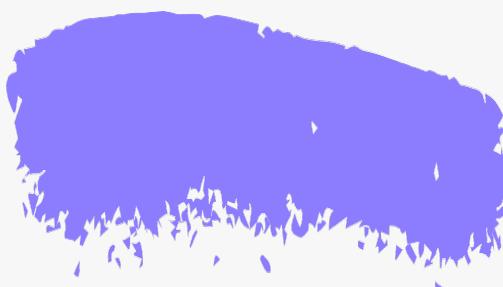


Sitaré



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EXECUTIVE SUMMARY

Sitare is a Vedic astrology platform designed to connect users with expert astrologers via chat, voice, and video consultations. The platform bridges the gap between ancient wisdom and modern technology, offering personalized and accessible services. It emphasizes matchmaking, career guidance, and compatibility analysis, targeting the growing global interest in astrology, particularly among millennials and digital-first consumers.

MARKET OPPORTUNITY

The astrology market is experiencing a surge in both India and abroad, driven by increasing digital adoption and the growing popularity of personalized spiritual guidance. In India, younger demographics are turning to astrology apps for career advice, relationship compatibility, and mental well-being, reflecting a modern approach to ancient practices. Internationally, markets like the US, UK, and Middle East show a consistent rise in astrology content consumption, with NRIs playing a significant role in driving demand for Vedic astrology. The proliferation of smartphones and online consultation platforms has made astrology accessible, with apps providing convenience, transparency, and personalization that resonate with tech-savvy users globally.



Global Astrology
Market by 2031



Expected Indian
Market by 2025



Estimated Astrology
app market in 2024

These figures highlight the growing interest and investment in astrology services, particularly through digital platforms, reflecting a broader trend of integrating traditional practices with modern technology.

Source: Allied Market Research, Economic Times, Yourstory

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GLOBAL & INDIAN COMPETITION

App Name	Launch Year	Revenue (USD)	Funding (USD)	Origin	Services	USP
Co-Star	2017	\$213,600 (2023)	\$20 million (2021)	Global	Personalized horoscopes, birth charts, daily readings, social networking features.	AI-driven, hyper-personalized astrology with a sleek, minimalist design for millennials.
 THE PATTERN	2017	Not disclosed	Venture Round (2017)	Global	Detailed personality insights, relationship compatibility, and life cycles.	Uses advanced psychological principles to align astrology with emotional well-being.
 Nebula	2019	\$516,350 (Sept 2024)	Not disclosed	Global	Daily affirmations, horoscope predictions, psychic readings, marketplace for spiritual advisors.	Combines astrology with psychology and spiritual marketplace services.
 AstroTalk Online Astrology	2017	\$145 million (targeted)	\$14 million (2023)	Indian	Live astrology consultations, daily horoscopes, personalized readings.	Instant, live consultations with verified astrologers across diverse languages.
 ASTROYOGI	2001	Not disclosed	Not disclosed	Indian	Daily horoscopes, kundli matching, Hindu panchang, psychic readings.	Long-standing credibility with a vast network of expert astrologers and traditional services.
 GaneshaSpeaks.com	2003	Not disclosed	Not disclosed	Indian	Kundli matching, horoscope analysis, daily astrology updates, remedies, gemstone recommendations.	Pioneered Indian astrology's transition to digital with accurate, Vedic-based predictions.
 MELOOHA	2022	Not disclosed	Not disclosed	Indian	Personalized readings, Vedic astrology, spiritual counseling, remedies, and rituals.	Focus on Vedic astrology combined with holistic spiritual counseling and rituals.

CURRENT MARKET GAPS

Lack of Verified and Qualified Astrologers

Many users, especially youth, are misled by fake astrologers, creating a long-term negative perception of astrology and reducing trust in the field.

Rigid and Unjust Consultation Fee Structures

Some astrology platforms charge uniform fees regardless of consultation duration or the number of questions, making services unaffordable for users seeking compatibility or matchmaking consultations.

