

A Guide to Zoho One Subscription Pricing Models

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Zoho Product Pricing Overview

Zoho One. Zoho One is an [all-in-one suite](#) that includes 50+ Zoho applications under a single subscription. It offers two pricing models (Source: [zoho.com](#))(Source: [cxtoday.com](#)):

- **All-Employee Plan:** Requires licensing *all* employees, at **\$45/user/month** (monthly billing) or **\$37/user/month** (annual billing) (Source: [cxtoday.com](#)). This provides every staff member full access to the entire Zoho suite. It is cost-effective per user, but requires company-wide adoption.

- **Flexible-User Plan:** No minimum headcount – you license only the users you need. Pricing is higher: about **\$105/user/month** (monthly) or **\$90/user/month** (annual) (Source: cxtoday.com). Both plans include identical features; the difference is that Flexible lets you license selectively.

There are no lock-in contracts – you can pay monthly or annually, with annual subscriptions giving the quoted “per month” rates. (All prices exclude VAT/GST as noted by Zoho (Source: zoho.com).) Note that Zoho One includes classic support by default; companies needing faster or more comprehensive support can add Premium (20% extra of subscription) or Enterprise support (25% extra) (Source: cxtoday.com). Zoho offers no further bundle or nonprofit discount on One (Zoho states pricing is already competitive) (Source: zoho.com).

Zoho CRM Pricing

Zoho CRM has a **Free edition** (up to 3 users) and four paid tiers. Annual (“billed yearly”) and monthly pricing differ. According to Zoho and third-party sources (Source: monday.com)(Source: tech.co), the **paid editions** (per user per month) are approximately:

- **Standard:** \$14 (annual) / \$20 (monthly)
- **Professional:** \$23 / \$35
- **Enterprise:** \$40 / \$50
- **Ultimate:** \$52 / \$65

Each plan builds on the previous. For example, Standard adds [core CRM](#) (sales automation, basic reports), while Professional adds inventory modules and advanced features, Enterprise adds multi-user-per-license sharing and configurable modules, and Ultimate includes AI/analytics add-ons. (Zoho also offers various paid extensions, e.g. **SalesIQ** chat for \$19/user/month, **CommandCenter** for advanced security, and additional “team selling” seats – but core CRM prices are as above.)

In India, Zoho posts local currency prices which reflect roughly the same features: Standard ₹800 (≈\$10) and Professional ₹1,400 (Source: zoho.com). (For example, Zoho CRM Standard is ₹800/user/mo annual in INR vs. \$14 in USD.) Zoho does not advertise special non-profit rates for CRM beyond its general offering; NGOs are advised to contact sales for any NGO-specific programs.

Competitor – Salesforce: By comparison, [Salesforce Sales Cloud](#) editions are significantly more expensive. Salesforce’s Starter/Essentials plan is **\$25/user/mo**(Source: [tech.co](#)), Professional \$80, Enterprise \$165, and Unlimited \$330 (all per user, per month, annual). In other words, Salesforce plans cost roughly 2–4× more per user than Zoho’s comparable tiers. For example, Zoho CRM Professional is \$23 (annual) vs. Salesforce Professional \$80 (Source: [monday.com](#))(Source: [tech.co](#)). This makes Zoho CRM attractive for budget-conscious SMBs while still offering many enterprise-grade features.

CRM TIER	ZOHO CRM (ANNUAL)	ZOHO CRM (MONTHLY)	SALESFORCE SALES CLOUD
Standard/Essentials	\$14/user-mo	\$20/user-mo	\$25/user-mo (Essentials) (Source: tech.co)
Professional	\$23	\$35	\$80 (Professional) (Source: tech.co)
Enterprise	\$40	\$50	\$165 (Enterprise) (Source: tech.co)
Ultimate/Unlimited	\$52	\$65	\$330 (Unlimited) (Source: tech.co)

Table: Zoho CRM vs. Salesforce Sales Cloud pricing (per user, per month).

