

# KundliLabs.org

THE  
PRODUCT  
FOLKS

MOSAIC



## Decode Your Destiny with AI × Astrology

Unlock the secrets of the cosmos with our AI-powered astrology platform

Submitted by:  
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# Why AI × Astrology Has Massive Potential in India

## \$1.8B

Market Value by 2030

*Could be one of the fastest growing category with the advent of advanced LLMs*

## 30M+

Active Users

*Astrotalk alone has 30M+ registered users with 4.5M paid sessions monthly and 6M free sessions*

## 950M

Internet Penetration

*950M internet users with 700M smartphone users create massive accessibility potential*

### Gen Z Adoption Surge

*53.8% of Gen Z actively seek astrology, with 60% coming from high-social-media metropolitan cities.*

### Proven Market Leaders

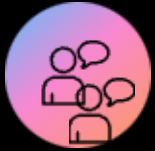
- *Astrotalk: 50M+ downloads, ₹651 Cr revenue*
- *AstroSage: 67.5M downloads, 11M MAU*
- *InstaAstro: 10M+ downloads, ₹25 Cr revenue*

### Untapped Blue Ocean

*\$35B total Astrology market, only 1.5% online today - representing one of the largest digital transformation opportunities in consumer tech.*



# Meet Disha AI



Talks Like a Friend




Instant & Always-On




No Jargon, No Intimidation



Accessible & Transparent

 Disha AI



**Disha AI**

Unfolding your cosmic powers. How can I help?

Hey, I am Disha AI from Kundlilabs. This is created as a part of MosAlc build :)

I'll help you capture your birth details. Please provide:

- Date of birth (DD-MM-YYYY or DD/MM/YYYY)
- Time of birth (HH:MM, 24-hour format if possible; include AM/PM if using 12-hour)
- Place of birth (City, Country)

You can share them in one line or separately.

9 oct 1995 Samastipur 8:22 am


↓

Let's proceed?

Message...

↑

Powered by Voiceflow

 Disha AI

I am participating in a competition called mosAlc by Product Folks. Do I have it me to work hard and submit a kickass submission for an AI product? What does my chart say?

Oh, this is exciting! 🌟 Your chart actually has some powerful energies for this kind of challenge. Mars is right in your 1st house, giving you that warrior spirit and drive to take action — perfect for competitions where you need to push through and create something amazing.

Your Jupiter in the 2nd house is fantastic for communication and presenting ideas with wisdom, which means your submission will likely have that thoughtful, well-articulated quality that judges love. Plus, your Sun and Mercury in the 12th house suggest you work brilliantly behind the scenes, diving deep into creative solutions.

The only thing to watch is your Moon in the 6th house — emotions might feel a bit intense during work pressure, but that same placement gives you incredible problem-solving stamina. You've absolutely got what it takes to create something kickass! 🙌

Message...

↑

Powered by Voiceflow

"Unlike traditional pundits or apps, Disha makes astrology personal, instant, and approachable like chatting with a friend who happens to understand the cosmos."



# 🪐 Custom Python API for Kundli Generation

1



## The Technical Challenge

Generic LLMs like ChatGPT and Gemini cannot generate authentic Kundli charts. Astrology requires precise **mathematical astronomy combined with traditional astrological mapping** - not just text prediction capabilities.

2



## Critical LLM Limitations

- **Image Recognition Fails:** Uploading Kundli photos yields no meaningful interpretation
- **No House Logic:** LLMs see "1, 2, 4" as numbers, not astrological houses with specific meanings
- **Missing Rashi Mapping:** No understanding that "2 = Taurus, 4 = Cancer" - requires explicit domain expertise
- **Zero Astronomical Calculations:** Cannot compute ascendants, planetary degrees, or positions without astronomy libraries

3



## Our Technical Solution

**Python API hosted on Render** that bridges this gap:

- Processes birth details (date, time, location)
- Calculates precise planetary positions using Swiss Ephemeris
- Maps houses to Rashis with traditional accuracy
- Outputs structured, interpretable Kundli charts

✅ **Competitive Advantage:** The API is custom made and can be tweaked to bring out different variations in the calculation rather than relying on a third party API





# User Experience: Login and Donation Flow

[Home](#) [About Us](#) [Blog](#) [Donate Us](#)

Welcome to KundliLabs

Your cosmic journey begins here

Sign In

Sign Up

Email

Enter your email

Password

Enter your password

Sign In

OR CONTINUE WITH

Continue with Google

Streamlined Authentication

[Home](#) [About Us](#) [Blog](#) [Donate Us](#)

Support Our Journey

help us grow. Choose the vibe that matches how you feel

Most Popular

Liked You So Much

Small steps, stellar change!

₹51

Your gesture keeps our cosmic light glowing—thank you for lifting us up

Donate ₹51

Truly Loving Your Vibes

Bright spark, brighter future!

₹201

Your support fuels our orbit—helping us shine brighter for every user

Donate ₹201

Can't Live Without Us

Guiding star, endless journey!

₹501

Your belief powers our galaxy—together we reach new cosmic horizons

Donate ₹501

Custom Donation – Razorpay Integration



# Successful Razorpay Integration

## Enterprise-Grade Payment Infrastructure

Successfully implemented Razorpay payment gateway, establishing robust financial infrastructure critical for scaling in the Indian market. This integration handles real transactions and provides the foundation for multiple revenue streams.