Limited Visibility for New and Niche Practitioners

Algorithms prioritize top-rated astrologers, leaving new astrologers and niche practitioners like numerologists, vastu consultants, and tarot readers with minimal opportunities to connect with customers.

Challenges in Accessing Remote Astrologers

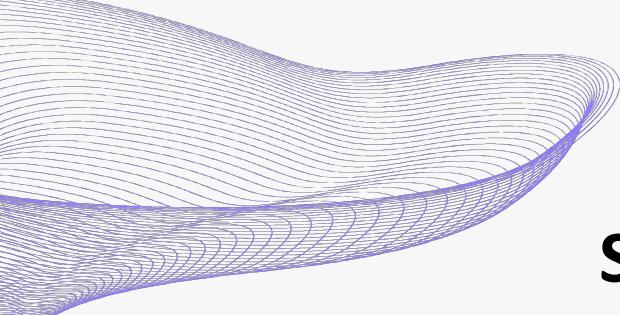
Geographical limitations make it difficult for users to consult skilled astrologers who are located far away, restricting access to quality guidance.

High Costs for Matchmaking and Compatibility Analysis

Matchmaking remains an integral tradition, yet existing platforms charge excessive fees for each kundli matching or compatibility check, burdening users financially.

Negative Public Perception of Astrology

Media and misinformation often associate astrology with pseudoscience or superstition, discouraging potential users from seeking astrological guidance



SITARE'S SOLUTION

OUR VISION

To be a trusted platform that transforms lives through self-discovery and growth, rooted in the timeless principles of Vedic astrology.

OUR MISSION

To empower individuals with Vedic astrology's wisdom and expert guidance, making life decisions and connections meaningful and accessible.

OUR FOCUS

- **Authentic Guidance:** Providing access to verified and experienced astrologers to ensure trust and credibility in every consultation.
- **Affordable and Transparent Services:** Offering flexible pricing models for consultations, especially for compatibility and matchmaking, making astrology accessible to everyone.
- **Empowering New Practitioners:** Promoting emerging astrologers and niche practitioners like numerologists, tarot readers, and vastu experts, ensuring equal opportunities for all.
- **Seamless Accessibility:** Bridging geographical gaps by connecting users with astrologers across locations through a user-friendly digital platform.
- **Holistic Matchmaking Solutions:** Simplifying kundli matching and compatibility analysis with cost-effective, reliable tools rooted in Vedic traditions.
- **Rebuilding Astrology's Credibility:** Combating misinformation by presenting astrology as a science of self-discovery and personal growth, not superstition.
- **Personalized User Experience:** Tailoring astrology insights to individual needs, making each interaction meaningful and impactful.

OUR OFFERINGS



Ancient Insights, Modern Convenience

Sitare combines Vedic astrology's ancient wisdom with the modern convenience of a user-friendly app, making personalized readings, horoscopes, and guidance easily accessible.



Matchmaking with a difference

Sitare's matchmaking feature stands out with skilled astrologers analyzing profiles to match individuals based on both personal interests and astrological compatibility, emphasizing the importance of a fulfilling partnership on your life journey.



In-depth Kundali Analysis

Sitare's team of expert astrologers, with vast experience, provides deep insights through Kundli analysis, helping individuals understand life's patterns and purpose.

