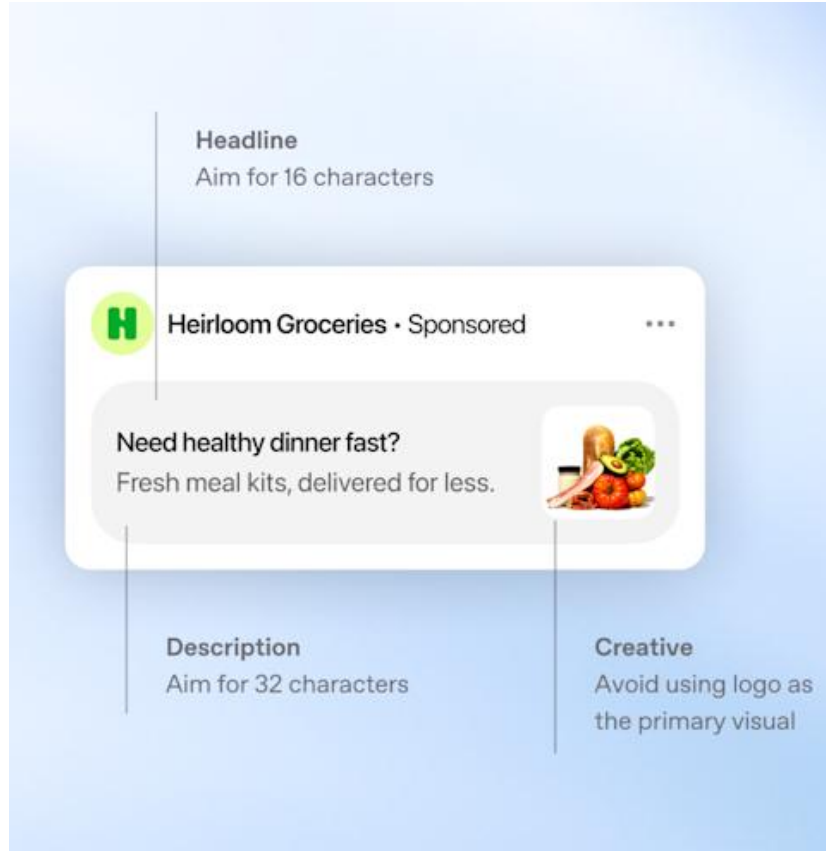


Source: OpenAI Help Center — Ads in ChatGPT: The Basics; Conversion Measurement.

CHATGPT ADS IN INDIA

AD UNIT

What one ad is made of



OpenAI's own creative guidance: a headline of roughly 16 characters, a description of roughly 32, and a product image rather than a logo.

A

Advertiser name + logo

Pulled from Settings → Account info. Set it once; it appears on every ad.

B

Label

Added by ChatGPT automatically. Ads cannot be styled to look like the answer.

C

Image

One clear product visual. Avoid a logo or a cluttered lifestyle shot — it renders as a thumbnail.

D

Headline

Say what it is and the value in about 16 characters. Be concrete, not aspirational.

E

Description

Add new information, not a repeat of the headline. About 32 characters before truncation.

F

Landing URL

The exact product or offer page, never the homepage. Add UTMs; allow OAI-AdsBot.

CHATGPT ADS IN INDIA

FEATURE OVERVIEW

Everything Ads Manager Beta gives you today

1 Three objectives

CPM for reach, CPC for traffic, oCPC for conversion-optimised clicks. "Maximize results" auto-bidding is on by default.

2 Flexible budgets

Daily (minimum ₹725) or campaign-total. Daily can flex to 2x; seven-day spend is capped at 7x. Start and end dates.

3 Targeting

Country (India) and platform (iOS, Android, Web). Custom audiences from your own lists for include, exclude or bid multipliers.

4 Context hints

Plain-language descriptions of the offer, the audience and the situations, set per ad group. These replace keywords.

5 Scale tools

Bulk CSV upload for campaigns, ad groups and ads. Product feeds via CSV, hosted URL or SFTP with templated ads.

6 Measurement

Impressions, clicks, spend, CTR, CPC, CPM and conversions. OpenAI Pixel plus Conversions API, MMP integrations and CSV export.

