

Chitra

Create stunning social media posts instantly — and make them your own when you're ready.

Chitra is an AI post designer for your business. Sign in, describe what you want to post — by typing or by speaking — and it writes the caption, picks the hashtags and designs the creative. That works from your very first minute, with nothing to set up. Later, when you want every post to carry your own logo, colours and tone of voice, you add a brand kit once and Chitra applies it automatically from then on.

App version: 1.0.1 · **Platforms:** Android and iOS · **Languages:** English, हिंदी
Also available in Hindi: *Chitra — उपयोगकर्ता गाइड*

Contents

- 1 Welcome to Chitra**
What the app does, and the two ways to use it

- 2 Before you begin**
What you need — and what you don't

- 3 Creating your account**
WhatsApp number, OTP, account approval

- 4 The home screen**
A tour of everything on screen

- 5 Creating your first post**
Typing, speaking, and using a reference image — no setup needed

- 6 Working with a finished post**
Caption, hashtags, save, share, regenerate

- 7 Post history**
Finding, searching and reopening earlier posts

- 8 Adding a brand kit**
Optional — for your own logo, colours and tone on every post

- 9 Changing or switching off your brand kit**
Editing it later, and turning it off for one post

- 10 Settings**
Profile, language, appearance, and account

- 11 Troubleshooting**
Messages you may see and what to do

- 12 Privacy, permissions and your data**
What Chitra collects and how to delete it

- 13 Getting help**
Support channels

1 Welcome to Chitra

Chitra turns an idea into a ready-to-publish social media post. You describe the post in one line; Chitra designs the image, writes the caption and suggests hashtags. You can do that the moment you sign in — there is nothing to configure first.

Two ways to use Chitra

This is the most useful thing to understand before you start. Both ways are fully supported, and you can move from the first to the second whenever you like.

START POSTING STRAIGHT AWAY

Sign in and type what you want to post. Chitra designs a complete creative with a caption and hashtags. **No brand kit, no logo, no setup.**

Chitra chooses colours and styling that suit the post itself. If you want your shop's name or a specific colour on a particular post, just say so in your description.

Best for: trying the app, one-off posts, and anyone who wants a post in the next two minutes.

ADD A BRAND KIT FOR YOUR OWN LOOK

Spend a few minutes once telling Chitra your business name, uploading your logo, and picking your colours and tone of voice.

After that **every post is automatically on-brand** — the same logo, the same palette, the same voice, without you asking for it each time.

Best for: posting regularly, and for looking consistent and recognisable across your whole feed.

THE ORDER THAT WORKS BEST

Make a few posts first (chapters 4–6). You'll get a feel for how Chitra responds to a description. *Then* add your brand kit (chapter 8), once you know what you want it to lock in. Nothing you make in the meantime is wasted — it all stays in your post history.

What you can do

Create posts in seconds

Describe a post in plain language, or hold the mic button and speak it. Attach a product photo and Chitra builds the creative around it. Works with or without a brand kit.

Never start from blank

Chitra suggests post ideas under

TRY ONE OF THESE on the home screen.

Once you've told it your industry, those ideas get sharper.

Save, share, reuse

Download any creative to your phone gallery, share it to WhatsApp or Instagram in one tap, and reopen it later from your post history.

Go on-brand when ready

Add a brand kit once — logo, three brand colours, tone of voice — and every post afterwards follows it with zero extra effort.

Who it is for

Chitra is built for people who have to keep showing up on social media without a design team behind them — shop owners, restaurants and cafés, salons, boutiques, coaches, freelancers, clinics, real-estate agents and small D2C brands.

Two languages, one app

Chitra runs fully in **English** or **हिंदी**. The language you choose changes the whole app — screens, buttons, messages, and the post ideas Chitra suggests. You can switch at any time from **Settings** → **Language**, and your choice is remembered.

A WORD ON AI

Chitra is powered by AI, and AI can get things wrong — a spelling slip in an image, an odd phrase in a caption, a layout that isn't quite right. The app says this on the home screen too: "*Chitra can make mistakes.*" Always read a post before you publish it, and use **Regenerate** if it isn't right.

