

# **Google AI Tools & Services (2026)**

## ***Purpose & Capability Overview***

Compiled for Strategic AI & Digital Transformation Insights

by

*Global Institute for Circular Economy & Sustainable Development Goals (ICE&SDGs)*

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## Google AI Tools & Services – Purpose, Links, and Pricing (India, INR)

Compiled from Google’s official product listings (Google AI Build pages and Google Cloud AI product/pricing pages) and current subscription pages. Where Google publishes usage-based pricing (pay-as-you-go), monthly/annual costs vary with consumption; those rows show pricing notes and the official pricing link. USD amounts are converted to INR using a USD→INR mid-market reference of 1 USD = 95.7675 INR (15 May 2026).

Tool / Service	Purpose	Official link	Free / Paid	Pricing model	Monthly (INR)	Annual (INR)	Pricing notes
<b>Agent Search</b>	Managed platform for building AI-driven search experiences for sites and applications.	<a href="https://cloud.google.com/products/ai">https://cloud.google.com/products/ai</a>	Paid	Usage-based			Pricing varies by usage and configuration.
<b>Agent Studio (on Gemini Enterprise Agent Platform)</b>	Prototype and test generative AI models; prompt design, evaluation, multimodal generation.	<a href="https://cloud.google.com/products/ai">https://cloud.google.com/products/ai</a>	Paid	Usage-based			Part of Gemini Enterprise Agent Platform tooling.
<b>AutoML (on Agent Platform/Vertex AI)</b>	Custom model training and development with minimal ML expertise.	<a href="https://cloud.google.com/automl">https://cloud.google.com/automl</a>	Paid	Usage-based			Pricing varies by modality and training/inference.
<b>BigQuery AI / BigQuery ML</b>	Train/evaluate/run ML & use AI functions directly in BigQuery (SQL).	<a href="https://cloud.google.com/products/ai">https://cloud.google.com/products/ai</a>	Paid	Usage-based (BigQuery)			Billed via BigQuery compute/storage; AI functions may add costs.

<b>Chrome DevTools (AI assistance)</b>	AI assistance to streamline debugging across styling, performance and more.	<a href="https://developer.chrome.com/docs/devtools/">https://developer.chrome.com/docs/devtools/</a>	Free	Free tooling (feature availability may vary)	₹0	₹0	DevTools is free; AI features availability may vary.
<b>Cloud GPUs</b>	GPU infrastructure for ML training/inference.	<a href="https://cloud.google.com/gpu">https://cloud.google.com/gpu</a>	Paid	Usage-based			Priced per GPU type and hour/region.
<b>Cloud TPUs</b>	TPU infrastructure for ML training/inference.	<a href="https://cloud.google.com/tpu">https://cloud.google.com/tpu</a>	Paid	Usage-based			Priced per TPU type and hour/region.
<b>Colab Enterprise</b>	Enterprise notebook environment integrated with BigQuery and Vertex/Gemini platform.	<a href="https://cloud.google.com/colab">https://cloud.google.com/colab</a>	Paid	Usage-based (Google Cloud)			Priced via Google Cloud; see Colab Enterprise pricing for hourly runtime configurations.
<b>Colab Pro</b>	Paid Colab plan with monthly compute units and better GPU/memory access.	<a href="https://colab.research.google.com/signup/pricing">https://colab.research.google.com/signup/pricing</a>	Paid	Subscription	₹1,148	₹13,776	USD list price commonly published; official page excerpt captured features but not the price figure.
<b>Colab Pro+</b>	Higher Colab plan with more compute units and background execution.	<a href="https://colab.research.google.com/signup/pricing">https://colab.research.google.com/signup/pricing</a>	Paid	Subscription	₹4,787	₹57,444	USD list price commonly published; official page excerpt captured

