



# Arattai

## Product Dissection For Arattai Messenger

### Company Overview:

Arattai, developed by Zoho Corporation and launched in January 2021, is an Indian instant messaging and collaboration app. The name “Arattai” means “chat” in Tamil, reflecting its focus on seamless communication. Designed as a “Made in India” alternative, it offers 1:1 and group chats, voice and video calls, file sharing, and multi-device support. The app emphasizes speed, privacy, and data security, hosting user information within Indian servers. Over time, Arattai has gained popularity, particularly amid growing awareness of local digital solutions. In 2025, daily sign-ups surged dramatically, and it topped India’s app store charts in the Social Networking category. With a clean interface and regional language support, Arattai provides a secure and efficient messaging experience tailored for Indian users.

### Product Dissection and Real-World Problems Solved by Arattai Messenger :

Arattai, an Indian messaging and collaboration app developed by Zoho Corporation, has effectively addressed real-world communication challenges through its secure and user-friendly platform. With a focus on privacy and seamless interaction, Arattai enables users to authentically connect via chats, voice calls, and video calls, bridging the gap between digital communication and real-world relationships. By allowing users to create 1:1 and group conversations, share media, and collaborate efficiently, Arattai provides a solution to the need for reliable and safe messaging, ensuring meaningful engagement across personal and professional networks.

Arattai’s features, such as group chats, voice/video calls, file sharing, and multi-device access, have transformed how users communicate digitally. By addressing concerns of data privacy and security, the app ensures that sensitive information remains protected on Indian servers. Furthermore, Arattai’s simple interface and regional language support make communication accessible to a wider audience, effectively addressing the challenge of digital inclusivity.

In conclusion, Arattai's product design has successfully tackled real-world problems by creating a platform that promotes secure communication, fosters collaboration, and provides a space for personal and professional interaction. Through its privacy-first approach and diverse messaging features, Arattai addresses the need for safe, reliable, and inclusive communication, shaping the digital messaging landscape in India.

## **Case Study: Real-World Problems and Arattai Messenger's Innovative Solutions**

Arattai, a homegrown messaging and collaboration app by Zoho Corporation, has not only transformed the way people communicate in India but has also addressed critical real-world challenges through its innovative features. By focusing on user privacy, accessibility, and seamless interaction, Arattai positions itself as a solution-driven platform that fosters secure connections, encourages efficient collaboration, and enhances digital communication for personal and professional use.

### **Problem 1: Lack of Secure and Inclusive Communication :**

**Real-World Challenge:** With the growing reliance on digital communication, users in India often face issues of privacy, data security, and limited accessibility in messaging platforms. Many global apps store user data on foreign servers, raising concerns about confidentiality, while language barriers and complex interfaces can hinder inclusive communication.

**Arattai's Solution:** Arattai addresses these challenges by providing a secure, privacy-focused messaging platform hosted on Indian servers, ensuring that user data remains protected. The app supports 1:1 and group chats, voice and video calls, file sharing, and regional language options, creating an inclusive environment for users across diverse backgrounds. By combining ease of use with strong security, Arattai bridges the gap in safe and accessible digital communication, enabling users to connect confidently and effectively.

### **Problem 2: Managing Multiple Conversations and Notifications**

**Real-World Challenge:** In digital communication, users often struggle to manage numerous chats, group conversations, and notifications, which can lead to confusion and missed messages. The lack of organized communication channels can make it difficult to prioritize important interactions, especially in professional or community contexts.

**Arattai's Solution:** Arattai tackles this challenge by offering organized chat structures with 1:1 and group messaging, along with clear notification management. Users can pin important chats, mute or prioritize conversations, and easily access shared media and files, ensuring that critical messages are not lost in the clutter. By streamlining conversations and notifications, Arattai reduces information overload and helps users stay focused on meaningful interactions.