2 Before you begin

Only two things are genuinely required, and neither of them is your logo.

What you need

REQUIREMENT	WHY
A phone number with WhatsApp on it	Chitra verifies you only over WhatsApp. Your 6-digit login code arrives as a WhatsApp message, not as an SMS. If the number you enter has no WhatsApp account, verification cannot complete.
An internet connection	Posts are designed on Chitra's servers, so the app needs to be online. If you go offline, a banner appears: <i>"You're offline. Reconnect and try again."</i>

What you do *not* need to get started

- **A logo.** You can make posts without one, and add it later.
- **Your brand colours.** Chitra picks colours that suit each post until you tell it otherwise.
- **A business profile.** Nothing is filled in or filled out before your first post.
- **Design skill or design software.** That's the whole point of the app.

WORTH HAVING READY — FOR LATER

When you do decide to build a brand kit (chapter 8), having these to hand makes it a two-minute job: your business name, a one-line description of what you do, and your logo as a PNG or JPG. A PNG with a transparent background sits far more cleanly on a post than a logo with a white box around it.

Permissions — optional, but worth allowing

- **Microphone** — needed only if you want to speak your post idea instead of typing it.
- **Photos / gallery** — needed to upload a reference photo or a logo, and to save finished posts to your phone.

Chitra asks for each of these the first time you use the feature that needs it, and explains why. You can decline and still use the rest of the app.

3 Creating your account

There is no password to create or remember. You sign in with your WhatsApp number and a one-time code — and you land straight on the screen where posts get made.

Signing in

- 1 Open Chitra.**
The splash screen appears briefly, then the login screen greets you with *"Hi there — let's design your next post."*
- 2 Enter your WhatsApp number.**
Type the 10-digit mobile number that has WhatsApp on it. The country code is shown separately, so don't type it into the number field. Chitra checks the length as you type and won't accept more than 10 digits.
- 3 Tap **Continue with WhatsApp**.**
Chitra sends a 6-digit verification code to that number's WhatsApp chat.
- 4 Open WhatsApp and copy the code.**
There is a shortcut on the verification screen — **Open WhatsApp to copy the code** — that takes you straight there.
- 5 Enter the 6 digits and tap **Verify & continue**.**
All six boxes must be filled; a partial code is rejected with *"Please enter the complete 6-digit code."*

YOU'RE NOW READY TO POST

Verifying takes you to the home screen, and that's all the setup there is. You can type your first post immediately — turn to chapter 5. Chitra will show a small strip suggesting you **Connect** your brand kit; that's an invitation, not a gate, and you can ignore it for as long as you like.

If the code doesn't arrive

- A countdown runs next to **Didn't get the code?**. When it reaches zero, tap **Resend now** to get a fresh code.
- Entered the wrong number? Tap **Change number** to go back and correct it — no need to restart the app.
- Codes expire. If you wait too long you may see *"We couldn't find an active verification code for this number"* — just request a new one.

NEVER SHARE YOUR CODE

Your 6-digit code is the only thing standing between someone else and your account. Chitra staff will never ask you for it — not on a call, not on WhatsApp, not by email.

"This number isn't on WhatsApp"

If Chitra can't reach your number on WhatsApp, it says so on its own screen and offers two ways forward: [Try a different number](#), or [Install WhatsApp instead](#), which opens your app store. Once WhatsApp is installed and registered on that number, come back and sign in again.

Waiting for approval

New accounts may need a quick review before they open. If so, after verifying you'll see "*Hang tight — we're reviewing your account*" with a [PENDING APPROVAL](#) badge. Your number is already verified at this point; nothing more is needed from you. A Chitra admin approves the account shortly, and you get a WhatsApp message the moment you're in.

If your account has been deactivated

A deactivated account shows "*Your account has been deactivated*" on sign-in. If you believe that's a mistake, use the email address on that screen to reach the team and they'll sort it out.