							features but not the price figure.
<b>CX Agent Studio</b>	Build and manage virtual agents with intent-based + generative capabilities.	<a href="https://cloud.google.com/products/ai">https://cloud.google.com/products/ai</a>	Paid	Usage-based			Includes visual builder; pricing depends on deployment and usage.
<b>Deep Learning Containers</b>	Optimised containers for deep learning environments.	<a href="https://cloud.google.com/deep-learning-containers">https://cloud.google.com/deep-learning-containers</a>	Paid	Usage-based			Compute + storage costs apply.
<b>Deep Learning VM Image</b>	Preconfigured VMs for deep learning.	<a href="https://cloud.google.com/deep-learning-vm">https://cloud.google.com/deep-learning-vm</a>	Paid	Usage-based			Compute Engine + accelerator costs apply.
<b>Dialogflow</b>	Conversational AI platform for chatbots/voice bots.	<a href="https://cloud.google.com/dialogflow">https://cloud.google.com/dialogflow</a>	Paid	Usage-based			Pricing depends on edition/requests.
<b>Document AI</b>	Document processing/understanding; OCR, form parsing, extractors, specialised parsers.	<a href="https://cloud.google.com/document-ai/pricing">https://cloud.google.com/document-ai/pricing</a>	Paid	Usage-based			Example list prices: OCR \$1.50 per 1,000 pages; Form Parser \$30 per 1,000 pages (low tier).
<b>Flow</b>	AI creative studio for filmmaking-style generation and editing using Google video/image models.	<a href="https://flow.google">https://flow.google</a>	Paid (limited/free access may exist)	Included with Google AI subscriptions / Google AI ecosystem			Access/limits depend on Google AI subscription tier.

<b>Gemini (app)</b>	Everyday AI assistant for writing, research, multimodal help (text/images), and planning.	<a href="https://gemini.google.com">https://gemini.google.com</a>	Free + Paid	Subscription (consumer) + free tier	₹0	₹0	Free tier available; paid tiers below.
<b>Gemini API (Google AI for Developers)</b>	API access to Gemini models for integrating into apps (text/image/video/audio depending on model).	<a href="https://ai.google.dev/gemini-api/docs/pricing">https://ai.google.dev/gemini-api/docs/pricing</a>	Free + Paid	Pay-as-you-go (tokens) + free tier			Token-based pricing; monthly cost varies by usage.
<b>Gemini Audio</b>	Real-time audio models built on Gemini.	<a href="https://ai.google/build/">https://ai.google/build/</a>	Free + Paid	Usage-based via API/platform			See Gemini API pricing for audio model rates.
<b>Gemini CLI</b>	Command-line interface bringing Gemini into terminal workflows.	<a href="https://github.com/google-gemini/gemini-cli">https://github.com/google-gemini/gemini-cli</a>	Free + Paid	Free tooling; usage subject to Gemini access/tier			Higher daily request limits included in Google AI Pro/Ultra.
<b>Gemini Code Assist</b>	AI coding assistant in IDEs (VS Code/JetBrains; also Cloud Shell Editor/Cloud Code).	<a href="https://cloud.google.com/gemini/docs/codeassist">https://cloud.google.com/gemini/docs/codeassist</a>	Free + Paid	Free tier + higher limits in paid tiers			Free tier available; higher limits with Google AI Pro/Ultra or enterprise offerings.
<b>Gemini Enterprise Agent Platform (formerly Vertex AI)</b>	Unified platform for ML, generative AI and agent building (model garden, tuning, deployment, monitoring).	<a href="https://cloud.google.com/products/ai">https://cloud.google.com/products/ai</a>	Paid (trial available)	Usage-based (Google Cloud)			Pricing varies by model, tokens, and platform components.

<b>Gemini Enterprise for Customer Experience</b>	End-to-end customer experience AI (virtual agents + agent assist + insights).	<a href="https://cloud.google.com/products/ai">https://cloud.google.com/products/ai</a>	Paid	Usage-based / contact sales			Enterprise solution; pricing via sales/partner.
<b>Gemini in Android Studio</b>	AI support in Android Studio across development lifecycle.	<a href="https://developer.android.com/studio">https://developer.android.com/studio</a>	Free + Paid	Bundled feature; may require eligible Studio/channel or subscription			Availability varies by Android Studio version and account eligibility.
<b>Gemini in Google Workspace (Gmail/Docs/Sheets/Slides/Meet/Drive etc.)</b>	Embedded AI assistance inside Workspace apps for drafting, summarising, organising and meeting help.	<a href="https://workspace.google.com/solutions/ai/">https://workspace.google.com/solutions/ai/</a>	Paid	Subscription (Workspace)			Bundled into paid Workspace plans; pricing depends on plan and billing term.
<b>Gemini Live API</b>	Real-time, bidirectional streaming for low-latency voice/audio interactions.	<a href="https://ai.google.dev">https://ai.google.dev</a>	Free + Paid	Pay-as-you-go (usage-based)			Pricing depends on selected model; see Gemini API pricing.
<b>Gemma (open models)</b>	Open model family for building and running locally or in your stack.	<a href="https://ai.google/build/">https://ai.google/build/</a>	Free	Open models (download/use subject to licence)	₹0	₹0	Model weights available openly; compute costs depend on where you run them.