Feature set as documented in the OpenAI Help Center on 4 September 2026. Ads Manager is in beta and changing month to month.

CHATGPT ADS IN INDIA

BUYING MODELS & COST

How you pay, and what it costs

CPM

Cost per 1,000 impressions

Scale, reach and awareness. Broad delivery.
Best for launch bursts and festive visibility.

CPC

Cost per valid click

Engagement and traffic. Pay only for real clicks.
The best first step for D2C and quick-commerce landings.

oCPC

Conversion-optimised CPC

Clicks steered toward people likelier to convert.
Needs a conversion event via Pixel or Conversions API.

AUCTION

Relevance-weighted, second-price.
The relevance of your copy, landing page and hints affects what you pay.

BUDGETS

Minimum ₹725 per campaign per day in India. Daily spend may reach 2× your budget; seven-day spend never exceeds 7×.

BILLING

Credit card, post-pay. Charged at a spend threshold and again at month end. Receipts are emailed to your billing contact.

LOCKED AT SETUP

Country, currency (INR) and time zone are fixed at account creation. Set them deliberately.

No Indian benchmarks exist yet. OpenAI's global starting-bid guidance of \$3–5 CPC is a US number. Plan a four-week learning budget.

CHATGPT ADS IN INDIA

TARGETING

Targeting is shallow today — your own data is the lever

Available in India

- Country-level targeting (India).
- Platform: iOS app, Android app, Web (desktop and mobile).
- Custom audiences: include, exclude, or a bid multiplier from 0.1× to 10×.
- Context hints per ad group — a relevance signal, not a targeting rule.

NOT YET AVAILABLE IN INDIA

State or city, age, gender, language and interest targeting. State, DMA and ZIP targeting exist for the United States only. Plan campaigns that work nationally.

Custom audiences: the rules

- Upload CSV or TXT (UTF-8, up to 500 MB) of emails, phone numbers, SHA-256 hashes or Google Advertising IDs.
- Processing takes 20–30 minutes. The file is deleted within 24 hours; no individual matches are shown.
- Minimum 25,000 matched users to include or apply bid adjustments. 100,000 recommended.
- Smaller lists still work for exclusion — suppress existing D2C buyers.