Staying signed in

Chitra keeps you signed in between sessions, so you go straight to the home screen next time. To sign out, go to [Settings](#) → [Log out](#). You'll need your WhatsApp number again to sign back in.

4 The home screen

The home screen is where you create everything. It starts with a prompt — *"What should we post today?"* — and a short explanation: *"Describe it in a line or upload an image. I'll design the post and write the caption."* That's true from your first minute, brand kit or not.

What's on screen

ELEMENT	WHAT IT DOES
Message box <i>"Describe a post, or add an image..."</i>	Where you type what you want. Tap Send message to generate.
Microphone button	Long press to record your idea by voice; tap it once for a short explainer. The hint reads <i>"Tap for guidance, long press to record."</i>
Add-image button	Attach a reference or product photo for the AI to build the creative around.
TRY ONE OF THESE	Ready-made post ideas. Tap one to use it as your prompt. They get more specific to your business once you've set an industry in your brand kit.
Post history (side panel)	Every post you've made, newest first, grouped by date. See chapter 7.
New post / New chat	Clears the screen and starts a fresh conversation.
Brand kit strip	A gentle nudge, not a requirement. With no brand kit yet you'll see <i>"Connect your brand kit for better results"</i> and a Connect button. If you have one but switched it off, it reads <i>"Enable your brand kit for better results"</i> with Enable . Tapping either takes you to chapter 8's flow; ignoring it changes nothing about your ability to post.
Profile avatar	Opens View profile and your settings.

THE FOOTER NOTE

"Chitra can make mistakes." It's there for a reason — check text, prices, dates and offers on a generated post before you publish it anywhere.

5 Creating your first post

You need nothing but a description. There are three ways to give Chitra one, and you can combine them.

Method 1 — Type it

- 1 Tap the message box**
and describe the post in plain language. One line is enough.
- 2 Tap `Send message`.**
Chitra shows *"Designing your post..."* while it works.
- 3 Your post appears**
— the finished image, a caption, and hashtags.

Prompts that work well:

- *"Diwali offer — 30% off on all LED TVs, valid till Sunday"*
- *"New arrival: handloom cotton kurtas, starting ₹899"*
- *"We're open on Sunday from 10am to 8pm"*
- *"Thank you post for crossing 5,000 customers"*

The more specific you are about the offer, the date and the product, the less you'll need to correct afterwards. Vague prompts get generic posts.

Working without a brand kit

With no brand kit set up, Chitra chooses colours and styling that suit the post you asked for. That's often exactly right — and when it isn't, you can steer it from inside the prompt itself:

- **Name your business in the description** — *"...for Sharma Electronics"* — and it can appear on the creative.
- **Ask for colours by name** — *"use dark green and gold"*.
- **Ask for a mood** — *"keep it minimal and clean", "make it festive and loud"*.
- **Ask for a caption style** — *"write the caption formally", "short caption, no emojis"*.

WHEN TO STOP DOING THIS BY HAND

If you find yourself typing the same instructions — your shop name, your two colours, "keep it professional" — into every prompt, that's the signal to spend two minutes on a brand kit (chapter 8). It turns all of those repeated instructions into a setting you never type again.

Method 2 — Speak it

1 Press and hold the microphone.

The hint is *"Tap and hold to record your prompt"*; while you speak it shows *"Recording..."*

2 Say your idea, then let go.

Releasing stops the recording and your words appear as text in the message box.

3 Read it, fix anything it misheard, and send.

The first time you use this, Chitra asks for microphone permission and explains why. If you decline, you'll see *"Voice input isn't available because the permission is denied"* — you can grant it later from your phone's Settings.

Method 3 — Start from a suggestion

Under **TRY ONE OF THESE**, Chitra offers ready-made post ideas — festivals, offers, launches, announcements. Tap one to load it as your prompt, and edit it before sending. The suggestions appear in whichever language you're using the app in, and they become more specific to your line of work once you've set an industry in your brand kit.

Adding a reference or product photo

1 Tap **Add an image**

and pick a photo — a JPG, PNG or WEBP.