<b>Google AI Edge</b>	Deploy AI across mobile/web/embedded environments (edge inference).	<a href="https://ai.google/build/">https://ai.google/build/</a>	Free + Paid	Frameworks are free; some services/hardware usage may be paid			Edge toolchain is typically free; deployment infra may incur costs.
<b>Google AI Plus (Gemini subscription)</b>	More access to Gemini features/models, plus Gemini in Google apps + NotebookLM and 200 GB storage.	<a href="https://gemini.google/in/subscriptions/?hl=en-IN">https://gemini.google/in/subscriptions/?hl=en-IN</a>	Paid	Subscription	₹399	₹4,788	India pricing shown on subscriptions page.
<b>Google AI Pro (Gemini subscription)</b>	Higher access to Gemini features/models; includes higher limits for Gemini Code Assist/CLI + 5 TB storage.	<a href="https://gemini.google/in/subscriptions/?hl=en-IN">https://gemini.google/in/subscriptions/?hl=en-IN</a>	Paid	Subscription	₹1,950	₹23,400	India pricing shown on subscriptions page.
<b>Google AI Studio</b>	Browser-based environment to prototype with Gemini models and build workflows.	<a href="https://aistudio.google.com">https://aistudio.google.com</a>	Free	Free interface for prototyping; API usage billed separately			Interface is free; production usage via Gemini API billed by tokens.
<b>Google AI Ultra (Gemini subscription)</b>	Highest limits + exclusive features; includes YouTube Premium + 30 TB storage.	<a href="https://gemini.google/in/subscriptions/?hl=en-IN">https://gemini.google/in/subscriptions/?hl=en-IN</a>	Paid	Subscription	₹24,500	₹294,000	India price widely reported; subscription page excerpt did not show the INR figure in captured

							content. Verify in account billing.
<b>Google Antigravity</b>	Agentic development platform/IDE for managing multiple coding agents.	<a href="https://ai.google/build/">https://ai.google/build/</a>	Free + Paid	Access varies; higher limits in paid tiers			Higher rate limits included in Google AI Pro/Ultra.
<b>Google Colab (free)</b>	Hosted notebooks with optional accelerators for ML experimentation.	<a href="https://colab.research.google.com">https://colab.research.google.com</a>	Free + Paid	Freemium	₹0	₹0	Free tier available with usage limits.
<b>Google Maps Platform – Maps Builder agent</b>	Build custom-coded geospatial prototypes faster (agent-assisted).	<a href="https://ai.google/build/">https://ai.google/build/</a>	Paid	Usage-based (Maps Platform)			Maps Platform billed per SKU; costs depend on usage.
<b>Google Vids</b>	AI-powered video creation inside Google Workspace.	<a href="https://workspace.google.com/products/vids/">https://workspace.google.com/products/vids/</a>	Paid	Included with Workspace / Google AI plans			Availability and limits depend on Workspace plan.
<b>Google Workspace Business Plus</b>	Workspace suite with advanced security plus Gemini features.	<a href="https://workspace.google.com/pricing?hl=en_in">https://workspace.google.com/pricing?hl=en_in</a>	Paid	Subscription (per user)	₹2,107	₹25,284	Converted from \$22/user/month (annual commitment) using USD→INR reference rate; taxes (GST) may apply.
<b>Google Workspace Business Standard (Gemini in Gmail/Docs/Meet)</b>	Workspace suite with broader Gemini integration across apps.	<a href="https://workspace.google.com/pricing?hl=en_in">https://workspace.google.com/pricing?hl=en_in</a>	Paid	Subscription (per user)	₹1,341	₹16,092	Converted from \$14/user/month (annual commitment)