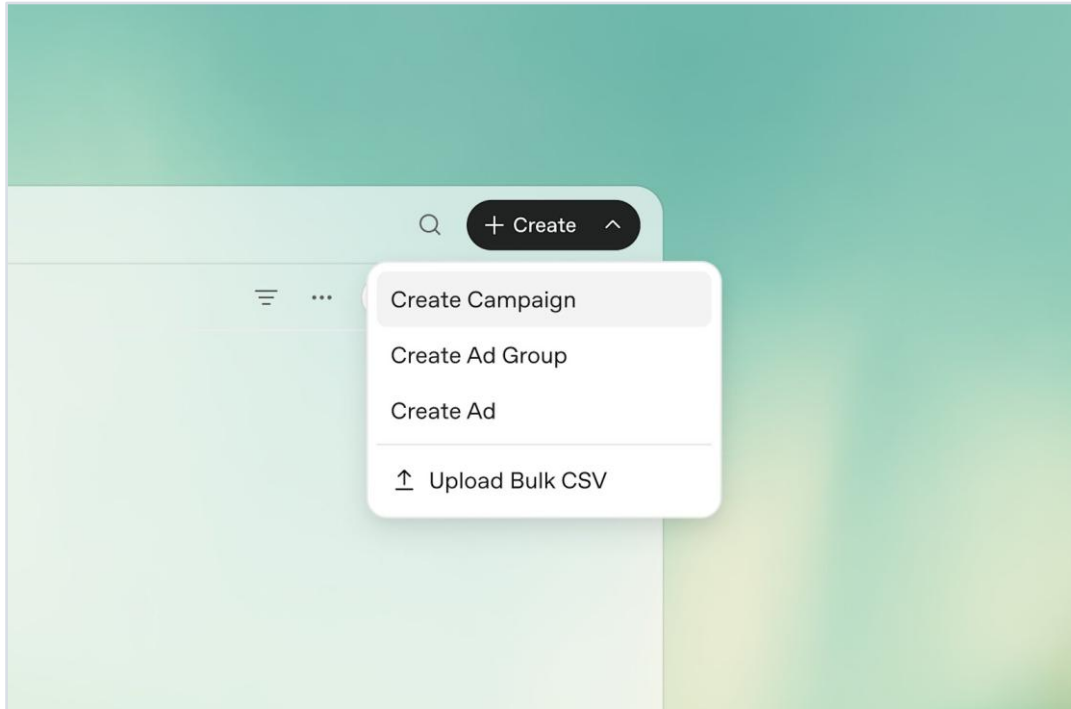
FMCG LISTS WORTH UPLOADING

Loyalty and CRM lists, D2C purchasers, sampling sign-ups and WhatsApp opt-ins — all with consent, and hashed before upload.

CHATGPT ADS IN INDIA

SCALE TOOLS

Product feeds and bulk upload for large catalogues



The Create menu in Ads Manager Beta (ads.openai.com)

Bulk CSV upload

Fill OpenAI's campaign schema template and upload it to create campaigns, ad groups and ads at once. Validate before uploading to avoid ingestion errors. Bulk-edit workflows exist for changes at scale.

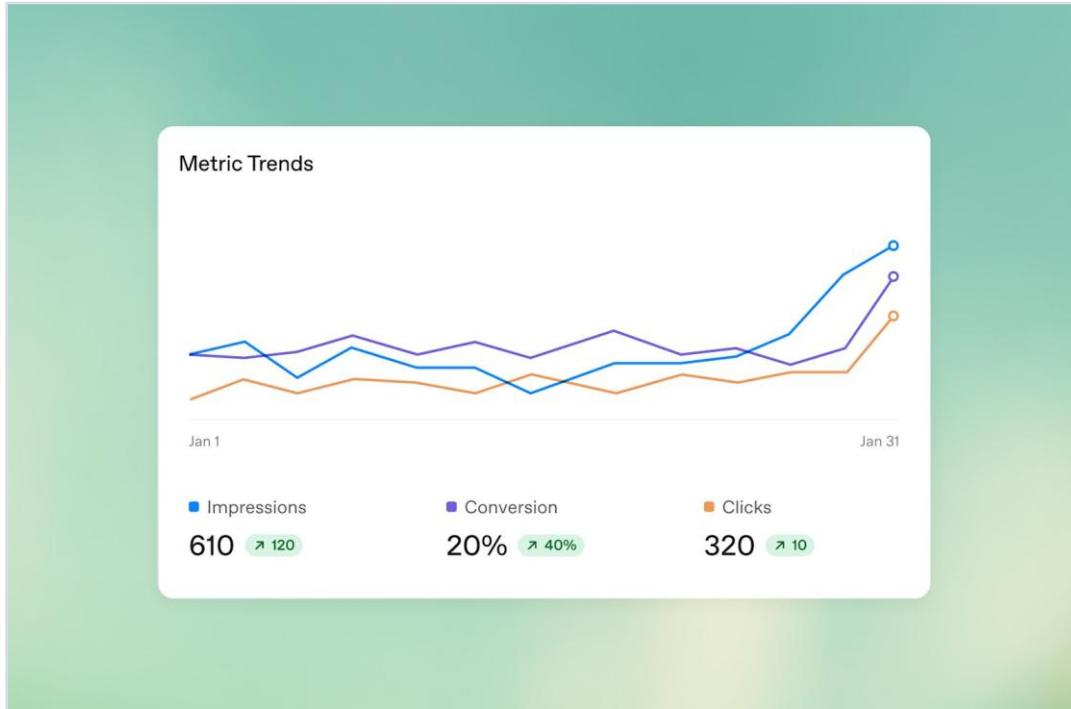
Product feeds (retail and D2C)

- Upload via CSV or TXT, a hosted HTTPS URL, or SFTP. Items expire after two weeks — automate anything ongoing.
- Fields: image, title, price, sale price and ratings, plus custom fields such as a bidding tier for grouping.
- Set filters and an ad template generates ads for eligible SKUs. The Products tab reports per-SKU results.
- Beta caveat: feed products appear only in ads, never in ChatGPT's organic answers.

