



BRING DAILY ASTROLOGY,  
TAROT, AND SPIRITUAL  
GUIDANCE INTO THE LOKAL  
ECOSYSTEM.





## **PROBLEM STATEMENT**

- SPIRITUAL NEEDS ARE UNDER-SERVED DIGITALLY IN INDIA

## **FACTS:**

- 80% OF INDIA BELIEVES IN ASTROLOGY, NUMEROLOGY, AND TAROT.
- TIER 2/3 USERS CRAVE DAILY GUIDANCE AND EMOTIONAL SUPPORT.
- NO REGIONAL-FIRST APP OFFERS:
  - FREE PERSONALIZED PREDICTIONS
  - AI-DRIVEN TAROT + HOROSCOPE
  - EASY ACCESS TO REAL ASTROLOGERS IN LOCAL LANGUAGE





# **WHY LOKAL APP IS PERFECT FOR THIS ?**

<b>Lokal App strengths</b>	<b>How it Fits</b>
High daily active users	Daily rituals = daily opens
Vernacular-first + local trust	Astrology is intimate, regional
Deep penetration in Bharat	Bharat trusts Lokal App
Matrimony, Jobs already present	Cross-sell spiritual services
Monetization goals	Astrology = proven revenue model





## **SOLUTION : LOKAL ASTROLOGY**

- AN AI + HUMAN-POWERED SPIRITUAL PLATFORM FOR BHARAT'S SOUL NEEDS
- FEATURES :
  - A. DAILY HOROSCOPE & TAROT IN LOCAL LANGUAGE
  - B. AI-POWERED PERSONAL GUIDANCE (CHAT WITH AI-PANDIT)
  - C. LIVE VIDEO/AUDIO CALLS WITH VERIFIED ASTROLOGERS
  - D. PANCHANG, MUHURAT, KUNDLI MATCHING, NUMEROLOGY

## **USER FLOW :**

1. HOME SCREEN CARD: “AAJ KA RASHIFAL” / “AAJ KE TAROT KARTE”
2. TAP → BEAUTIFUL MESSAGE (AI-GENERATED)
3. CTA: “WANT CLARITY? TALK TO PANDITJI → SCHEDULE CALL” (REAL OR AI)
4. IN-APP WALLET OR UPI INTEGRATION → AUDIO/VIDEO SESSION
5. OPTIONAL: SUBSCRIBE FOR UNLIMITED DAILY GUIDANCE





## **MARKET OPPORTUNITY :**

- \$10B+ ASTROLOGY MARKET IN INDIA
- 200M+ PEOPLE ACTIVELY READ HOROSCOPES REGULARLY
- ASTROTALK ALONE DOES ₹60–80 CR/MONTH
- TIER 2/3 CITIES STILL READ \*\*PRINTED HOROSCOPES

## **COMPETITIVE LANDSCAPE :**





## MONETIZATION STRATEGY

Stream	Details	Lokal Revenue
Live Astrologer Calls	₹150/call avg × 30% share	₹45–60/call
Subscriptions (AI)	₹49/month, 10–30K subscribers	100%
Puja Services	Pandit on-demand / Muhurat bookings	30% cut
Spiritual Products	Rudraksha, Yantras, Vastu tools	20–25% cut
Astro-Matrimony	Premium matching + reports	Add-on





## **USER IMPACT & BENEFITS**

- BUILDS A DAILY HABIT      INCREASES DAU/MAU
- HIGH EMOTIONAL CONNECTION = LOYALTY
- ENCOURAGES DEEPER PERSONALIZATION
- DRIVES NON-AD-BASED MONETIZATION
- CREATES OPPORTUNITIES FOR LOCAL ASTROLOGERS/PANDITS
- ADDS SPIRITUAL LAYER TO JOBS, MATRIMONY, NEWS

## **WHY NOW?**

- SPIRITUAL TECH IS BOOMING POST-PANDEMIC
- BHARAT'S EMOTIONAL, CULTURAL BELIEFS ARE STILL UNDERSERVED DIGITALLY
- YOU ALREADY OWN THE DAILY USER BASE.
- ALL IT NEEDS: A FEATURE. A CARD. A PANDIT. A PRAYER.





## **REVENUE FORECAST:**

**YEAR 1 FORECAST : ASSUMING (300K DAU).**

<b>Source</b>	<b>Monthly</b>	<b>Yearly</b>
Subscriptions	₹4.9L	₹58.8L
Live Calls	₹90K	₹10.8L
Products + Puja	₹1L	₹12L
Total	₹6.8L	₹82.2L

**YEAR 2 FORECAST : ASSUMING (300K DAU).**

- 3–4X USERBASE
- ESTIMATED REVENUE : ₹3.5–₹4 CR/YEAR
- GROSS MARGINS: 60–65%



# Need help in Product Strategy, Development or Operations ?

## Contact



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**THANK YOU!**