Zoho Books Pricing

Zoho Books is Zoho’s [cloud accounting software](#). It offers a **Forever Free** plan and five paid tiers, each priced “per organization” (not per user). The free plan is available for businesses with annual turnover <\$50K and includes 1 user + 1 accountant (Source: [g2.com](#)) (exact limits on invoices, etc.). For paid plans (all pricing below is billed annually; monthly rates are higher):

- **Standard:** \$15/org/month (annual billing) (Source: [zoho.com](#)), **or** \$20 if billed monthly. Includes up to 3 users (plus 1 accountant) (Source: [zoho.com](#)).
- **Professional:** \$40 (annual) / \$50 (monthly). Up to 5 users (Source: [zoho.com](#)), adds Projects module, multi-currency, and workflow automation.

- **Premium:** \$60 (annual) / \$70 (monthly). Up to 10 users, adds vendor portal, purchase orders, budgeting.
- **Elite:** \$120 (annual) / \$150 (monthly). Up to 10 users. Adds advanced inventory and warehouse management, plus multi-currency AP/AR.
- **Ultimate:** \$240 (annual) / \$275 (monthly). Up to 15 users. Full accounting with extended features (e.g. 25 custom modules).

Annual pricing offers ~20% savings vs. monthly billing (Source: zoho.com). Additional users (beyond plan limits) can be added at about \$3/user/month (annual rate) (Source: zoho.com). (Zoho allows unlimited *transactions* and reports in each plan; only the tiers above limit user count and advanced features.)

BOOKS PLAN	USERS (INCL. 1 ACCOUNTANT)	PRICE (ANNUAL)	PRICE (MONTHLY)
Free (Forever)	1+1 (accountant)	\$0	\$0
Standard	3	\$15/org/mo	\$20/org/mo
Professional	5	\$40	\$50
Premium	10	\$60	\$70
Elite	10	\$120	\$150
Ultimate	15	\$240	\$275

Table: Zoho Books pricing tiers and user limits (Source: zoho.com) (Source: zoho.com).

Competitor – QuickBooks Online: For comparison, [QuickBooks Online](https://quickbooks.com) (US edition) has no free tier and four paid tiers. Its pricing (monthly) is about \$35 (Simple Start), \$65 (Essentials), \$99 (Plus) and \$235 (Advanced) (Source: nerdwallet.com), with 3–25 users respectively. QuickBooks’ lowest plan (\$35) supports only 1 user (plus accountant), whereas Zoho’s standard (\$15) supports 3 users. In short, Zoho Books undercuts QuickBooks at each level – offering a free entry plan and significantly lower prices for SMBs (Source: nerdwallet.com) (Source: nerdwallet.com).

Zoho Projects Pricing

Zoho Projects (project management) has three plans including a free tier:

- **Free Plan:** Up to 5 users, limited to 3 projects and 5 GB storage (Source: [tech.co](#)). (Good for very small teams.)
- **Premium: \$4/user/month** (when billed annually; about \$5 if billed monthly) (Source: [tech.co](#)). Up to 50 users, 100 GB storage, unlimited projects and tasks. Includes Gantt charts, time tracking, issue tracking, etc.
- **Enterprise: \$9/user/month** (annual; ~\$10 monthly) (Source: [tech.co](#)). Unlimited users, 120 GB storage, unlimited projects. Adds advanced features like multilingual support and advanced task management.

Zoho explicitly notes that it dropped older mid-level plans to simplify offerings (Source: [tech.co](#)). All paid plans include unlimited projects, tasks, and basic dashboards. A quick summary:

PROJECTS PLAN	USERS	ANNUAL PRICE	MONTHLY PRICE	KEY FEATURES
Free	Up to 5 users	\$0	\$0	3 active projects, 5 GB storage (Source: tech.co)
Premium	Up to 50 users	\$4 per user	~\$5 per user	Unlimited projects, 100 GB, Gantt, time tracking (Source: tech.co)
Enterprise	Unlimited users	\$9 per user	~\$10 per user	Everything in Premium + 120 GB, advanced automations (Source: tech.co)

Trello Comparison: Trello is a common alternative. Trello's **Standard** plan is \$5/user/mo (annual) (Source: [trello.com](#)) and **Premium** \$10/user/mo (annual) (Source: [trello.com](#)). Trello Free supports unlimited boards (for small teams) but limits automation and features. In contrast, Zoho Projects' Premium at \$4 (annual) offers built-in Gantt charts and more, making it a strong value versus Trello's ~\$6 (paid monthly) for similar functionality.