CHATGPT ADS IN INDIA

MEASUREMENT

What you can measure, and how conversions get attributed



Metric trends view in Ads Manager Beta (ads.openai.com)

Core metrics

Impressions, clicks, spend, CTR, average CPC, average CPM and conversions. Table and chart views; segment by device and country; CSV export.

Timing

Delivery data lags up to about seven hours. Attributed conversions take 24–48 hours. Impressions usually start within 24 hours of launch.

OpenAI Pixel

A client-side tag that stores the oppref click reference in a first-party cookie. Preserve oppref through any redirects.

Conversions API

Server-side events with hashed (SHA-256) contact data. Deduplicate with event IDs when used alongside the Pixel. MMP integrations cover app installs.

Housekeeping

Add UTMs to every landing URL. Allow OAI-AdsBot and OAI-SearchBot in robots.txt — they read your landing page for relevance.

CHATGPT ADS IN INDIA

SETUP

Setting up ChatGPT Ads for an Indian brand in six steps

1 Create the account

Sign in with an OpenAI account tied to your work email. One Ads Manager account per advertiser (brand). Self-serve at ads.openai.com.

2 Onboard and verify

Business details, then account details. Country = India, currency = INR, time zone — these cannot be changed later. Identity verification via Persona.

3 Brand and billing

Settings → Account info: the name and logo shown in the ad unit. Add a billing profile and a credit card. Post-pay at a threshold and at month end.

4 Build the campaign

Pick the objective (CPM, CPC or oCPC). Set a daily budget of at least ₹725 or a campaign total. Set dates, country and platforms.

5 Ad groups and ads

One ad group per theme or intent. Write context hints in plain language. Three to five ads per group at roughly 16 and 32 characters.

6 Launch, then watch

Set everything to Active; ads go through policy review. Impressions typically start within 24 hours. Allow OAI-AdsBot and OAI-SearchBot.

Sources: OpenAI Help Center — Ads Manager Beta Account Setup, Quickstart, Create Campaigns, Launch Campaigns, Billing & Payment, Conversion Measurement.

CHATGPT ADS IN INDIA

INSIDE ADS MANAGER

Campaign → ad group → ad, plus a live ad preview

LEVEL 1 · CAMPAIGN

Objective (CPM / CPC / oCPC) · budget (min ₹725/day) · dates · country and platform · optional custom audiences

LEVEL 2 · AD GROUP

Ad Group: "Kids' tiffin snacks"

Context hints: "parents looking for healthy, quick snack options for school lunchboxes".
Bid strategy: Maximize results.

LEVEL 2 · AD GROUP

Ad Group: "Evening chai time"

Context hints: "people planning tea-time snacks, festive gifting or guests at home". A separate theme means a separate ad group.

LEVEL 3 · AD

Ad

Headline ≈16 chars,
description ≈32, image and
URL with UTMs.

LEVEL 3 · AD

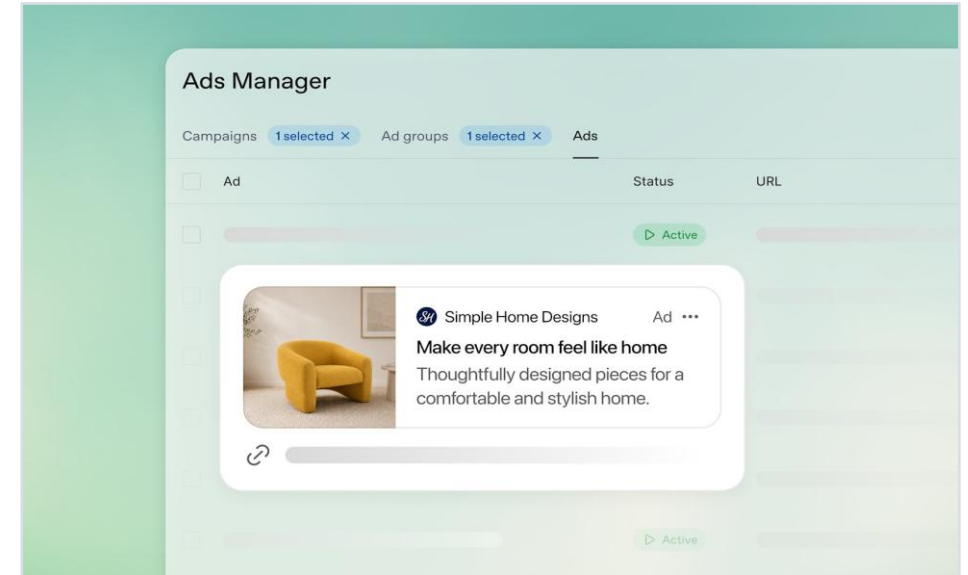
Ad (variant)

A different angle on the
same product. Test three
to five per ad group.