### **Problem 3: Limited Options for Localized and Indigenous Messaging Platforms**

**Real-World Challenge:** Many users in India rely on foreign messaging apps that store data on overseas servers, raising concerns about data privacy, sovereignty, and local customization. There is a lack of homegrown platforms that cater specifically to Indian users' needs, such as regional language support and compliance with local data regulations.

**Arattai's Solution:** Arattai provides a Made-in-India messaging platform that prioritizes user privacy, data security, and regional accessibility. It offers features like 1:1 and group chats, voice/video calls, file sharing, and multi-device support, all while ensuring that user data is hosted within India. By focusing on local needs and privacy concerns, Arattai empowers users to communicate safely and confidently, providing a trusted alternative to global messaging platforms.

### **Problem 4: Lack of Professional Identity and Profile Customization**

**Real-World Challenge:** Many messaging apps focus solely on communication and provide minimal options for users to establish a recognizable identity or professional presence. This limits the ability to showcase personal or organizational information in a structured way.

**Arattai's Solution:** Arattai addresses this by offering customizable user profiles that include profile pictures, display names, status messages, and bio sections. Users can personalize their profiles to reflect their personality, role, or professional identity. This enables better recognition within groups, teams, and communities, fostering trust and enhancing user engagement while maintaining a secure communication environment.

### **Problem 5: Difficulty in Managing Multi-Platform and Multi-Device Communication**

**Real-World Challenge:** In today's digital world, users often switch between devices—phones, tablets, and desktops—and across multiple messaging platforms. This creates challenges in maintaining continuity, accessing past conversations, and synchronizing messages across devices. Many apps either limit multi-device support or complicate the process, causing inefficiency and frustration.

**Arattai's Solution:** Arattai solves this by providing seamless multi-device support, allowing users to access their chats, media, and call history from multiple devices without losing continuity. Messages are synchronized in real-time across devices, and users can switch effortlessly between phone, tablet, and desktop. This ensures smooth communication, improves productivity, and allows users to stay connected anytime, anywhere, addressing a significant real-world challenge of modern digital communication.

## Conclusion:

Arattai's journey as a homegrown messaging app by Zoho Corporation demonstrates its ability to identify real-world communication challenges and provide effective solutions. By prioritizing privacy, secure communication, multi-device access, and regional inclusivity, Arattai addresses issues such as safe digital interactions, information management, local accessibility, and professional identity. Its user-centric design, combined with features like 1:1 and group chats, voice/video calls, file sharing, and customizable profiles, positions Arattai as a trusted and efficient alternative to global messaging platforms. This case study highlights how Arattai's focus on security, usability, and local needs is shaping the digital messaging landscape in India, empowering users to communicate confidently and seamlessly.

## Top Features of Arattai Messenger :

- 1. User Profiles:** Arattai allows users to create personalized profiles with display names, profile pictures, and status messages. This helps users establish a recognizable identity and communicate effectively within personal and professional networks.
- 2. 1:1 and Group Chats:** Users can engage in private one-on-one conversations or participate in group chats. Group chats support multiple participants, making collaboration and community discussions seamless.
- 3. Voice and Video Calls:** Arattai supports high-quality voice and video calls, enabling real-time communication beyond text messaging.
- 4. Media and File Sharing:** Users can share photos, videos, documents, and other media securely within chats, facilitating smooth exchange of information and resources.
- 5. Multi-Device Access:** The app provides seamless synchronization across multiple devices, allowing users to continue conversations on phones, tablets, or desktops without losing chat history.
- 6. Regional Language Support:** Arattai includes support for multiple Indian languages, making the platform accessible to a wider audience and promoting inclusivity.
- 7. Notifications and Chat Management:** Users can manage notifications, pin important chats, mute conversations, and organize messages for efficient communication.
- 8. Privacy and Security:** With end-to-end encryption and data hosted on Indian servers, Arattai ensures user messages and information remain secure and private.

## Schema Description for Arattai Messenger:

The schema for **Arattai Messenger** involves multiple entities representing different aspects of the platform. These entities include **Users, Chats, Messages, Groups, Calls, and Media**, each with specific attributes describing their properties and relationships with other entities.

