**Research & Analysis on a Matrimony-like Application**

**1) There are two major matrimony business operating in Idia at a large scale**

1. Shaadi.com 🡪 (owner Anupam Mittal, founded in 1997)
2. Matrimoney.com 🡪 (owner [**Murugavel Janakiraman**](https://en.wikipedia.org/wiki/BharatMatrimony), founded in 2000)

**2) Is both of them are NGO or Profit-based businesses ?**

Yes, both are for-profit businesses.

1. Shaadi.com 🡪 [As of 2024, Shaadi.com is valued at approximately **₹2,500 crore**](https://en.wikipedia.org/wiki/Anupam_Mittal)[1](https://en.wikipedia.org/wiki/Anupam_Mittal)[2](https://en.wikipedia.org/wiki/Shaadi.com). [The founder, Anupam Mittal, has a personal net worth estimated to be around **₹185 crore**](https://en.wikipedia.org/wiki/Anupam_Mittal).
2. Matrimony.com 🡪 [As of 2024, Matrimony.com, the parent company of Bharat Matrimony, has a market capitalization of approximately **₹17.81 billion**](https://stockanalysis.com/quote/nse/MATRIMONY/statistics/)[1](https://stockanalysis.com/quote/nse/MATRIMONY/statistics/). The company has been a significant player in the online matchmaking industry, providing various services to help individuals find suitable marriage partners.

**3) A brief history of Shaadi.com.**

Shaadi.com, originally launched as Sagaai.com in 1997, was founded by Anupam Mittal. [The name was changed to Shaadi.com in 1999 to make it more marketable](https://en.wikipedia.org/wiki/Shaadi.com)[1](https://en.wikipedia.org/wiki/Shaadi.com). [Initially, the platform faced challenges due to low internet adoption in India and conservative attitudes towards online matchmaking](https://en.wikipedia.org/wiki/Shaadi.com)[1](https://en.wikipedia.org/wiki/Shaadi.com). [However, it gained popularity among non-resident Indians (NRIs) and gradually expanded its user base as internet usage grew](https://en.wikipedia.org/wiki/Shaadi.com)[1](https://en.wikipedia.org/wiki/Shaadi.com).

[By 2008, Shaadi.com had become the world’s leading matrimonial website for Asians](https://en.wikipedia.org/wiki/Shaadi.com)[1](https://en.wikipedia.org/wiki/Shaadi.com). [The company also opened over 100 Shaadi Centres, retail outlets offering matrimony-related services](https://en.wikipedia.org/wiki/Shaadi.com)[1](https://en.wikipedia.org/wiki/Shaadi.com). [In 2012, Shaadi.com launched the Facebook game “Angry Brides” to raise awareness about dowry abuses in India](https://en.wikipedia.org/wiki/Shaadi.com)[1](https://en.wikipedia.org/wiki/Shaadi.com). [The company continued to innovate and expand, acquiring the Thrill Group in 2016, which included dating products like Frivil and Fropper](https://en.wikipedia.org/wiki/Shaadi.com)[1](https://en.wikipedia.org/wiki/Shaadi.com).

[Shaadi.com has been recognized for its marketing efforts and social initiatives, including the launch of Shaadi Cares in 2014 to address issues like dowry and domestic violence](https://en.wikipedia.org/wiki/Shaadi.com).

**4) Is there any matrimony application or company which is a non-profit business ?**

While most matrimonial services operate as for-profit businesses, there are some non-profit organizations that focus on matchmaking and marriage-related services, often with a community or social welfare focus. These organizations might not have the same scale or technological infrastructure as commercial platforms like Shaadi.com, but they aim to serve specific communities or causes.

For example, some religious or community-based organizations offer matchmaking services as part of their broader social services. These organizations typically operate on a non-profit basis, focusing on helping members of their community find suitable marriage partners without the primary goal of making a profit.

**5) How much money it requires to build an Application like shaadi.com in India?**

Building an Android app like Shaadi.com in India can be more cost-effective compared to other regions. Here’s a rough breakdown of the costs involved:

1. **Planning and Conceptualization**: ₹1,50,000 - ₹2,25,000
2. **Design (UI/UX)**: ₹1,50,000 - ₹3,75,000
3. **Front-end Development**: ₹1,50,000 - ₹3,75,000
4. **Back-end Development**: ₹2,25,000 - ₹4,50,000
5. **API Integration**: ₹1,50,000 - ₹3,75,000
6. **Testing and Quality Assurance**: ₹3,00,000 - ₹3,75,000
7. **Deployment and Launch**: ₹75,000 - ₹2,25,000

[Overall, the total cost can range from **₹12,00,000 to ₹25,00,000** or more, depending on the specific requirements and features](https://devtechnosys.com/insights/cost-to-develop-a-matrimonial-apps-like-shaadi-com/).

1. [**Monthly Maintenance Costs**: Varies](https://devtechnosys.com/insights/cost-to-develop-a-matrimonial-apps-like-shaadi-com/)…an estimate!

The monthly maintenance costs for an Android app like Shaadi.com can vary based on several factors, including the complexity of the app, the number of users, and the level of support required. Here’s a rough estimation:

1. **Server Hosting and Infrastructure**: ₹20,000 - ₹50,000
2. **Bug Fixes and Updates**: ₹15,000 - ₹30,000
3. **Customer Support**: ₹10,000 - ₹25,000
4. **Security Updates**: ₹5,000 - ₹15,000
5. **Marketing and Promotions**: ₹10,000 - ₹30,000
6. **Miscellaneous Costs**: ₹5,000 - ₹10,000

[Overall, the monthly maintenance costs can range from **₹65,000 to ₹1,60,000** or more, depending on the specific requirements and scale of the app](https://www.jploft.com/blog/develop-a-matrimonial-mobile-app-like-shaadicom)

**6) how much money it requires to build an application like shaadi.com in India at low scale?**

**Building a low-scale application similar to Shaadi.com in India can be more cost-effective. Here’s a rough breakdown of the estimated costs:**

1. **Planning and Conceptualization: ₹80,000 - ₹1.2 lakhs ($1000 - $1500)**
2. **Design (UI/UX): ₹80,000 - ₹2 lakhs ($1000 - $2500)**
3. **Front-end Development: ₹80,000 - ₹2 lakhs ($1000 - $2500)**
4. **Back-end Development: ₹1.2 - ₹2.4 lakhs ($1500 - $3000)**
5. **API Integration: ₹80,000 - ₹2 lakhs ($1000 - $2500)**
6. **Testing and Quality Assurance: ₹1.2 - ₹2 lakhs ($1500 - $2500)**

[**In total, the cost can range from approximately ₹6.4 - ₹11.6 lakhs ($8000 - $14,500)**](https://blog.thecolourmoon.com/cost-to-develop-matrimonial-app-like-shaadi-com-in-2024/)

**These estimates can vary based on the specific features you want to include, the complexity of the app, and the development team’s expertise.**