Zoho Mail and Workplace

Zoho Mail provides business email hosting. **Zoho Mail** has three plans:

- **Forever Free:** For up to 5 users, each with 5 GB mail storage, and a 25 MB attachment limit (Source: zoho.com). (Basic email, web access only.)
- **Mail Lite: \$1/user/mo** (annual billing) (Source: neo.space). 5 GB storage per user (double free), 25 MB attachments. Includes IMAP/POP, mobile apps, calendar, tasks, and basic sharing.
- **Mail Premium: \$4/user/mo** (annual) (Source: neo.space). 50 GB storage per user, up to 1 GB attachments, plus archiving/eDiscovery, email backup, S/MIME encryption, and white-labeling.

(Zoho Workplace plans bundle Mail with office apps – the entry Workplace Standard is about \$3/user/mo, but Zoho Mail-only plans are as above.) All annual prices noted; month-to-month is slightly higher.

An example side-by-side vs. Microsoft 365 (US pricing): Microsoft 365 Business Basic (email + web Office) is \$6/user/mo (annual) (Source: microsoft.com), and Business Standard (desktop apps) \$12.50 (Source: microsoft.com). Thus, Zoho Mail Lite/Premium (\$1–\$4) are much lower cost if only email is needed. Notably, Zoho Mail has a forever-free option, whereas Microsoft offers no free professional email.

EMAIL PLAN	USERS	STORAGE PER USER	PRICE (ANNUAL)
Zoho Mail Free	Up to 5	5 GB	\$0 (forever) (Source: zoho.com)
Mail Lite	Unlimited	5 GB	\$1/user/mo (Source: neo.space)
Mail Premium	Unlimited	50 GB	\$4/user/mo (Source: neo.space)

Table: Zoho Mail pricing and features.

Zoho also offers flexible **“mix-and-match”** licensing: you can combine Mail Lite, Mail Premium, and Workplace seats in one account (e.g. different users on different plans) (Source: zoho.com). Non-profits may request special pricing (Zoho suggests contacting sales for NGO discounts (Source: zoho.com)).

Zoho Desk Pricing

Zoho Desk (customer support ticketing) has 4 paid tiers and a free tier:

- **Free Edition:** 3 free agents (users) with basic email ticketing (Source: zoho.com). Good for startups.
- **Express:** ₹420/user/month (annual) (Source: zoho.com) (about \$6/user/mo USD). Includes basic case management, SLAs, and reports.
- **Standard:** ₹800 (annual) (Source: zoho.com) (~\$10). Adds email/social ticket channels, live chat widget, knowledge base, and automation.
- **Professional:** ₹1,400 (annual) (Source: zoho.com) (~\$18). Adds telephony integration, multi-department support, round-robin assignment, and custom fields.
- **Enterprise:** ₹2,400 (annual) (Source: zoho.com) (~\$30). Includes AI features (answer bot, sentiment analysis), multi-brand help centers, and more advanced automations.

Zoho includes Express and Standard at very low cost. For example, Standard at ₹800 (~\$10) includes multi-channel support and knowledge base, whereas comparable solutions (like Zendesk) typically start at \$19–\$49.

DESK PLAN	AGENTS	PRICE (ANNUAL)	KEY ADDITIONS
Free	3	\$0	Basic email ticketing
Express	Unlimited	₹420/user/mo (~\$6) (Source: zoho.com)	Social channels, basic automations
Standard	Unlimited	₹800 (~\$10) (Source: zoho.com)	Multichannel (chat, social), KB, SLAs
Professional	Unlimited	₹1,400 (~\$18) (Source: zoho.com)	Telephony, blueprints, round-robin
Enterprise	Unlimited	₹2,400 (~\$30) (Source: zoho.com)	AI bots, multi-brand, sandbox

Table: Zoho Desk pricing (annual, per agent).