<b>and more + NotebookLM expanded)</b>							using USD→INR reference rate; taxes (GST) may apply.
<b>Google Workspace Business Starter (includes Gemini in Gmail + Gemini app)</b>	Workspace suite with Gemini AI assistant (limited scope) for small teams.	<a href="https://workspace.google.com/pricing?hl=en_in">https://workspace.google.com/pricing?hl=en_in</a>	Paid	Subscription (per user)	₹670	₹8,040	Converted from \$7/user/month (annual commitment) using USD→INR reference rate; taxes (GST) may apply.
<b>JAX</b>	High-performance ML framework for accelerator-optimised numerical computing.	<a href="https://jax.readthedocs.io">https://jax.readthedocs.io</a>	Free	Open-source	₹0	₹0	Free to use; infrastructure costs depend on deployment.
<b>Jules</b>	Autonomous coding agent for GitHub repositories to understand codebases and implement changes.	<a href="https://jules.google">https://jules.google</a>	Free + Paid	Access varies; integrates with Gemini subscription tiers			Gemini 3 Pro access reported for Google AI subscribers.
<b>Keras</b>	High-level deep learning API for rapid model building.	<a href="https://keras.io">https://keras.io</a>	Free	Open-source	₹0	₹0	Free to use; infrastructure costs depend on deployment.
<b>Lyria (music generation)</b>	Music generation model (where available) via Gemini/AI Studio/Agent Platform.	<a href="https://deepmind.google/models/lyria">https://deepmind.google/models/lyria</a>	Paid/Preview	Access varies			Availability varies by region and product

							surface.
<b>Media Translation</b>	Dynamic audio translation for content and applications.	<a href="https://cloud.google.com/media-translation">https://cloud.google.com/media-translation</a>	Paid	Usage-based			Pricing varies by minutes and features.
<b>Nano Banana (Gemini Image)</b>	Create/edit images with Gemini Image generation.	<a href="https://ai.google/build/">https://ai.google/build/</a>	Free + Paid	Included with Gemini app / API / Agent Platform			Availability depends on Gemini tier and access channel (app/API/platform).
<b>Natural Language API</b>	Text analysis: sentiment, entity extraction, classification.	<a href="https://cloud.google.com/natural-language">https://cloud.google.com/natural-language</a>	Paid	Usage-based			See Google Cloud pricing list for Natural Language AI.
<b>NotebookLM</b>	AI research & writing assistant that summarises and extracts insights from your uploaded sources.	<a href="https://notebooklm.google.com">https://notebooklm.google.com</a>	Free + Paid	Free tier + included/expanded limits via Google AI subscriptions / Workspace			Included with Google AI subscriptions and some Google Workspace plans; limits vary.
<b>Recommendations AI</b>	Personalised recommendations at scale.	<a href="https://cloud.google.com/recommendations-ai">https://cloud.google.com/recommendations-ai</a>	Paid	Usage-based			Pricing depends on prediction requests/training.
<b>Speech-to-Text API</b>	Convert speech audio to text.	<a href="https://cloud.google.com/speech-to-text/pricing">https://cloud.google.com/speech-to-text/pricing</a>	Free + Paid	Usage-based			Example list price: \$0.016/min for Speech-to-Text v2 standard (after free

							allowance).
<b>TensorFlow</b>	Open-source ML framework for building and deploying models.	<a href="https://www.tensorflow.org">https://www.tensorflow.org</a>	Free	Open-source	₹0	₹0	Free to use; infrastructure costs depend on deployment.
<b>TensorFlow Enterprise</b>	Enterprise support and managed services for TensorFlow workloads.	<a href="https://cloud.google.com/tensorflow-enterprise">https://cloud.google.com/tensorflow-enterprise</a>	Paid	Subscription/enterprise agreement			Pricing via Google Cloud; contact sales.
<b>Text-to-Speech API</b>	Convert text to natural-sounding speech.	<a href="https://cloud.google.com/text-to-speech">https://cloud.google.com/text-to-speech</a>	Paid	Usage-based			Pricing varies by voices and characters.
<b>Translation API (Cloud Translation)</b>	Translate text and documents programmatically.	<a href="https://cloud.google.com/translate/pricing">https://cloud.google.com/translate/pricing</a>	Free + Paid	Usage-based			Example list price: \$20 per 1M characters (standard); Translation LLM \$10/M input + \$10/M output.
<b>Vector Embeddings and Search</b>	Generate embeddings and perform vector search in data stores like BigQuery/AlloyDB/Spanner.	<a href="https://cloud.google.com/products/ai">https://cloud.google.com/products/ai</a>	Paid	Usage-based			Costs depend on embedding generation + storage/search usage.
<b>Veo (video generation)</b>	Video generation models used via Gemini/Flow/AI Studio/Agent Platform.	<a href="https://deepmind.google/models/veo">https://deepmind.google/models/veo</a>	Paid (limited access may exist)	Included with subscriptions or usage-based via platforms			Access/limits vary by subscription/platform.

