

# Khidma

**Authentic Islamic Guidance &  
Private Counsel**

WHY we EXIST

# To provide personalized Islamic solutions, to Strengthen Faith & Find Peace in Life.

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## The Problem

Muslims today face confusion in practicing Islam & have urgent questions when faced with core-life problems.

Plagued by misinformation online and underserved by overburdened traditional scholars.

### Online

- **Risk of Misinformation** or Unqualified Contextually Irrelevant Advice
- **Lack the nuance** required for complex personal issues
- **Sources:** Social Media, Whatsapp groups

### Imam/Scholar at the local mosque

- **Privacy Concerns** - discussing personal, sensitive problems to a person known in their network
- **Limited availability** for one on one offline consultation, available only at specific mosques.
- **Women** and muslims who don't have access or frequent mosques are **left without access**
- **Unqualified Scholars**, Scholars providing advice without any expertise in the area of issue.
- **Disorganized** - Receive hundreds of questions daily on Whatsapp Groups/DMs

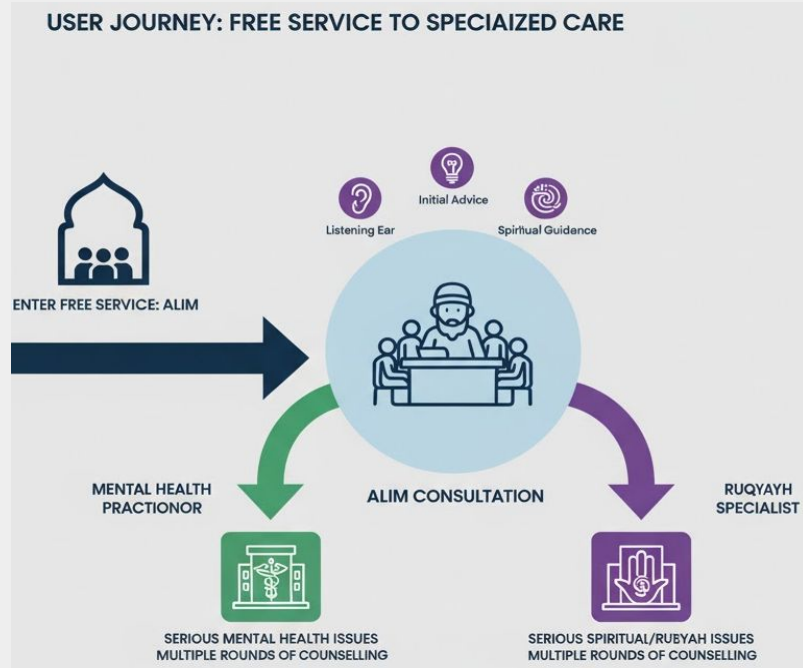
### Friends & Family

- Limited scope of Islamic knowledge
- Unshareable, Sensitive or Stigmatized Topic
- Cultural & Tradition Bias
- Misinterpretation by self learning.

# Our Solution

Provide direct access to vetted faith-based experts who deliver private, evidence based advice tailored to your specific challenges.

| Expert                   | Offering   | Payment Model                            |
|--------------------------|--|--|
| Islamic Scholar (Alim)   | Text. to get quick answers to basic Halal/Haram questions.   | 100% Free.<br>Donation (Hadiya) options. |
|                          | 1on1 consultation for complex issues to provide Sharia-compliant ruling (Fatwas)                   |  |
| Islamic Psychologists    | Text or Call Islamic psychologists and Muslim Listeners  | Flexible Per-Minute Billing.             |
|                          | Schedule professional therapy with Islamic mental health experts for structured treatment plans.   | Per-Session Fee (15 or 30-min sessions). |
| Spiritual Healers (Raqi) | Arrange a private or group online session with a certified 'Raqi' for dedicated spiritual healing. | Per-Session Fee                          |



# Levers to explore

## AI

- AI answers to basic Fiqh questions
- AI filtering to segregate basic fiqh questions vs contextual problems
- AI based matching based on questions and scholar expertise

## Service Providers

- Islamic Financial experts
- Islamic Lawyers
- Islamic Life Coaches
- Tutor Integrated Gamified Quran Learning

## Engagement Features

- Halal Content Pre-recorded Content Library
- Live sessions
- Prayer Tracker, Qibla Direction, Duas, Halal Foods, Dhikr/Duas

# Impact

## We Benefit:

**Global Muslims:** The Islamic lifestyle is integrated into every aspect of life, we are a source of evidence based Islamic guidance.

**Islamic Scholars & Islamic Psychologists:** Increase practice, create content and provide additional source of income.

Health Benefits

## Partners

Partner with organizations that will provide growth, authenticity and community.

- Jamaat-e-islami Hind
- Indian Islamic Psychology Community

**NPS: +66**

Every 1 in 2 users used/using an Islamic App/Platform.