Zoho Desk also offers non-profit and educational discounts on request, though specific rates aren't published. (Like Zoho Mail, NGOs are advised to contact Zoho sales for details.) Note that Desk prices are region-dependent; the INR prices above apply to India, whereas US prices would be roughly \$6, \$10, \$18, \$30 for Express–Enterprise.

Zoho Analytics Pricing

Zoho Analytics (business intelligence) has four subscription tiers and a free tier:

- **Free Plan:** \$0, supports 2 users, 5 workspaces, and up to 10,000 rows (Source: help.zoho.com). Good for lightweight reporting needs.
- **Basic:** \$25/month, 2 users, 0.5 million rows of data, unlimited dashboards (Source: help.zoho.com).
- **Standard:** \$50/month, 5 users, 1 million rows.
- **Premium:** \$125/month, 15 users, 5 million rows.
- **Enterprise:** \$495/month, 50 users, 50 million rows.

(The above pricing is monthly; annual plans save ~20% (Source: zoho.com).) All plans allow unlimited reports/dashboards. Additional users or data can be added as *add-ons*: for example, extra viewer seats are \$4/viewer/mo (25-min must be purchased) (Source: zoho.com), and extra data rows cost roughly ~\$10 per 0.5M rows.

ANALYTICS PLAN	USERS	ROWS	PRICE
Free	2	10,000	\$0
Basic	2	0.5 million	\$25/month (Source: help.zoho.com)
Standard	5	1 million	\$50/month
Premium	15	5 million	\$125/month
Enterprise	50	50 million	\$495/month

Table: Zoho Analytics pricing (per month, annual billing) (Source: help.zoho.com)(Source: help.zoho.com).

Zoho Creator Pricing

Zoho Creator (low-code app platform) offers **Free**, **Standard**, **Professional**, and **Enterprise** user-based plans (Source: zenatta.com)(Source: zenatta.com). Annual pricing (per user) is:

- **Standard:** \$8/user/mo (annual) (Source: zenatta.com). Includes unlimited basic apps, 1 developer environment, 1,000 forms submissions/day, etc.
- **Professional:** \$20/user/mo (annual) (Source: zenatta.com). Adds customer portals, advanced security, integration capabilities.
- **Enterprise:** \$25/user/mo (annual) (Source: zenatta.com). Includes everything in Professional plus advanced analytics, dedicated support, and more.

Zoho bundles Creator into Zoho One as well, but standalone Creator users must pay per-user. A useful feature is Zoho's **Flexi** plan: you can start with a lower plan and add specific features (like extra workspace or BI) a la carte. Creator also has an app-based "Portal" add-on (separate purchase) for external users, and support plans (Proactive, Premium) at extra cost.

CREATOR PLAN	PRICE (ANNUAL)	KEY FEATURES
Standard	\$8/user/mo (Source: zenatta.com)	Unlimited apps, basic dev tools
Professional	\$20/user/mo (Source: zenatta.com)	+ Customer portals, SSO, advanced security
Enterprise	\$25/user/mo (Source: zenatta.com)	+ Advanced analytics, dedicated support

Table: Zoho Creator pricing (per user, annual billing) (Source: zenatta.com)(Source: zenatta.com).

Regional & Special Pricing

Zoho's listed prices vary by country. For example, Zoho CRM and Zoho Desk prices on the India (INR) site are roughly 1/7–1/8 of the US dollar prices (e.g. CRM Standard ₹800 vs. \$10 (Source: [zoho.com](https://www.zoho.com))). Likewise, Zoho Desk Standard ₹800 (\$10) vs. ~\$10 in USD. All Zoho apps in Asia/Europe will be priced in local currency (EUR, GBP, INR, etc.); prices are roughly adjusted for local purchasing power and include local taxes (VAT/GST) where noted (Source: [zoho.com](https://www.zoho.com)).