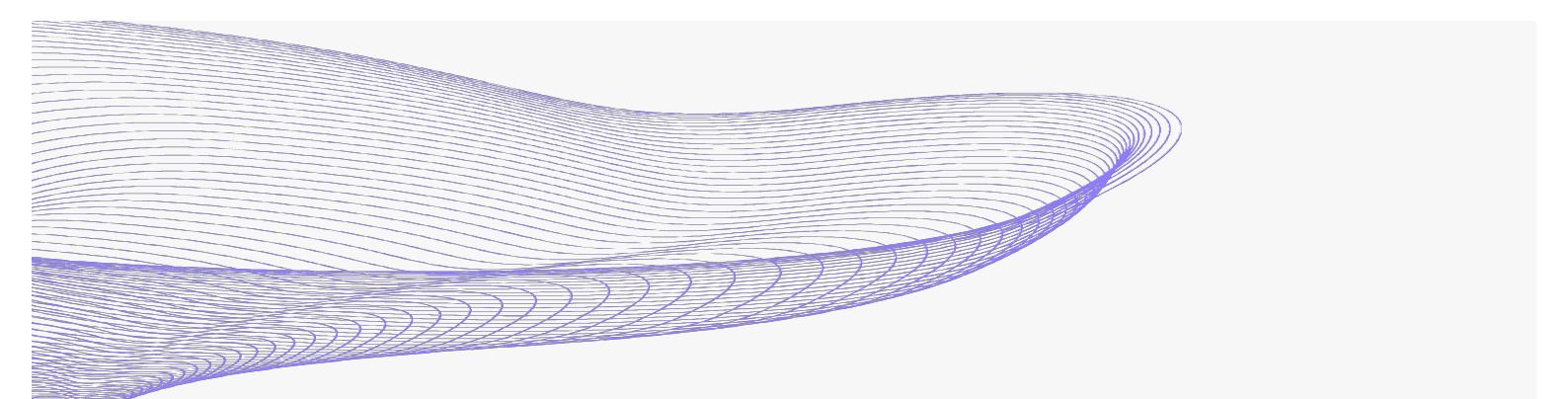


Connect Live with Highly Skilled Astrologers

With Sitare's option for live, visual consultations, you can truly feel personally seen and heard. Our astrologers are here to empower you with wisdom directly from the cosmos.

THE USP

Sitare's innovative matchmaking and compatibility features differentiate it from competitors. By leveraging personalized consultations, real-time analysis, and certified astrologers, Sitare ensures trust, reliability, and meaningful outcomes for its users.



OUR APPROACH

Certified Astrologers and Educational Content

- Implement a rigorous verification process, including background checks and qualification verification, alongside a certification program assessing astrologers' knowledge and ethical adherence.
- Complement this with educational content on astrology basics, demystifying the process and integrating traditional practices with modern perspectives, enhancing both credibility and accessibility.

Transparency and Regulatory Frameworks

- Develop a regulatory framework with guidelines and a code of ethics for astrologers, coupled with regular audits to enforce adherence and reduce fraudulent practices.
- Enhance transparency and accountability by clearly disclosing the basis of predictions and the information used, fostering trust and credibility among users.

CURRENT TECHNOLOGY DEVELOPMENT

The Sitare platform is built on a robust technology stack that ensures seamless operation and scalability.

- **User and Astrologer Portals:** Separate login interfaces provide personalized experiences. Users can browse services, book sessions, and track consultations, while astrologers manage schedules, earnings, and client feedback.
- **Backend CMS:** The centralized content management system (CMS) streamlines operations, enabling administrators to onboard astrologers, monitor performance, and handle queries efficiently. This backend also provides insights into user behavior, revenue tracking, and service optimization.
- **Scalability and Security:** The platform is designed to handle high traffic volumes while ensuring secure data encryption and privacy for both users and

THE FUTURE ROADMAP

Sitare is committed to continuously enhancing its platform to stay ahead of the competition and meet user demands. Below is the roadmap detailing upcoming features and integrations:

New Features

- **AI-Powered Predictions:** Real-time, automated horoscope generation and career/matchmaking insights.
- **Advanced Compatibility Analysis:** Enhanced algorithms combining astrology with personal preferences for precise matchmaking.
- **Regional Language Support:** Expanding to languages like Hindi, Tamil, Bengali, and Telugu to cater to Tier 2 and Tier 3 markets.
- **Interactive Live Sessions:** Astrologer-hosted webinars and Q&A sessions for broader user engagement.

Third-Party Plugins and Integrations

- **Payment Gateways:** Integration with global and regional payment platforms (e.g., Razorpay, Stripe, PayPal) for seamless transactions.
- **Customer Support Tools:** AI-driven chatbots and CRM tools (e.g., Zendesk, Freshdesk) to manage user queries efficiently.
- **Marketing Automation:** Tools like HubSpot and Mailchimp for personalized user engagement campaigns.
- **Analytics Platforms:** Integration with Google Analytics and Mixpanel for real-time data insights and user behavior tracking.

