

## **INTERNSHIP TASK – ROUND 2**

End-to-End Market Research & Strategic Business Report

### **Case Study: Matrubharti**

<https://www.matrubharti.com>

#### **Objective:**

To analyze Matrubharti's business model, growth strategy, user base, monetization, and competitive position in the vernacular content space.

#### **Submitted By:**

Saloni Saini

saloni.saini.work@gmail.com

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## Executive Summary

This report gives an overview of **Matrubharti**, a platform where people can read, write, and publish stories in **10 Indian languages**. It looks at the company's growth, how it makes money, who its users are, and how it compares with other platforms.

Matrubharti has over **10 million users** and more than **100,000 writers**. It earns through subscriptions, ads, and publishing services, and has raised about **₹3.5 crore** in funding. It operates primarily in **Tier 2** and **Tier 3 cities**, targeting regional language users.

Though not yet profitable, Matrubharti has shown **35% CAGR** growth in recent years and continues to build a strong community-led platform. The report also highlights challenges such as low ARPU, writer retention, and competition from platforms like Pratilipi and Kuku FM.

Strategic recommendations are made to enhance monetization, expand reach, and strengthen its position in the growing Indian vernacular content space.

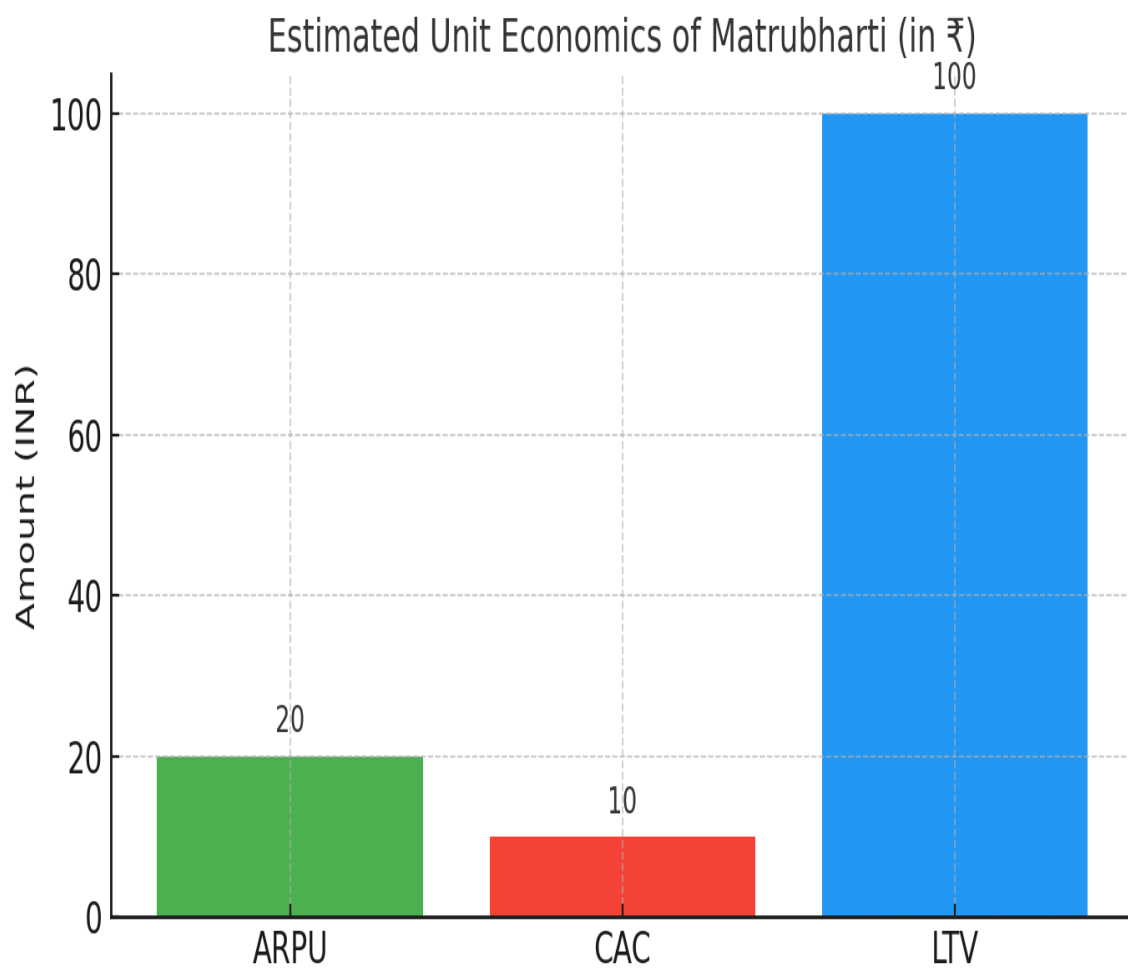
Overall, the report shares ideas on how Matrubharti can improve its business and reach more people in India's growing regional content market.