LEVEL 3 · AD

Ad (feed-generated)

Built automatically from a
product feed. Best for
large SKU catalogues.



Ad preview inside Ads Manager Beta: status, headline, description and destination URL.

Rule of thumb: one ad group per occasion or intent, three to five ads per group, each with a different angle.

CHATGPT ADS IN INDIA

POLICY

What OpenAI's ad policies mean for FMCG categories

Good to go

- Packaged foods, snacks and non-alcoholic beverages
- Home care, laundry and kitchen
- Personal care and beauty, with no medical claims
- Baby care and pet food
- Festive gifting and hampers
- Quick-commerce and D2C landing pages

Handle with care

- Wellness and nutrition claims — ads must not promote wellness products making unsubstantiated health claims
- Supplements and functional foods, which get a health-adjacent review
- Anything landing near health conversations, where ads do not serve
- Comparative or superlative claims, which must be truthful and substantiated

Not allowed

- Alcohol and tobacco, including promotion of consumption
- Gambling and wagering
- Adult products and services
- Recreational drugs and THC
- Political advocacy and contested social issues
- Creatives that imitate ChatGPT's interface

Source: OpenAI Ad Policies, 4 September 2026. Every ad goes through policy review before it serves.

CHATGPT ADS IN INDIA

WHY FMCG

Why this channel fits FMCG brands in India

Occasion intent, stated out loud

People describe the tiffin, the Diwali guest list, the monsoon laundry problem. That is planning context no search box captures.

Mass, ad-eligible reach

100M+ weekly users in India, the majority on Free or Go where ads show. Almost the whole Indian ChatGPT audience is reachable.

Low entry, self-serve

₹725 a day, credit card, no minimum commitment. A ₹30,000–60,000 learning test is realistic for a single brand.

Uncluttered unit

One or a few cards below the answer. No banner blindness, and no thirty competing SKUs on the shelf.

Catalogue-friendly

Product feeds and bulk upload suit multi-SKU portfolios and frequent price changes.

Empty auction, for now

Early relevance learnings compound. Brands that master context hints in 2026 keep the advantage when CPCs rise.

CHATGPT ADS IN INDIA

EXECUTION

Build ad groups around occasions, not products

Occasion (ad group)	Context hint (what you tell the system)	Sample ad (≈16 / ≈32 chars)	Land on
Kids' tiffin & school snacks	Parents planning quick, healthy lunchbox snacks that survive till break time; no maida or refined sugar	<i>Tiffin-ready ragi bites / No maida. Packs of 6 for school days.</i>	Blinkit or Zepto product page, or a D2C PDP
Festive hosting & gifting	People preparing for Diwali, Eid or Christmas guests; vegetarian menus; gift hampers under ₹1,000	<i>Diwali mithai hamper / Assorted, gift-ready, delivered.</i>	Hamper landing page with the pixel installed
Monsoon home care	Households dealing with damp, odour and mould during monsoon; laundry and floor cleaning	<i>Anti-mould floor clean / Stops musty smell in wet weeks.</i>	Retailer PDP or a D2C bundle
Post-workout & office snacks	Adults asking for protein-rich, low-sugar snacks for gym or desk; portion-controlled packs	<i>Roasted chana protein / 12g protein, zero added sugar.</i>	D2C PDP with subscription
Skin & hair care routines	People asking for a routine for oily skin or hair fall in humid Indian cities; avoid medical claims	<i>Oil-control face wash / For humid days. Fragrance-free.</i>	PDP with a routine builder

Brand and copy examples are illustrative. Keep three to five ad variants per group, and write hints as situations rather than category labels.