Long-Term Innovations

- **Wellness Collaborations:** Partnering with meditation, yoga, and wellness platforms to offer holistic services.
- **Wearable Integrations:** Astrology apps connected to smartwatches for daily insights and reminders.
- **Astro-Social Features:** Community-building tools where users can share experiences and connect based on astrological traits.

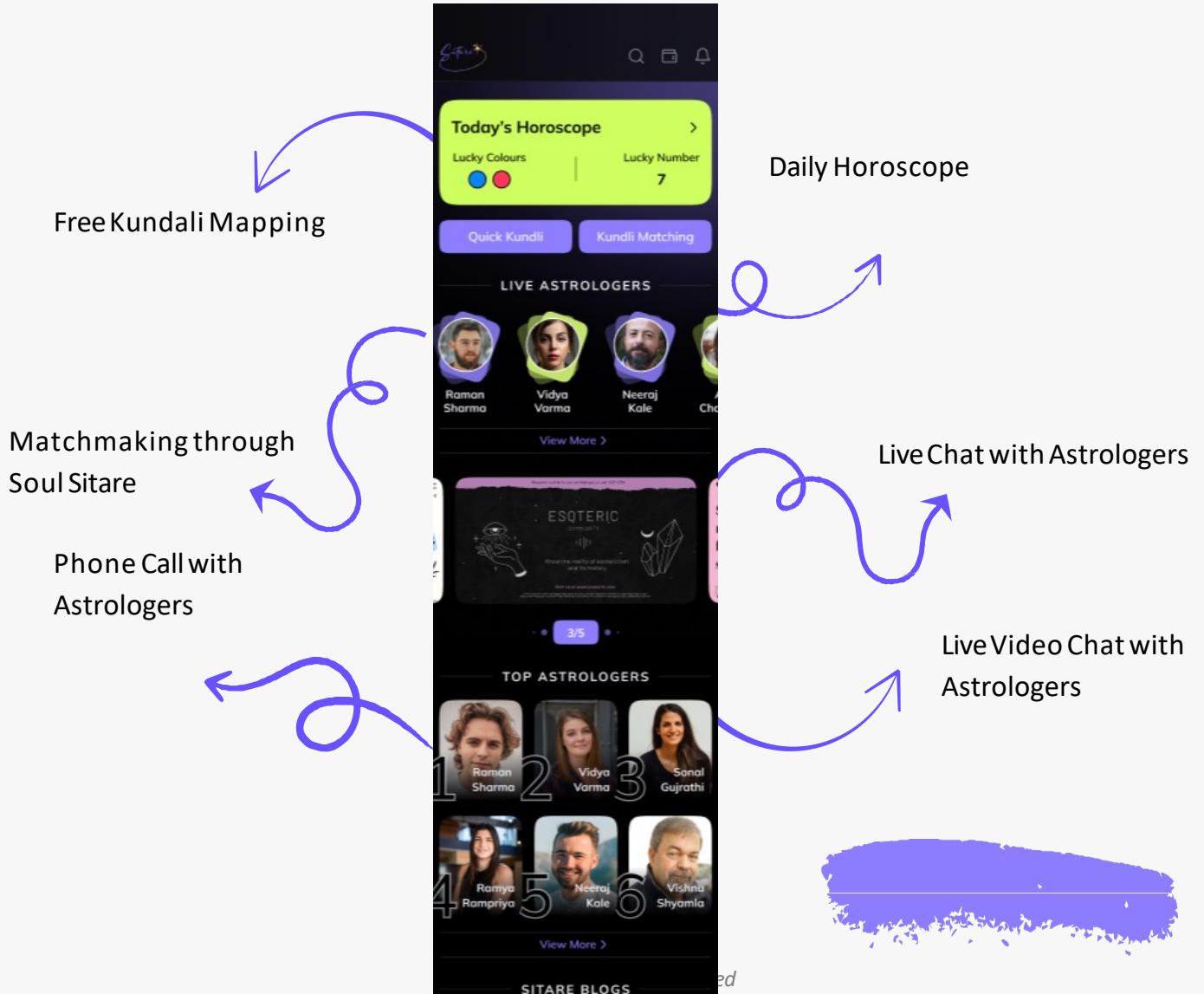
By implementing these features, Sitare aims to create a robust, future-proof platform that caters to diverse user needs while remaining highly competitive.