2 Check the thumbnail.

Tap it to **Preview attached image** full-screen, or use **Remove attached image** to swap it out.

3 Describe what you want done with it

in the message box — for example, *"Make a festive offer post around this saree, 20% off"* — then send.

IF YOUR PHOTO IS REJECTED

Chitra accepts JPG, PNG and WEBP files, and there's a size limit. You'll see *"Please pick a JPG, PNG, or WEBP image"* or *"The selected image is too large"* if something's off. A normal phone photo is fine; a very large scan or a screenshot in an unusual format may not be.

It's a conversation, not a one-shot

You don't have to get it right first time. Reply in the same chat with what you want changed — *"make the background darker"*, *"put the price bigger"*, *"try it in Hindi"* — and Chitra produces a new version with your earlier messages in mind. Start over with **New post** only when you're moving to a different topic.

6 Working with a finished post

Every post comes with an image, a **CAPTION** and hashtags. All three are yours to edit, copy and publish — with or without a brand kit.

The image

- **Tap it** to open the full-screen preview, where you can look at it properly before deciding.
- **Download** saves it to your phone's gallery ("*Saved to gallery.*"). The first time, it asks for photo-library permission.
- **Share** opens your phone's share sheet — WhatsApp, Instagram, email, anywhere.
- **Regenerate** asks the AI for a fresh take on the same idea. Use it when the layout or style isn't working; use a follow-up message instead when you know exactly what to change.

The caption

- **Edit caption** — tap to rewrite it yourself, then **Save caption**. An empty caption is rejected ("*Caption cannot be empty.*").
- **Copy caption** — copies the text to your clipboard so you can paste it into Instagram or WhatsApp. Chitra confirms with "*Caption copied.*"

The hashtags

- **Edit hashtags** — add or remove your own, in the style *#DiwaliSale #30Off*, then **Save hashtags**.
- **Copy hashtags** — copies them all at once; you'll see "*Hashtags copied.*"

THE PUBLISHING ROUTINE THAT WORKS

Preview the image → fix the caption wording → copy the caption → download the image → share to your platform → paste the caption.

If a post doesn't come out

WHAT YOU SEE	WHAT TO DO
<i>"Couldn't create your post"</i>	Tap Try again . Your description is not lost.
<i>"This took longer than expected. Your description is saved — try again?"</i>	The server was slow. Retry; your prompt is still there.
<i>"The AI did not return a post. Please try again."</i>	Retry, and if it repeats, rephrase your prompt a little more concretely.
<i>"Could not save the image" / "Could not share the image"</i>	Usually a permission or storage issue. Check that Chitra has photo access and that your phone has free space.

7 Post history

Nothing you make is thrown away — including everything you made before you had a brand kit. **Post history** keeps every post, so you can reuse last Diwali's creative next Diwali.

Finding an old post

- Posts are grouped by when you made them: **Today, Yesterday, Last 7 Days, Last Month, Older.**
- Use **Search posts...** to filter by what the post was about. If nothing matches you'll see "*No posts match your search.*"
- Tap any entry to reopen that conversation, with the image, caption and hashtags as you left them. You can regenerate or edit from there.
- Posts without a title show as *Untitled post*.

Brand new? The list reads "*No posts yet. Generate your first post!*" If it fails to load, "*Could not load history*" appears — check your connection and retry.

OLD POSTS KEEP THEIR OLD LOOK

Adding or changing a brand kit affects posts you generate from then on. Creatives already in your history stay exactly as they were made. If you want an early post redone in your new branding, open it and tap **Regenerate**.

8 Adding a brand kit

Everything in the previous four chapters works without this chapter. A brand kit is the step you take when you want your posts to stop looking like *good posts* and start looking like *your business's posts* — the same logo, the same colours and the same voice, every single time, without you asking.

Do you need one?

