Hey Raha Launches AI App That Turns UAE School Emails Into a Daily Plan

Dubai-built Hey Raha reads school mail, pulls out tasks and events, and sends a morning and evening plan on WhatsApp.



Hey Raha, a UAE app that turns school emails into a calm daily family plan.

DUBAI, UNITED ARAB EMIRATES, September 11, 2026 / EINPresswire.com/ -- Hey Raha FZ-LLC has launched Hey Raha, an iOS and Android app that reads a family's school emails and turns them into a daily plan. It is live on the App Store, Google Play and at heyraha.com.

The problem it goes after is the pile. A UAE school family receives newsletters, fee letters, trip forms, PDF calendars and last-minute kit reminders, all in the same inbox as work and shopping. The important line is usually one sentence deep in the third attachment. Parents find it at 11pm, or they miss it.

> “I built Raha because school admin had become another full-time job. I wanted it off my plate, and a plan I could actually hand to the nanny.”
>
> *Marie Adly, Founder of Hey Raha*

Hey Raha starts at that pile. A parent connects Gmail or Outlook, read-only, or forwards school mail to a private Raha address. The app keeps what is about school and the children, drops the rest, and turns what it kept into tasks, events and a short plan. Today's plan arrives around 6am. Tomorrow's arrives around 5pm. Both can land on WhatsApp, where the family already is.

What Hey Raha does:
- Reads school mail from a connected inbox or a forward. It cannot send, reply, delete or change anything.
- Pulls out the tasks, dates and events, including from attached PDFs.
- Sends the day as a plan, in the app and on WhatsApp.
- Gives the other parent, a nanny or a driver their own filtered view. Pickup and PE kit, never the fees.
- Takes corrections in plain chat. Tell Ask Raha swimming moved to Thursday and it moves.

Reading a family's email is a trust question before it is a feature. Hey Raha's inbox access is read-only. Family data is not sold, not used for ads and not used to train AI models. No one at Hey Raha reads a parent's email. In July 2026 the company passed CASA, the independent security assessment Google requires before an app is allowed to read Gmail.

The app is shaped by how a UAE school day actually runs. Two parents who may not share a calendar. A nanny or driver who needs pickup times and nothing else. Activities that end with the term. WhatsApp as the channel everyone already opens. Mail that is not about school or the children never becomes a card.

Hey Raha is available on the App Store and Google Play, with a 14-day trial.

Hey Raha FZ-LLC is a Dubai company. It builds software that reads school communication and turns it into a plan a family can run the day on. Raha is Arabic for calm.

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