<b>Vertex AI Vision</b>	Build computer-vision applications and stream/video analytics.	<a href="https://cloud.google.com/vision-ai/pricing">https://cloud.google.com/vision-ai/pricing</a>	Paid	Usage-based (option for per-stream monthly)			Supports PAYG and per-stream monthly pricing depending on feature.
<b>Video Intelligence API</b>	Video classification and recognition.	<a href="https://cloud.google.com/video-intelligence">https://cloud.google.com/video-intelligence</a>	Paid	Usage-based			Pricing depends on minutes processed/features.
<b>Vision API (Cloud Vision)</b>	Image labelling, OCR, face/landmark/logo detection, etc.	<a href="https://cloud.google.com/vision/pricing">https://cloud.google.com/vision/pricing</a>	Free + Paid	Usage-based			First 1,000 units/month free; e.g., \$1.50 per 1,000 units for many features in tier 1001–5,000,000.

## About this Report

This document provides a curated and structured overview of Google's Artificial Intelligence tools and services, focusing on their capabilities, use cases, and pricing structures relevant to both enterprise and individual users. It is designed to support strategic decision-making, digital transformation initiatives, and AI adoption pathways across organisations.

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## Purpose and Use

This report has been prepared to:

- Enable informed decision-making on AI tools and platforms
  - Support technology evaluation and procurement strategies
  - Provide a reference framework for innovation, research, and development initiatives
  - Facilitate capacity building and knowledge enhancement in emerging AI ecosystems
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## Intended Audience

- Business leaders and decision-makers
- Sustainability, ESG, and transformation professionals
- Technology and data teams
- Academic and research institutions

- **Policy and governance stakeholders**
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### **Closing Note**

As Artificial Intelligence continues to reshape industries, organisations must adopt a strategic, responsible, and value-driven approach to its deployment. This report aims to serve as a practical guide and foundational reference in navigating the rapidly evolving AI landscape.

**Key official source pages used**

Google AI – Build: <https://ai.google/build/>

Gemini subscriptions (India): <https://gemini.google/in/subscriptions/?hl=en-IN>

Gemini API pricing: <https://ai.google.dev/gemini-api/docs/pricing>

Google Cloud AI products: <https://cloud.google.com/products/ai>

Google Cloud pricing list: <https://cloud.google.com/pricing/list>

Speech-to-Text pricing: <https://cloud.google.com/speech-to-text/pricing>

Vision API pricing: <https://cloud.google.com/vision/pricing>

Translation pricing: <https://cloud.google.com/translate/pricing>

Document AI pricing: <https://cloud.google.com/document-ai/pricing>

Workspace pricing: [https://workspace.google.com/pricing?hl=en\\_in](https://workspace.google.com/pricing?hl=en_in)

Colab pricing (features): <https://colab.research.google.com/signup/pricing>

## **Disclaimer**

The information presented in this report is compiled from publicly available sources and official product documentation.

- Pricing details are indicative and may vary based on region, usage, subscription plans, and updates by the service provider.
  - Users are advised to refer to official vendor websites for the most current and accurate pricing and feature information.
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## **About ICE&SDGs**

Global Institute for Circular Economy & Sustainable Development Goals (ICE&SDGs) is dedicated to advancing sustainability, innovation, and digital transformation across industries and geographies. The institute focuses on:

- Climate and ESG advisory
  - Circular economy solutions
  - Technology-enabled sustainability frameworks
  - Capacity building and research collaborations
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## **Contact / Connect**

For collaborations, knowledge partnerships, or further insights:

- Website: [www.ce-sdg.org](http://www.ce-sdg.org)
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