# Market

## WHY NOW

1. The Rise of the Digitally connected Global Muslim - Demand for Accessibility
2. A growing demographic of Muslims, are disconnected from mosques.
3. AI allows platforms to provide personalized guidance quickly
4. Increase in online misinformation from unqualified sources
5. Rise of Mental-Health Awareness
6. Faith tech emerging strong as a sector - Acceptance of Online Faith based applications

### TAM:

- Online counselling market is estimated at about USD 3.39 billion in 2025, growing to USD 11.49 billion by 2035 (CAGR ~13%)
- Mental Health Apps Market in MENA/Africa: projected from 316.8 million in 2024 to 728.8 million by 2030, with a CAGR of 14.3%
- Global B2C Spiritual Tech: 0.65 trillion in 2024 and is projected to grow to 1.12 trillion by 2030
- Islamic Mobile Applications: projected at \$20 billion by 2030

### SAM:

- 50–150 million (advise seekers across all regions).
- 20–30% of online Muslims engage with religious content regularly.
- 3.7–11% of online Muslims conservative/moderate mix

### SOM: 12 -18 months

- 1 - 2 million users that ask a question
- 50,000 users that take consultation
- \$200,000 revenue

# Testimonials

## **Nishath Qamreen**

The psychologist was very helpful and understanding she listened to me patiently and did not judge me. She was really good and understanding, just through her words she gave me peace

## **Sania**

Alhamdulillah I'm feeling better and it helped me value and think better about myself

Thank you so much Baaji.

May Allah reward you with the best of this world and the hereafter

## **NAZ**

I had a truly beautiful and healing session with her. She is not only a professional and knowledgeable psychiatric expert, but also a deeply spiritual and understanding person. Since she follows an Islamic approach and practices Ruqya, her guidance touched both my mind and heart. She listened to me with genuine care and patience for almost two hours, giving thoughtful answers and emotional support throughout. I felt completely heard and understood, something very rare to find. Her words brought calmness, clarity, and hope to my thoughts. I'm really grateful for her kindness and the way she connects faith with psychology in such a balanced, compassionate way. May Allah bless her for helping others so sincerely.

# Advisors

## Islamic Senior Psychologists

**Zulekha** M.Sc in Psychology Cambridge Muslim College, Post Graduate Diploma in Guidance and Counselling and numerous certifications in spiritual, marital and Tazkiya counseling. <https://www.linkedin.com/in/zulekharajani>

**Shujauddin** Master's degree in Clinical Psychology from Rashtrasant Tukdoji Maharaj Nagpur University, Extensive research, specialized courses in Islamic Psychology and Psychotherapy. <https://mindandbrainhospital.in/team-2/>

## Alims & Raqi

**Shaikh Noor ul Hasan Madani** graduate of the Madinah University, 20 years of teaching. With expertise in Tafseer, Aqeedah, Fiqh, Hadeeth, Seerah, and Tarbiyah,

**Shaykh Mufakkir Hussain Umri** Vice Principal of Jamia Mohammadia Mansoorah and Imam o Khateeb of Masjid e Umar Farooq, Bangalore. With over 25 years of Ruqya experience

## Business

**Iqbal Ahmed:** Founder at [Lysto.gg](https://lysto.gg), ex-mekenzey, ex-Ola, XLRI Alumni.



**Thank You**

# Citations

- Spiritual Services Market (including online and offline activities related to faith and spirituality) was valued at an estimated 376.0 billion\*\* in 2024 and is projected to reach \*\*787.4 billion by 203:  
<https://www.transparencymarketresearch.com/spiritual-services-market.html>
- Global SpiritualTech market size: USD 0.65 trillion in 2024, projected USD 1.12 trillion by 2030:  
<https://www.researchandmarkets.com/reports/6093177/spiritualtech-market-global-industry-size>
- Global Islamic FinTech market volume: from ~USD 161 billion in 2023/24 to USD 306 billion by 2027 (~13.6% CAGR)
- Source: *Key Insights from the Global Islamic Fintech Report 2024-2025* via HalalTimes (June 2025) — “a market that was estimated at around \$161 billion in transaction volume in 2023/24 and is projected to surge to an astounding \$306 billion by 2028.”  
<https://www.halaltimes.com/unveiling-the-future-key-insights-from-the-global-islamic-fintech-report-2024-2025/>
- USD 5.47 trillion by 2025 and USD 9.31 trillion by 2030 for the global Islamic finance market (Mordor Intelligence). <https://www.mordorintelligence.com/industry-reports/global-islamic-finance-market>  
[https://solutions.lseg.com/IslamicFinance\\_ICD\\_LSEG](https://solutions.lseg.com/IslamicFinance_ICD_LSEG)
- "Islamic Mobile Applications: projected at \$20 billion by 2030" : Source: This projection is often cited in reports covering the Islamic digital economy, most notably the "Global Islamic Economy Report" published by DinarStandard.<https://www.dinarstandard.com/post/sgier-2024-25>
- online therapy services market at USD 9.7 billion in 2024 and projects it to reach USD 43.45 billion by 2035 (CAGR ~14.6%) <https://www.businessresearchinsights.com/market-reports/online-counselling-market-121643>
- Online Therapy Services Market to hit \$24.80 billion by 2031, growing at a CAGR of 14.4%<https://www.globenewswire.com/news-release/2024/10/09/2960277/0/en/Online-Therapy-Services-Market-to-hit-24-80-billion-by-2031-growing-at-a-CAGR-of-14-4-says-Coherent-Market-Insights.html>
- online counselling market (a subset) is estimated at about **USD 3.39 billion in 2025**, growing to USD 11.49 billion by 2035 (CAGR ~13%).<https://www.businessresearchinsights.com/market-reports/online-counselling-market-121643>
- Islami weaponized. [https://www.reddit.com/r/HijabIs/comments/1ikxo4l/im\\_on\\_the\\_edge\\_of\\_leaving\\_islam/](https://www.reddit.com/r/HijabIs/comments/1ikxo4l/im_on_the_edge_of_leaving_islam/)