

Plarty – Executive Summary

1. Company Overview

Name: Plarty

Established: 2024

Stage: Pre-Seed

Headquarters: UAE, Dubai

Website: <https://plartyapp.com/>

Product: Mobile app offering culturally rooted house party games for Indian and diaspora communities.

2. Vision & Mission

Vision: To become the go-to digital layer for shared cultural experiences across global Indian communities.

Mission: We make house parties unforgettable by blending culture, community, and play through joyful, mobile-first games.

3. Problem

- There's no easy way to plan or spark a real cultural connection at social gatherings and house parties.
- Casual games today are generic, solo-oriented, and lack cultural flavor. Hosts juggle multiple tools, and guests often scroll but do not connect.

4. Solution

Plarty is a mobile app that:

- Offers culture-rich house party games (e.g., “Desi Doodle”, “Head Set Go”, “Swipe Charades”)
- It is designed for group dynamics and multi-generational play, and can be played offline in any setting.
- Embeds multiple interests, regional themes, festivals, and languages for context-based fun.

5. Market Opportunity

- \$5B+ casual gaming market in India alone.
- Global Indian diaspora of 35M+ with high mobile penetration.
- Emerging “CultureTech” category + festival-led social behavior = white space

6. Traction Highlights

- MVP launched with 1400 Acquisitions in 8 weeks with No CAC.
- Positive feedback from early testers at house parties 16 + mins avg. engagement time
- Games tested with 200+ users across India, UAE, and the US with 40% retention.
- 100 % Crash free experience with best ratings across Google and Apple stores.

7. Business Model

- Freemium app with in-app purchases
- Subscription for premium packs (festive games, language packs)
- Future: B2B brand collaborations, party store affiliate links

8. Team

Sindhuja Maddela, Founder – 12+ yrs in IT + community-first entrepreneur

Supported by a lean team across product, design, and development in India & UAE

9. Ask

Raising \$500K in a Seed round

To expand product, grow team, and launch across key diaspora markets (UAE, US, India)