App Screens: User and Astrologer Views

To give a better understanding of the Sitare platform, below are descriptions of the current app screens for both customers and astrologers, showcasing their functionalities and user-centric designs.

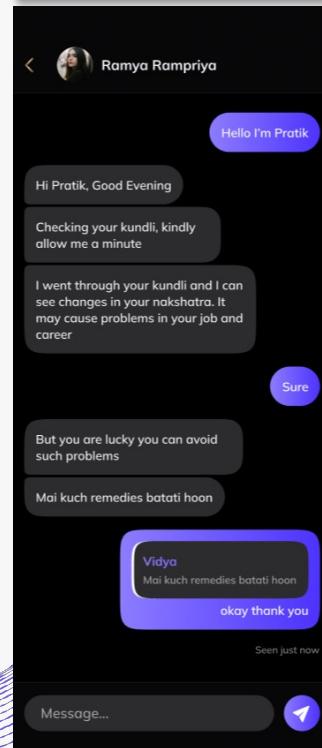
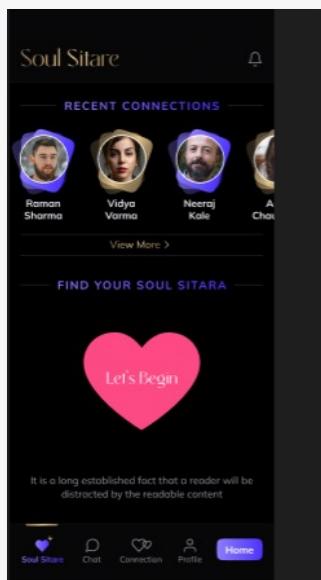
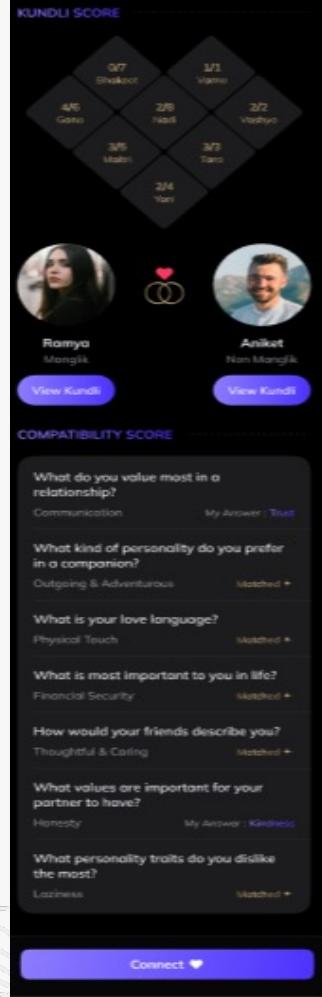
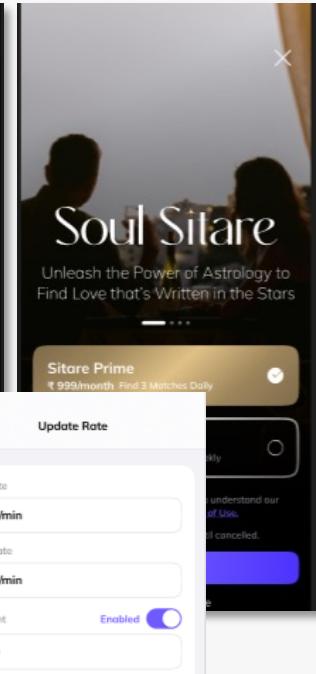
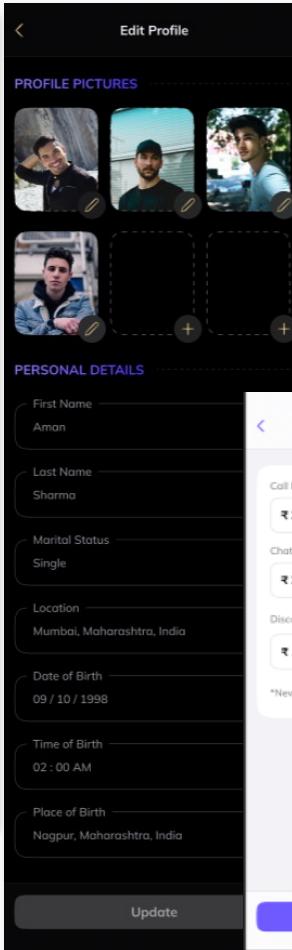
SITARE APP Features

