**Estimate the number of potential monthly customers for ISKCON Divine Cart in India.**

**Step 1: Total Population**  
India has an estimated population of approximately **1.4 billion**.

**Step 2: Spiritually Inclined Population (All Religions)**  
Assuming that around **25%** of the total population is spiritually inclined (including Hindus, Jains, Sikhs, Buddhists, and other interested individuals):  
1.4 billion × 0.25 = **350 million** spiritually inclined individuals.

**Step 3: ISKCON-aware / ISKCON-influenced**  
Assuming about **4%** of spiritually inclined people are aware of or influenced by ISKCON:  
350 million × 0.04 = **14 million** people.

**Step 4: Digital Access (Smartphones + Internet)**  
Assuming **70%** of ISKCON-aware individuals have access to smartphones and the internet:  
14 million × 0.70 = **9.8 million** digitally reachable individuals.

**Step 5: Willing to Buy Devotional Products Online**  
Assuming **15%** of those with access are open to purchasing devotional products online:  
9.8 million × 0.15 = **1.47 million** potential online devotional buyers.

**Step 6: Monthly Active Devotional Shoppers**  
Assuming **35%** of potential buyers make monthly purchases:  
1.47 million × 0.35 = **approximately 514,500 monthly active users**.

Vision Driven Guesstimate

In this guesstimate, I have focused specifically on estimating the number of potential monthly customers within India. While ISKCON is a globally recognized spiritual organization founded by Srila Prabhupada and established in over 100 countries, this analysis narrows its scope to the Indian demographic—where the movement has deep cultural roots and a significant follower base.

**Just as platforms like Zepto and Blinkit have made doorstep delivery of essentials a part of every household, my vision is to make Krishna consciousness and devotional living just as accessible. Through ISKCON Divine Cart, I aim to spread the teachings, prasadam, and spiritual products of Lord Krishna to every home in India—bringing grace, tradition, and bhakti into everyday life. This guesstimate analysis is a step toward understanding how many people we can meaningfully reach each month within India.**

**Goal: To Bring Krishna into Every Home**

*Just as we never forget to order groceries each week,  
we should also remember to invite grace into our lives just as regularly.  
This app is my humble offering—so that devotion, prasadam, and Krishna’s presence  
reach every doorstep, every week, with love.*

Out of India’s 1.4 billion population, the current guesstimate indicates that only around 514,500 individuals are monthly active users of devotional e-commerce platforms like ISKCON Divine Cart. This represents just 0.037% of the population, highlighting a vast and largely untapped spiritual market. To significantly increase this number, strategic steps must be taken—such as expanding awareness beyond core ISKCON followers by partnering with local temples, bhajan mandalis, and spiritual influencers; leveraging digital platforms like Instagram reels and YouTube shorts to engage the youth; launching festival-specific devotional boxes; and simplifying app onboarding through regional language support and user-friendly design. With the right blend of devotion, technology, and outreach, ISKCON Divine Cart can become a household name, bringing spirituality and prasadam into millions of homes across the country.

**Step 7: Average Order Value (AOV)**  
Assuming the average order value per user is **₹300** (covering prasadam, tulsi malas, lamps, books, etc.):  
**514,500 users × ₹300 = ₹154.35 million** monthly revenue  
→ **₹15.4 crore per month** in gross sales.

**Step 8: Annual Potential Revenue**  
**₹15.4 crore × 12 months = ₹184.8 crore/year**  
→ This shows the spiritual e-commerce space can generate **~₹185 crore annually**.