### User Entity:

Users are central to Arattai. This entity contains information about each user:

- **UserID (Primary Key):** A unique identifier for each user.
- **Username:** The display name of the user.
- **Email:** User email for account-related communication.
- **PhoneNumber:** User's contact number.
- **Profile\_Picture:** Profile image of the user.
- **Status:** User's custom status message.
- **Registration\_Date:** Date when the user joined Arattai.

### Chat Entity:

Chats represent individual or group conversations:

- **ChatID (Primary Key):** Unique identifier for the chat.
- **ChatType:** Type of chat (1:1 or Group).
- **CreatedDate:** Date when the chat was created.

### Message Entity:

Messages store the content exchanged in chats:

- **MessageID (Primary Key):** Unique identifier for each message.
- **ChatID (Foreign Key referencing Chat Entity):** The chat where the message belongs.
- **SenderID (Foreign Key referencing User Entity):** User who sent the message.
- **MessageType:** Text, Image, Video, Document, etc.
- **Content:** Actual message content or media URL.
- **Timestamp:** Date and time when the message was sent.

**Group Entity:**

Groups manage multiple users within a chat:

- **GroupID (Primary Key):** Unique identifier for the group.
- **GroupName:** Name of the group.
- **AdminID (Foreign Key referencing User Entity):** Group admin.
- **CreatedDate:** Date when the group was created.

**GroupMember Entity:**

Associates users with groups:

- **GroupMemberID (Primary Key):** Unique identifier for each membership.
- **GroupID (Foreign Key referencing Group Entity):** Associated group.
- **UserID (Foreign Key referencing User Entity):** User part of the group.
- **JoinDate:** Date the user joined the group.

**Call Entity:**

Calls track voice and video interactions:

- **CallID (Primary Key):** Unique identifier for each call.
- **CallerID (Foreign Key referencing User Entity):** User who initiated the call.
- **ReceiverID (Foreign Key referencing User Entity):** User who received the call.
- **CallType:** Voice or Video.
- **CallDateTime:** Date and time of the call.
- **Duration:** Duration of the call in seconds.

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**Media Entity:**

Media stores files shared within chats:

- **MediaID (Primary Key):** Unique identifier for each media file.
- **MessageID (Foreign Key referencing Message Entity):** Message that contains the media.