Zoho offers discounts for non-profit and educational organizations in some regions. For instance, Zoho Mail mentions "special pricing for non-profits" (Source: [zoho.com](https://www.zoho.com)). Similarly, Zoho Workplace has a nonprofit version with free/discounted plans in many countries (often verified via local Zoho portals). In practice, nonprofits should contact Zoho sales or a Zoho partner for exact rates (often 10–30% off). Zoho also supports educational licenses of certain apps; details are available on Zoho's websites for Education.

Summary and Competitive Positioning

Zoho's pricing is generally pitched as **SMB-friendly and all-inclusive**. Core patterns across products:

- **Lower base prices:** Many Zoho apps have free or very low-cost entry tiers (e.g., Zoho Books free, Zoho Mail free, Zoho CRM free, Zoho Projects free) that competitors lack.
- **Annual discounts:** Paid plans typically show a 15–20% discount for annual billing (Zoho Books, Analytics, etc.) (Source: [zoho.com](https://www.zoho.com))(Source: [zoho.com](https://www.zoho.com)). Monthly billing is available but costs more.
- **Bundles:** Zoho One (\$37–\$90/user) and Zoho Workplace provide value by bundling many apps. For example, Zoho Workplace Standard at \$3/user includes email, file storage, and office apps – undercutting Microsoft's similar bundle.
- **Feature-packed mid-tiers:** Zoho's mid and high tiers often include advanced features as standard. For example, Zoho CRM Enterprise (\$40) includes features like process management and advanced customization that in Salesforce might require a higher tier or separate add-ons.
- **Comparison vs. Major Competitors:**

- **CRM:** Zoho CRM undercuts Salesforce by a wide margin (as shown above). For an SMB, Zoho's top plan (\$52) still costs far less than Salesforce's \$165–\$330 plans (Source: [monday.com](https://www.monday.com))(Source: [tech.co](https://www.tech.co)), yet includes robust analytics and AI (Zia).
- **Accounting:** Zoho Books matches or beats QuickBooks Online pricing. Zoho's free tier and low-priced plans (e.g. \$15/mo) give it an edge over QuickBooks' \$35+ starting price (Source: [nerdwallet.com](https://www.nerdwallet.com)).
- **Email/Office:** Zoho Mail/Workplace is cheaper than Microsoft 365 for comparable features. Basic Zoho Mail is \$1–\$4/user, vs. Microsoft's \$6–\$12.50 for Business Basic/Standard (Source: [neo.space](https://www.neo.space))(Source: [microsoft.com](https://www.microsoft.com)). Of course, Microsoft includes desktop Office apps; Zoho Workplace includes online editors instead.
- **Project Management:** Zoho Projects Premium (\$4) is substantially cheaper than Trello Premium (\$10) (Source: [tech.co](https://www.tech.co))(Source: [trello.com](https://www.trello.com)), with built-in Gantt charts and time tracking. Both offer free tiers, but Zoho's paid tiers deliver more advanced planning tools at a lower price.

In conclusion, Zoho's tiered pricing (with both monthly and annual options) and free editions make it attractive for small and mid-sized businesses. By comparison, many traditional enterprise competitors charge substantially more for similar capabilities. The tables above summarize the key pricing tiers and illustrate that Zoho often delivers equivalent features at a fraction of the cost of alternatives (Source: [monday.com](https://www.monday.com))(Source: [nerdwallet.com](https://www.nerdwallet.com)) (Source: [cxtoday.com](https://www.cxtoday.com)). Businesses should evaluate feature needs (e.g. user count, storage, advanced modules) against these prices. All figures here are drawn from Zoho's official site and expert reviews, ensuring the accuracy of plan details and costs (Source: [zoho.com](https://www.zoho.com))(Source: [monday.com](https://www.monday.com)) (Source: [nerdwallet.com](https://www.nerdwallet.com))(Source: [cxtoday.com](https://www.cxtoday.com)).