- Vedic Astrology Consultations
- Soul Sitare: Manual compatibility analysis & chat option with match
- Chat in real time with astrologers
- Calls & live streams with astrologers
- Free daily horoscope
- Different Consultations: Astrology, Vastu, Tarot card reading, reiki Healing, Numerology, Face reading, palmistry etc



App Screens: User and Astrologer Views

USER SCREENS



App Screens: User and Astrologer Views

ASTROLOGER SCREENS

The screenshots illustrate the following features:

- Today's Stats:** Shows earnings of ₹ 2,580 (+18%), chats/calls of 128 (-7%), availability status (Call: ₹ 20/min, Chat: ₹ 20/min, Discount: - ₹ 10/min), and a 'Quick Kundli' section.
- Update Rate:** Allows setting call rate at ₹ 30/min and chat rate at ₹ 30/min, with a note about a new discounted rate of ₹ 20/min if discount is enabled.
- Edit Profile:** Includes a profile photo, basic details (First Name: Vidyा, Last Name: Deshmukh, Email: vidyadeshmukh@gmail.com), years of experience (3), gender (Female), date of birth (29/07/1997), location (Mumbai, Maharashtra, India), and a 'Choose Expertise' section.
- Earnings:** Displays monthly earnings for October (₹ 2,000) with bar charts for Chat Earnings (₹ 1,500) and Call Earnings (₹ 500). It also shows monthly earnings for September through August.
- Leader Board:** Lists top performers with their earnings and reviews, such as Ruchita Verma (₹ 13K mins, 4.5★, 105 reviews), Neeraj Kole (₹ 13K mins, 4.5★, 105 reviews), Sonal Gujrathi (₹ 13K mins, 4.5★, 105 reviews), and others.
- Training:** Features a video titled "Soul Sitar App Training Video Demonstration" showing a woman speaking.
- History:** Shows a list of recent interactions with "Virochana Patil" (Incomplete) on 19-Jul-2023 at 11:17 AM, with a total of ₹ 200 earned.
- Pratik Kathe:** A consultation session with Pratik Kathe, where he shares his kundli and discusses career and business concerns.

THE BUSINESS FOCUS

TARGET MARKET

- **Primary Market:** India, focusing on Tier 1 and Tier 2 cities.
- **Secondary Market:** NRIs and international customers in regions like the US, UK, and the Middle East.

TARGET AUDIENCE

Young Explorers

- **AGE: 18 – 30**
- **College Student / Young Professional** Looking for their own horoscope or for lasting partners through Soul Sitare Prefers digital communication channels - uses apps for entertainment, education, and personal growth.
- **Behaviour:** Social media savvy; active on platforms like Instagram, TikTok, and Snapchat. Interested in wellness and self-improvement trends.