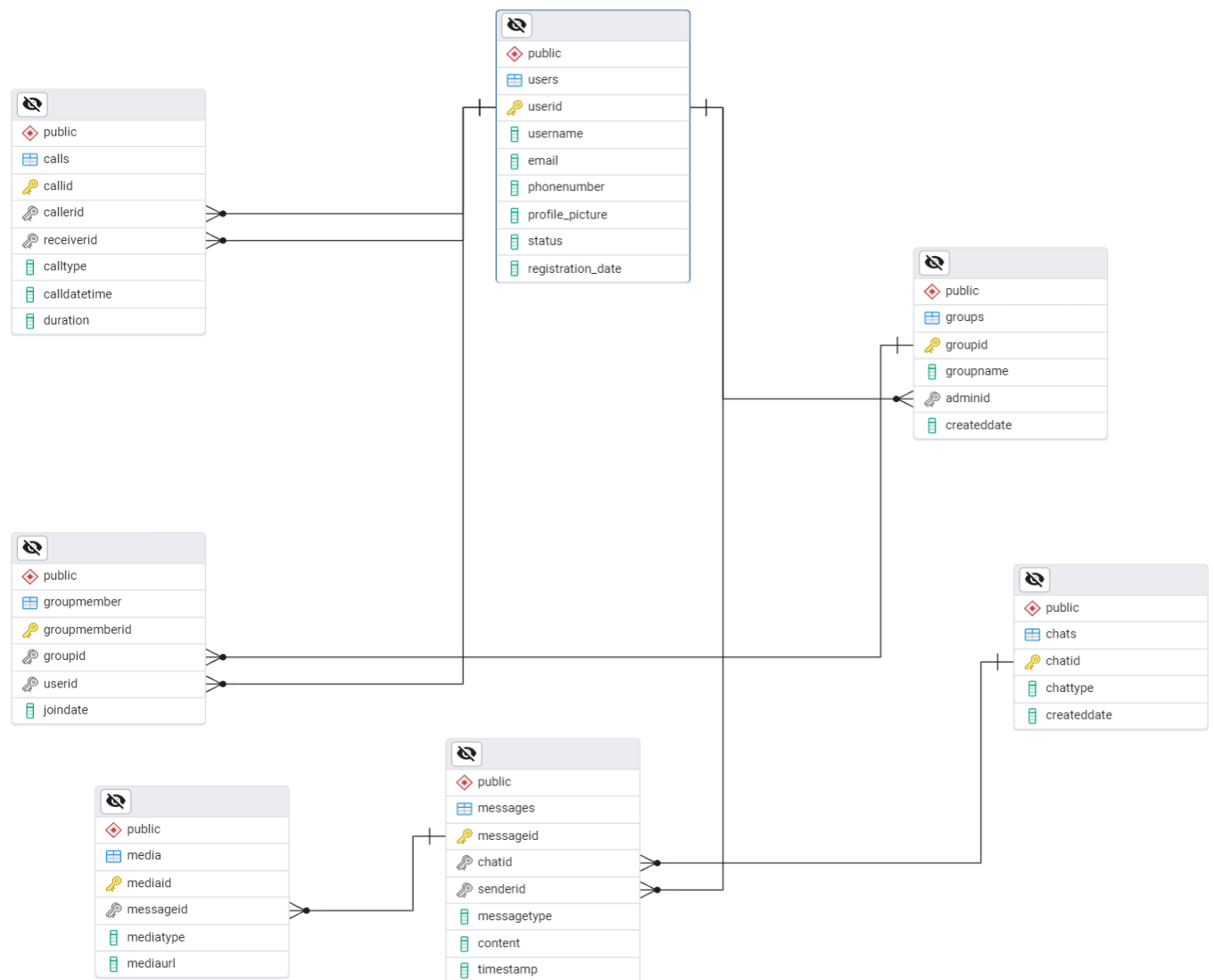
- **MediaType:** Image, Video, Document, Audio.
- **MediaURL:** Link to access the media file.

**Relationships:**

- **Users participate in Chats** – Each user can be part of multiple chats (1:1 or group).
- **Chats contain Messages** – Each chat can have multiple messages.
- **Users send Messages** – Each message is sent by a user.
- **Groups include Users via GroupMember** – Each group can have multiple users, and each user can join multiple groups.
- **Users make Calls** – Users can initiate or receive multiple calls.
- **Messages include Media** – Messages can have multiple media attachments.

### ER Diagram:

The ER diagram for Arattai Messenger visually captures the entities, attributes, and relationships that define the platform's data model. Core entities include Users, Chats, Messages, Groups, GroupMembers, Calls, and Media, each holding specific attributes to describe their properties. Users participate in multiple chats, send messages, join groups, and make or receive calls. Chats can be individual or group conversations containing multiple messages, which may include media files. Groups connect users via memberships, with each group having an admin and multiple members. By examining this diagram, one can clearly understand how Arattai Messenger's components interact, providing insight into the platform's communication flow and underlying data structure.





## **Conclusion**

In this case study, we explored the design of Arattai Messenger's schema and Entity-Relationship diagram. Arattai Messenger enables seamless communication through text, media, voice, and video, connecting users in both one-to-one and group interactions. The platform's comprehensive data model, including entities like users, chats, messages, groups, group members, calls, and media, provides the foundation for its smooth and reliable functionality. By understanding this schema, we gain insight into how Arattai Messenger efficiently manages user interactions, message exchanges, and multimedia sharing, highlighting the platform's effectiveness in fostering communication and engagement among its users.