YOU'RE FINE WITHOUT ONE IF...	IT'S WORTH THE TWO MINUTES IF...
• You're trying the app out • You post occasionally, and each post stands alone • You don't have a logo or fixed colours yet • You're happy describing the look you want in each prompt	• You want your logo on every post automatically • You want your exact brand colours matched, not approximated • You want captions in a consistent voice • You post often, and want your feed to look like one brand • You're tired of typing the same styling notes every time

What a brand kit actually changes

YOU PROVIDE	WHAT BECOMES AUTOMATIC
Business name and tagline	Your name can appear on the creative without you typing it into the prompt, and the AI understands what your business does.
Your logo	Chitra places it on the posts it designs for you.
Three brand colours Primary, Secondary, Accent	Your palette is applied to every AI image Chitra creates — this is what "matching your brand colours" means in practice, instead of colours that merely look nice.
Industry	The post ideas under TRY ONE OF THESE become specific to your line of work.
Tone of voice	Every caption is written in the style you picked.

How to start the flow

Two ways in — both land on the same five-step flow:

- On the home screen, tap **Connect** on the "Connect your brand kit for better results" strip.

- Or go to **Settings** → **Brand & Business**.

A progress bar at the top shows which step you're on, and you can go back at any point.

Step 1 — Tell us about your business

The screen explains why: "*We'll use this to brand every post the AI makes for you.*"

FIELD	WHAT TO PUT
Business name Required	The name customers know you by — for example, <i>Sharma Electronics</i> . This is the name that appears on your posts. Chitra won't let you continue without it.
Tagline or short description Optional	One line about what you do, such as " <i>Your neighbourhood gadget store since 2009.</i> " It gives the AI useful context even when it isn't printed on the post.
Industry category Required	Pick from Retail, Food & café, Fashion, Beauty, Services, or Other. Choosing <i>Other</i> reveals a box where you type your own industry.

Tap **Continue** when the required fields are filled.

Step 2 — Add your logo

Upload a PNG or JPG and Chitra places it on your posts. After picking the file you can **zoom and reposition** it inside the crop frame so it sits exactly right, then confirm with **Crop logo**. Picked the wrong file? Tap **Replace**.

YOU CAN SKIP THIS STEP TOO

The logo step is optional even within the brand kit — the screen says so. But adding it does two things at once: it puts your mark on every creative, and it lets Chitra read your brand colours automatically in the next step. If you skip it, you'll choose colours from a preset palette instead.

Step 3 — Pick your brand colours

If you uploaded a logo, Chitra shows **Colors from your logo** — a palette it pulled out of your artwork. Otherwise you get a **Preset palette** to choose from. Either way, these colours get applied to every AI image Chitra creates for you.

Three roles need filling:

- **Primary** — your dominant brand colour, used most heavily.
- **Secondary** — the supporting colour.
- **Accent** — the highlight, used for small emphasis like a price or a badge.

Tap any colour to assign it as Primary, Secondary or Accent. You can adjust an individual colour by tapping it and using **Edit Primary color** (and the same for the other two).

Step 4 — Choose your tone of voice

This decides how every caption sounds. Chitra shows a live sample of the same offer written in each tone, so you can hear the difference before choosing:

tone	character	sample caption
Default	Balanced, works everywhere	Big news! Get 30% off today — a deal you won't want to miss.
Friendly	Warm, casual, a few emojis	Big festive vibes! 🎉 Grab 30% off today — your wallet will thank you 💙
Professional	Polished and precise	Celebrate the season with 30% off — a limited-time offer crafted for you.
Bold	Punchy and high-energy	30% OFF. TODAY ONLY. Don't sleep on this 🔥
Minimal	Short and clean	30% off. Today only.

A tone must be selected before you can continue.

Step 5 — Review your brand kit

The last screen shows everything together — business name, tagline, logo, your three brand colours and your tone — so you can check it reads right. As the screen says: "*Check everything looks right. You can change any of it later.*" Tap **Save brand kit** to finish. Chitra confirms with "*Brand kit saved*" and takes you back to the home screen.

Your next post will come out on-brand automatically. Nothing about how you create posts changes — you still just describe what you want.

NOTHING HERE IS PERMANENT

Every field, colour and tone can be changed later, and the whole thing can be switched off for a single unbranded post. That's the next chapter.