Settles seekers

- **AGE: 25 - 45**
- **Married or in a long-term relationship** Focus on family well-being and career advancement. Engaged in planning for the future - finances, education, health. Interested in deeper, more meaningful spiritual or wellness practices.
- **Behaviour:** Values proven, reliable services with clear benefits. Prefers personalized, one-on-one services for deeper insights and Willing to invest for those services.



Revenue Sharing Model
with Astrologers



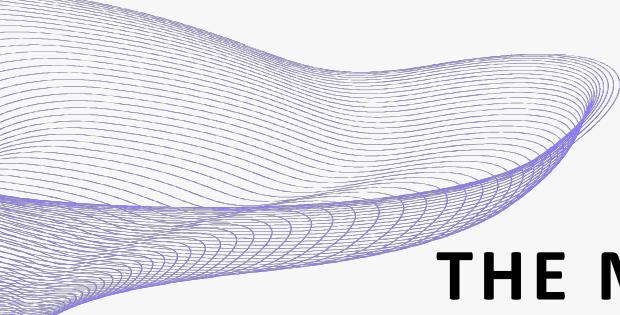
Soul Sitare Subscriptions



In-app Advertisement



Partnership Revenue



THE MARKETING STRATEGY

Siatre will can leverage a multi-channel marketing strategy to reach a broad audience and build brand awareness. By integrating both digital and traditional methods, Sitare can create an engaging and trustworthy brand image.

Key Channels and Strategy:

- **Social Media Marketing:** Focus on platforms like Instagram, Facebook, and YouTube, utilizing influencer partnerships and content marketing.
- **Content Marketing:** Share daily horoscopes, astrology tips, and personalized readings through blogs, videos, and newsletters to keep users engaged.
- **App Store Optimization (ASO):** Optimize app visibility on the Play Store and App Store to increase downloads.
- **Referral Programs:** Implement a referral system to encourage word-of-mouth marketing.
- **SEO & SEM:** Invest in search engine optimization and paid search ads to drive app installs from search traffic.
- **Partnerships:** Collaborate with wellness and lifestyle brands to cross-promote the app.

This integrated approach can help Sitare build a loyal user base and expand its reach effectively.

THE PRICING STRATEGY

The pricing strategy is designed to offer flexible and accessible options while ensuring value for both customers and astrologers. It includes a range of consultation, product, and subscription pricing with tailored commissions and markups.

Phase 1

- **Consultation Rates:** ₹20-₹100 per minute (50% commission for astrologers).
- **Subscriptions:** ₹499/month or ₹4,999/year.

Phase 2

- **Personalized Reports:** ₹1,000-₹5,000.
- **Gemstones & Products:** 20-30% markup.

THE INVESTMENT ASK

We are on a mission to revolutionize the astrology industry by creating a platform that bridges the gap between ancient wisdom and modern technology. With the growing global interest in astrology, Sitare is perfectly positioned to tap into a rapidly expanding market.

We have successfully completed its Phase 1 development with an initial investment of ₹2 crores. This phase included app and web development, along with the foundational infrastructure,