CHATGPT ADS IN INDIA

EXECUTION

A 30-day test plan for one FMCG brand

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Set up & verify - Create the account and complete Persona verification - Set INR billing, logo and account name; invite the team - Install the OpenAI Pixel or Conversions API - Unblock OAI-AdsBot and OAI-SearchBot - Upload the customer list as an exclusion	Launch on CPC - Two or three occasion ad groups, three to five ads each - Daily budget of ₹1,000–2,000 - Deep links with UTMs on every ad - Watch "Not serving" statuses daily	Optimise - Kill the weakest ads and add new angles - Rewrite hints for groups with low CTR - Split platforms if iOS and Android differ - Add a product feed if the SKU count is above 20	Scale or stop - Move the best group to oCPC - Compare CPC and CPA with Meta and Google - Read out context learnings to the brand team - Decide: scale, hold, or park until features land

Indicative budget: ₹30,000–60,000 for the month. Treat your own results as the benchmark — OpenAI publishes none for India yet.

CHATGPT ADS IN INDIA

HONEST SCORECARD

Pros and cons for an Indian FMCG brand, September 2026

Why it's worth a test budget

- **Intent-rich moments**
People tell ChatGPT what they are planning — a tiffin, a party, a diet — in more detail than any search box.
- **Huge, mostly ad-eligible audience**
100M+ weekly users in India, the majority on Free or Go where ads show.
- **Low entry price**
₹725 a day minimum, post-pay by card, self-serve. No agency minimums.
- **Clean, uncluttered unit**
One or a few cards below the answer. No banner blindness yet.
- **Feeds and bulk upload**
Large SKU catalogues can be run from a product feed rather than hand-built ads.
- **First-mover learning**
Early auctions are thin; brands that learn context hints now will have a head start.

What to go in knowing

- **No benchmarks yet**
OpenAI publishes no CTR or CPC norms. Budget as a learning experiment, not a proven channel.
- **Shallow targeting**
Country, platform and custom lists only. No city, age, language or interest targeting in India yet.
- **Context hints are not keywords**
You cannot guarantee placement on a given phrase. The system decides relevance.
- **Category walls**
Alcohol, tobacco and health claims are out or restricted. Wellness claims get scrutiny.
- **Small canvas**
Roughly 16-character headlines and thumbnails favour simple, single-SKU messages.
- **Beta churn**
Features, formats and rules are changing month to month. Expect to rebuild.

Sources: OpenAI Help Center (FAQ, Create Campaigns, Custom Audiences), OpenAI Ad Policies, and press coverage of the 27 August 2026 India launch.

CHATGPT ADS IN INDIA

WATCH-OUTS

Risks to brief the brand team on before spending

! No benchmarks

No published CTR, CPC or CPA for India. Set expectations as a learning test, not a performance line item.

! Beta churn

The interface, formats, objectives and rules are changing month to month. Rebuilds are likely.

! Relevance is judged by users

"Why this ad?" is one tap away. A poorly matched ad in a personal conversation damages brand more than a bad banner.

! Attribution gaps

Quick-commerce landings cannot carry your pixel. Read those as traffic plays with UTMs.

! Category scrutiny

Wellness claims need substantiation, and health conversations carry no ads. Nutrition-led brands get a smaller playground.

! Locked account settings

Country, currency and time zone cannot be changed later. One account per brand; agencies need one email per client.

CHATGPT ADS IN INDIA

NEXT STEPS

Get verified this week, spend next week

1

Sign up at ads.openai.com

Verification is the slow part, and the account costs nothing until you spend.

2

Pick two or three occasions

Write context hints as situations. Draft three to five ads per group at roughly 16 and 32 characters.

3

Fix the plumbing

Pixel or Conversions API, UTMs, robots.txt for OAI-AdsBot, and an exclusion audience.

4

Run the 30-day test

₹1,000–2,000 a day on CPC, move winners to oCPC, and read out in week four.

**Sociapa is running early
ChatGPT Ads tests for FMCG
clients now.**

Talk to us for account setup, occasion mapping, creative and a four-week readout.

Dheeraj Raj

Sociapa · sociapa.com

Platform facts from the OpenAI Help Center, OpenAI Ad Policies and ads.openai.com as of 4 September 2026. Brand examples are illustrative.