9 Changing or switching off your brand kit

Rebranded? New slogan? Different colours for the season? Or just want one post *without* your branding on it? Go to **Settings** → **Brand & Business** — the row labelled "*Brand kit · connected accounts*".

Turning it off for a one-off post

Use brand kit in posts is the master switch. On, it means "*Attach your brand name, colors and tone when generating posts.*" Switch it off and Chitra behaves exactly as it did before you had a brand kit — free to style each post on its own merits. Useful for a personal post, an experiment, or a creative for someone else.

While it's off, the home screen shows "*Enable your brand kit for better results*" with an **Enable** button, so switching back on is one tap. Your brand kit is not deleted by turning it off — everything is still there.

What you can change

SETTING	NOTES
Brand name and slogan	Edit brand name and slogan , or Add a slogan if you skipped it during setup.
Logo	Add one, or Replace the existing one. You get the same zoom-and- reposition crop as during setup.
Brand colours	" <i>Tap a color to edit.</i> " Change Primary, Secondary or Accent individually.
Industry	" <i>What kind of business is this?</i> " Changing it changes the post ideas Chitra suggests.
Tone of voice	" <i>How your captions should sound.</i> " Same five options as during setup, with samples.

CHANGES APPLY TO NEW POSTS

Editing your brand kit affects posts you generate from then on. Creatives already in your history keep the branding they were made with.

10 Settings

Reach **Settings** from your profile avatar on the home screen. It is organised into three groups.

ACCOUNT

ITEM	WHAT'S INSIDE
Profile Name, number, email, DOB	Your full name, email, date of birth and gender (Male, Female, Other, or Prefer not to say). All optional. Your phone number is shown as Verified and can't be edited here. Save with Save changes ; you'll see <i>"Profile updated successfully!"</i>
Profile photo	Inside Profile, use Change Photo to pick a new picture or Remove photo to clear it.
Brand & Business	Set up a brand kit if you don't have one (chapter 8), or change and switch off the one you have (chapter 9).

PREFERENCES

ITEM	WHAT'S INSIDE
Language	<i>"Choose the language you want to use Chitra in."</i> Pick English or हिंदी . The change applies immediately across the whole app and is remembered next time.
Appearance	Three choices: Light (bright & clean), Dark (easy on the eyes), or System default (match your phone). Also reachable as the Dark Mode toggle.

ABOUT

- **Terms & Conditions** — the agreement you're using Chitra under.
- **Privacy & Policy** — what happens to your data.
- **Help & support** — *"FAQs, contact us, report an issue."*

These open inside the app. If one doesn't load you'll see *"Couldn't open the page"* — check your internet connection and try again.

Log out

Log out asks to confirm and reminds you: *"You'll need your WhatsApp number to sign back in."* Your posts and brand kit stay safe on your account.

Delete account

THIS CANNOT BE UNDONE

Delete account? warns you plainly: "*This permanently deletes your account and all associated data. This action cannot be undone.*" Your brand kit, your post history and your profile all go.

Download any creatives you want to keep

BEFORE

you confirm.

11 Troubleshooting

The messages you're most likely to meet, and what each one means.

Connection

MESSAGE	WHAT TO DO
"You're offline. Reconnect and try again."	Chitra needs the internet to design posts. Reconnect to mobile data or Wi-Fi; the banner clears by itself.
"Network error. Please check your connection."	The request didn't reach the server. Retry once you have a stable signal.
"The connection timed out" / "The server took too long to respond"	A slow moment. Wait a few seconds and try again.
"Couldn't sync — please try again"	A change didn't save. Retry; if it repeats, close and reopen the app.
"Couldn't load your brand kit. Please try again."	Settings couldn't check whether you have a brand kit. Retry with a stable connection.

Signing in

MESSAGE	WHAT TO DO
"Enter a valid 10-digit mobile number"	Type exactly 10 digits, without the country code and without spaces.
"Please enter the complete 6-digit code"	All six boxes must be filled before verifying.
"We couldn't find an active verification code for this number"	The code expired. Tap Resend now for a new one.
"This number isn't on WhatsApp"	Use a number that has WhatsApp, or install WhatsApp on this one first.
"This phone number is registered as an agent"	That number is set up for a different role. Use another number or contact support.