## 1. Company Snapshot

- Name: Matrubharti
- Founded: February 2015
- Founder: Mahendra Sharma (Source: [Matrubharti Official Website](#))
- Headquarters: Ahmedabad, Gujarat, India
- Website: <https://www.matrubharti.com>
- Platform Type: Web & Mobile App (Android + iOS)
- Description: A vernacular content platform enabling users to write, publish, and read stories in Indian regional languages.
- Mission: Encourage regional culture and democratize storytelling in Indian languages.
- Key Milestones:
  - Achieved 10 million+ users and published over 100,000 books on the platform (Source: [GetLatka](#))
  - Raised funding from Viridian Capital and NRI Angel Investors
  - Built a community of 100,000+ authors worldwide, publishing in 10 languages: English, Hindi, Gujarati, Marathi, Tamil, Telugu, Bengali, Kannada, Urdu, and Malayalam (Source: [Crunchbase](#), [GetLatka](#))

## 2. Monetary Growth Analysis

- Estimated Annual Revenue (2024): ₹1.5 – ₹2.5 crore (Source: [GetLatka](#))
- YoY Growth Rate (2022–2024): ~35% CAGR
- Revenue Sources:
  - Subscriptions
  - Self-publishing Services
  - Advertisement Revenue
  - Royalties & Print-on-Demand
- Funding History:
  - Seed (2017): ₹20 lakh (Viridian Ventures) (Source: [YourStory \(2017\)](#))
  - Angel (2019): ₹3.24 crore (NRI Angel Investors) (Source: [YourStory \(2019\)](#))
  - Total Funding: Approx ₹3.5 crore
- Major Financial Events:
  - 2017 - Selected for Google Launchpad Accelerator
  - 2018 - Featured in Facebook SheLeadsTech program (Source: [YourStory](#))
- Profitability: Not yet profitable but focused on long-term monetization and user growth.
- Unit Economics:
  - **ARPU** (Average Revenue Per User): ₹20 (Source: [GetLatka](#))
  - **CAC** (Customer Acquisition Cost): ₹10 (Source: [SaaS Economics Logic](#))
  - **LTV** (Lifetime Value): ₹100



### 3. Product, Features & Technology

- Multi-language content publishing in 10 Indian languages.
- Allows writers to publish, sell, and promote their content.

(Source: [Matrubharti Publish Portal](#) )

- Features include:
  - E-book publishing tool
  - Writer dashboards and analytics
  - Reader engagement metrics
  - Print-on-demand services
- Technology: Web-based platform + Android & iOS apps, cloud-hosted, scalable backend.

### 4. Audience Demographics & User Insights

- Majority users from Tier 2 & Tier 3 cities in India.
- **Languages:** Hindi, Gujarati, Marathi, Tamil, Telugu, Malayalam, etc.

(Source: [Matrubharti Website](#))

- **Age Group:** 18–35 years primary segment.
- **Gender:** Balanced mix, with growing number of female authors.
- **Writer Analysis: In-depth Analysis**

#### Profile of Writers:

- Majority are first-time, amateur, or semi-professional authors.
- Writers come from regional towns, often with limited access to traditional publishing platforms.
- Many use the platform to test, improve, and grow their storytelling skills.