Sources: Official Zoho pricing pages and FAQs, supplemented by reputable industry guides (Source: [zoho.com](https://www.zoho.com))(Source: [monday.com](https://www.monday.com)) (Source: [cxtoday.com](https://www.cxtoday.com))(Source: [nerdwallet.com](https://www.nerdwallet.com)) (Source: help.zoho.com)(Source: [zenatta.com](https://www.zenatta.com)). Tables and comparative data above are derived from these authoritative sources.

Tags: zoho one, saas pricing, subscription models, user licensing, all-employee plan, flexible-user plan, business software, software suite

About Houseblend

HouseBlend.io is a specialist NetSuite™ consultancy built for organizations that want ERP and integration projects to accelerate growth—not slow it down. Founded in Montréal in 2019, the firm has become a trusted partner for venture-backed scale-ups and global mid-market enterprises that rely on mission-critical data flows across commerce, finance and operations. HouseBlend's mandate is simple: blend proven business process design with deep technical execution so that clients unlock the full potential of NetSuite while maintaining the agility that first made them successful.

Much of that momentum comes from founder and Managing Partner **Nicolas Bean**, a former Olympic-level athlete and 15-year NetSuite veteran. Bean holds a bachelor's degree in Industrial Engineering from École Polytechnique de Montréal and is triple-certified as a NetSuite ERP Consultant, Administrator and SuiteAnalytics User. His résumé includes four end-to-end corporate turnarounds—two of them M&A exits—giving him a rare ability to translate boardroom strategy into line-of-business realities. Clients frequently cite his direct, "coach-style" leadership for keeping programs on time, on budget and firmly aligned to ROI.

End-to-end NetSuite delivery. HouseBlend's core practice covers the full ERP life-cycle: readiness assessments, Solution Design Documents, agile implementation sprints, remediation of legacy customisations, data migration, user training and post-go-live hyper-care. Integration work is conducted by in-house developers certified on SuiteScript, SuiteTalk and RESTlets, ensuring that Shopify, Amazon, Salesforce, HubSpot and more than 100 other SaaS endpoints exchange data with NetSuite in real time. The goal is a single source of truth that collapses manual reconciliation and unlocks enterprise-wide analytics.

Managed Application Services (MAS). Once live, clients can outsource day-to-day NetSuite and Celigo® administration to HouseBlend's MAS pod. The service delivers proactive monitoring, release-cycle regression testing, dashboard and report tuning, and 24 × 5 functional support—at a predictable monthly rate. By combining fractional architects with on-demand developers, MAS gives CFOs a scalable alternative to hiring an internal team, while guaranteeing that new NetSuite features (e.g., OAuth 2.0, AI-driven insights) are adopted securely and on schedule.

Vertical focus on digital-first brands. Although HouseBlend is platform-agnostic, the firm has carved out a reputation among e-commerce operators who run omnichannel storefronts on Shopify, BigCommerce or Amazon FBA. For these clients, the team frequently layers Celigo's iPaaS connectors onto NetSuite to automate fulfilment, 3PL inventory sync and revenue recognition—removing the swivel-chair work that throttles scale. An in-house R&D group also publishes "blend recipes" via the company blog, sharing optimisation playbooks and KPIs that cut time-to-value for repeatable use-cases.

Methodology and culture. Projects follow a "many touch-points, zero surprises" cadence: weekly executive stand-ups, sprint demos every ten business days, and a living RAID log that keeps risk, assumptions, issues and dependencies transparent to all stakeholders. Internally, consultants pursue ongoing certification tracks and pair with senior architects in a deliberate mentorship model that sustains institutional knowledge. The result is a delivery organisation that can flex from tactical quick-wins to multi-year transformation roadmaps without compromising quality.

Why it matters. In a market where ERP initiatives have historically been synonymous with cost overruns, HouseBlend is reframing NetSuite as a growth asset. Whether preparing a VC-backed retailer for its next funding round or rationalising processes after acquisition, the firm delivers the technical depth, operational discipline and business empathy required to make complex integrations invisible—and powerful—for the people who depend on them every day.

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