Permissions

MESSAGE	WHAT TO DO
"To use voice input, allow microphone and speech access for Chitra in Settings."	Tap Give permission , or enable the microphone for Chitra in your phone's app settings.

"To download this image, allow photo library access for Chitra in Settings."

Grant photo access, then tap **Download** again.

"Could not open the gallery. Please check app permissions."

Chitra can't reach your photos. Enable photo access for the app.

My posts don't match my brand colours

Check three things, in this order:

1. **Do you have a brand kit at all?** If the home screen shows **Connect**, you don't — see chapter 8. Without one, Chitra is choosing colours on its own, which is by design.
2. **Is it switched on?** If the home screen shows **Enable**, your brand kit exists but **Use brand kit in posts** is off. Tap **Enable**.
3. **Are the right colours saved?** Open **Settings** → **Brand & Business** and check your Primary, Secondary and Accent. Colours pulled from a logo are Chitra's best reading of your artwork — correct any that are slightly off, then regenerate the post.

Still stuck?

1. Check you're online.
2. Close the app fully and reopen it.
3. Make sure you're on the latest version from the Play Store or App Store.
4. If a message says "A serious error occurred. We have been notified", the team has already been alerted — reopen the app and carry on.
5. Contact support (chapter 13) and tell them exactly what you tapped, what you expected and what appeared instead.

12 Privacy, permissions and your data

Short version: Chitra collects what it needs to make your posts, most of it is optional, and you can delete all of it from inside the app.

What Chitra collects

DATA	WHY
Your phone number	To create your account and verify you over WhatsApp. Required.
Your prompts and generated posts	To design the creative and to keep your post history available.
Profile details name, email, date of birth, gender, photo	To personalise your account. Optional — the app works without them.
Your brand kit business name, tagline, industry, logo, colours, tone	To brand every post it makes for you. Optional — only collected if you choose to build one.
Images you upload	Reference and product photos, and your logo, so the AI can build the post around them. Optional.

Permissions, and what happens if you say no

PERMISSION	USED FOR	IF DECLINED
Microphone	Voice input for post prompts	Voice input is unavailable; typing still works.
Photos / gallery	Uploading a logo or reference photo; saving finished posts	You can't upload or download images; everything else works.

ABOUT VOICE INPUT

Your speech is turned into text by your phone's own speech recogniser, and only the resulting text is sent to Chitra to design the post.

Your rights over your data

- **Correct it** — edit your profile and brand kit at any time from Settings.
- **Take it with you** — download any creative to your gallery, and copy captions and hashtags out.

- **Delete everything** — [Settings](#) → [Delete account](#) permanently removes your account and all associated data. It cannot be undone.
- **Read the details** — the full policy is at [Settings](#) → [Privacy & Policy](#).

TWO HABITS WORTH KEEPING

Never share your 6-digit login code with anyone. And don't upload photos of other people's documents, ID cards or anything you don't have the right to use — including logos that aren't yours. The posts you make are yours to stand behind.

13 Getting help

Three ways to reach us, in the order that usually gets you an answer fastest.

1 Help & support, inside the app

Settings → **Help & support** — "FAQs, contact us, report an issue." Start here; most questions are already answered.

2 Contact support from the login screen

If you can't get in at all, the sign-in and verification screens carry a **Contact support** link so you don't need an account to ask for help.

3 Email

Write to the address shown on the account screens. Include your registered WhatsApp number, what you were doing, and the exact message you saw — it saves a round trip.

That's everything.

Start today: sign in and describe one post. You need nothing else. Treat the message box like you'd talk to a designer — say what you want, look at what comes back, refine it in a follow-up message.

Then, when you know what your posts should look like every time, spend two minutes on a brand kit and stop repeating yourself.

Now go make something — your next post is about one sentence away.