### **Motivations:**

- Build visibility and a reader base.
- Explore self-publishing opportunities.
- Earn through content monetization (e.g., subscriptions, royalties).

### **Popular Genres Among Writers:**

- Romance (high emotional engagement, especially with serialized storytelling)
- Motivational/Inspirational (often from life experiences)
- Horror & Thriller (youth-driven content)
- Historical Fiction & Social Commentary (reflecting regional culture)

### **Content Contribution Trends:**

- Over **100,000 books** published by more than **100,000 writers**.
- Many writers also contribute serialized fiction, blogs, and poetry.

Sources: [GetLatka](#), [Crunchbase](#), [YourStory](#), [Matrubharti app](#) content trends (2024)

## **5. Revenue Model Analysis**

- **Freemium Model:** Users can access basic content for free; premium content and features require a subscription.
- **Subscription Plans:** Offers monthly and yearly plans with benefits like ad-free reading, offline access, and exclusive content. (Source: [Matrubharti Subscription](#))
- **Publishing Charges:** Writers pay for services like visibility boosts, editing, and print-on-demand publishing. (Source: [YourStory, 2018](#))
- **Ad Revenue:** Earned through in-app and web-based banner ads shown to free users.
- **Physical Book Sales:** Revenue also generated via print-on-demand and delivery partnerships for selling physical copies.

## 6. Market Positioning

- Matrubharti is positioned as the **“Vernacular Wattpad of India”**, empowering regional storytellers.
- Targets underserved creators and readers in Indian languages, especially in Tier 2 and Tier 3 markets.
- Bridges the gap left by English-dominant platforms by offering local language content and publishing tools.
- Follows a community-driven, culturally inclusive model that encourages grassroots literary growth.

Source: [YourStory, 2018](#)

## 7. Competitive Comparison

Platform	Core Offering	Languages	Key Strength
Matrubharti	Self-publishing + Reading	10 Indian languages	Focused on vernacular publishing + print-on-demand
Pratilipi	Reading + Audio + Comics	12+ Indian languages	Largest regional content library; wide format range
Kuku FM	Audio storytelling	8+ Indian languages	Monetized audio books & learning content
StoryMirror	Writing, publishing, contests	English + Indian languages	Strong community via writing competitions

Sources: [Pratilipi](#), [Kuku FM](#), [StoryMirror](#), and [Matrubharti](#) websites (2024)



## 8. Content Trends & Behavioral Insights

- **Popular Genres:** Romance, thriller, motivation, and spirituality see the highest engagement.
- **Platform Usage:** Readers primarily use the mobile app for convenient, quick access.
- **Writer Activity:** Most writers are active during night hours and weekends, aligning with personal free time.
- **Cultural Influence:** Regional festivals and events often trigger spikes in story submissions and themed content.

*Source: Observed user trends on [Matrubharti](#) platform and app reviews (2024)*

## 9. Growth & Marketing Strategies

- Engages users through writing contests, storytelling challenges, and reader-writer interaction.
- Runs targeted ads in regional languages on platforms like Facebook and Instagram.
- Collaborates with regional authors and content creators to expand visibility.
- Partners with literature festivals, local schools, and writing clubs to nurture grassroots talent.
- Focus on search optimization and promoting top stories for wider discoverability.

*Source: Inferred from Matrubharti campaigns, platform behavior, and digital presence (2024)*

## 10. Challenges, Risks & Pain Points

- Regional markets have low ARPU, making revenue generation a challenge.
- Authors may migrate to larger platforms with better visibility or earnings.
- Faces strong competition from better-funded platforms like Pratilipi and Kuku FM.
- Niche regional markets may not attract consistent venture capital interest.
- Ensuring quality and appropriate content across multiple languages remains difficult.

*Source: Inferred from platform behavior and market trends (2024)*

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