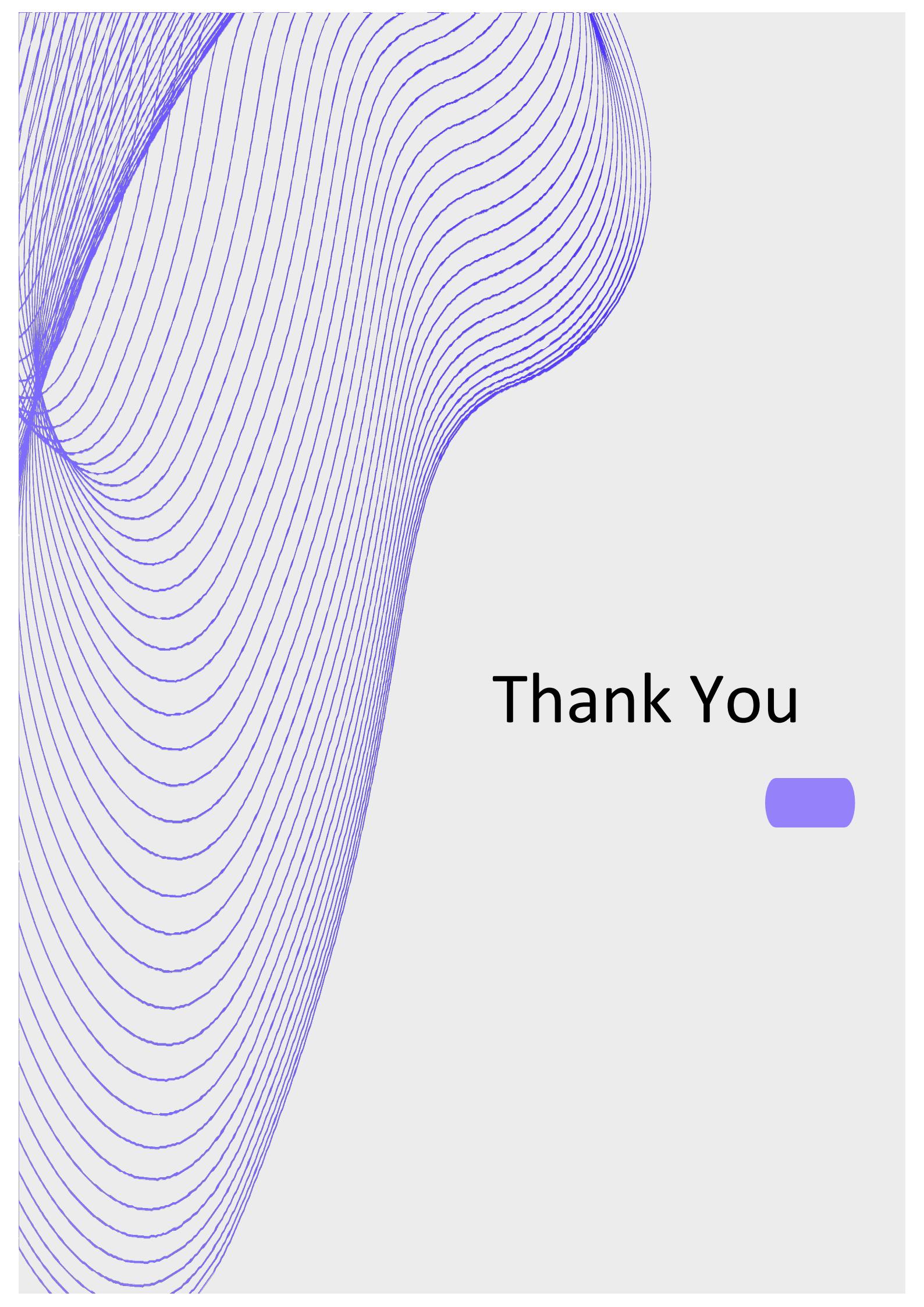
We are now ready for the commercial rollout and are seeking additional funding to support astrologer onboarding, training, and a targeted marketing campaign to achieve our revenue goals.

Funding Requirements:

- **Astrologer Onboarding & Training:** To expand our network of qualified astrologers and ensure a premium user experience.
- **Marketing & Advertising:** To drive user acquisition and brand awareness through targeted campaigns.

With new investment, we will ensure a strong market presence, grow our astrologer network, and implement effective marketing strategies to achieve our revenue target and establish Sitare as a leading platform in the astrology space. In the next 6 months, we will initiate work on securing the next round of funding, targeting \$3-4 million USD to further scale and expand Sitare.

Our Ask: We are seeking an investment of ₹60 Lakhs to scale our operations (~10% stake dilution), onboard certified astrologers, and amplify our marketing efforts. This funding will position Sitare as a leader in the astrology tech space, with projections to achieve ₹10 crore revenue within two years.

The background features a large, abstract graphic element on the left side. It consists of numerous thin, blue lines that curve and overlap, creating a sense of depth and motion. These lines are concentrated in a vertical band that tapers towards the top right of the frame. The rest of the page is a plain, light gray.

Thank You