01

### Seamless Integration

Full Razorpay API integration with real-time payment processing and instant confirmation

02


### Multiple Payment Options

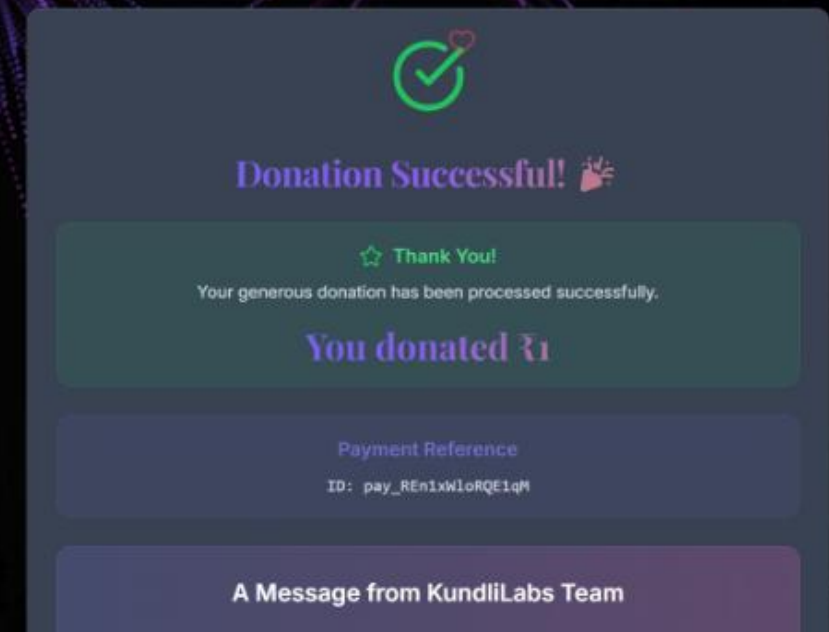
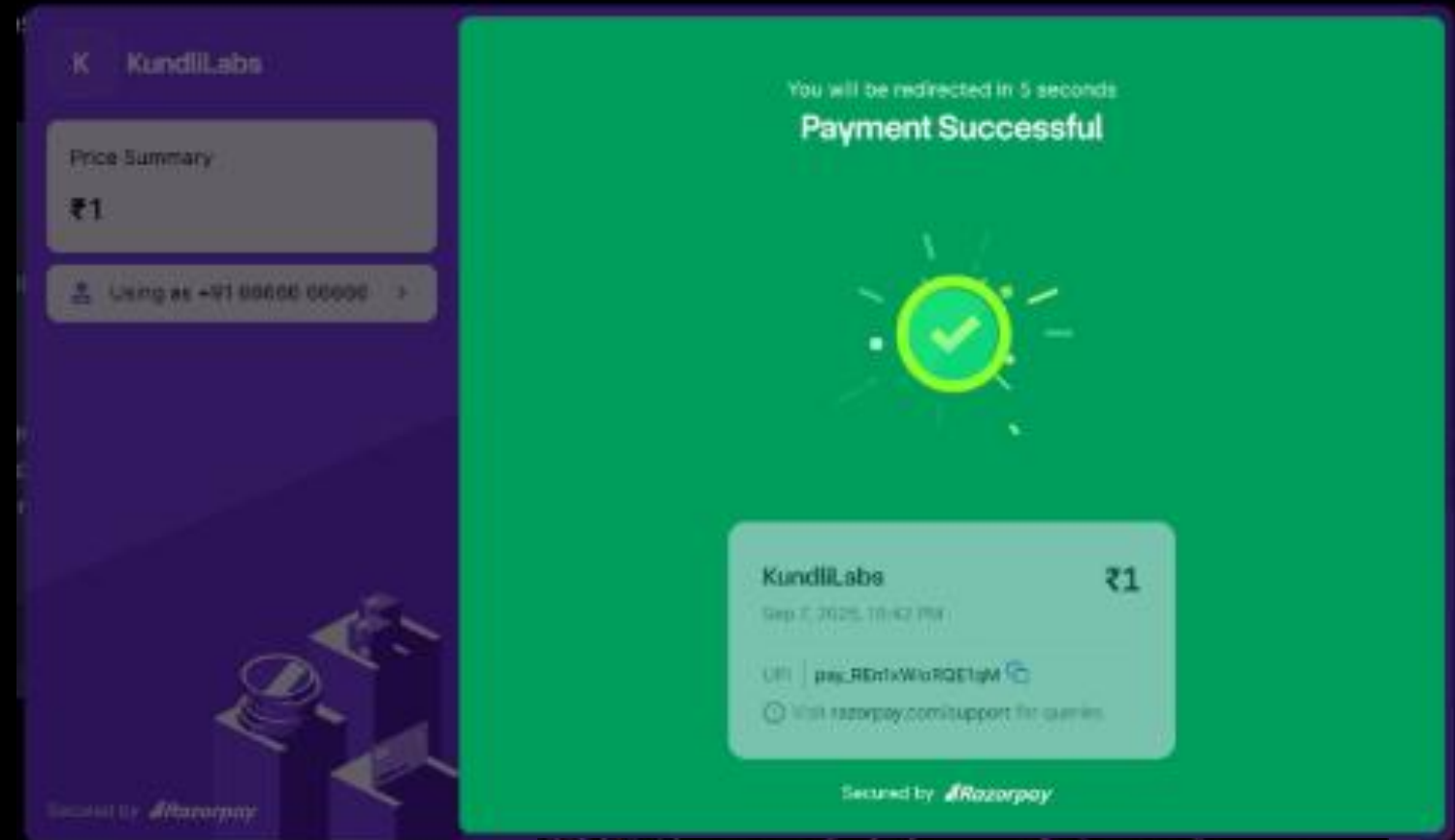
UPI, cards, net banking, and wallets - covering 98% of Indian digital payment preferences

03

### Security & Compliance

Bank-grade security with PCI DSS compliance and fraud prevention built-in

 **Revenue Ready:** Live payment infrastructure means we can immediately monetize user engagement and scale revenue operations from day one.



# What I Was Able to Build

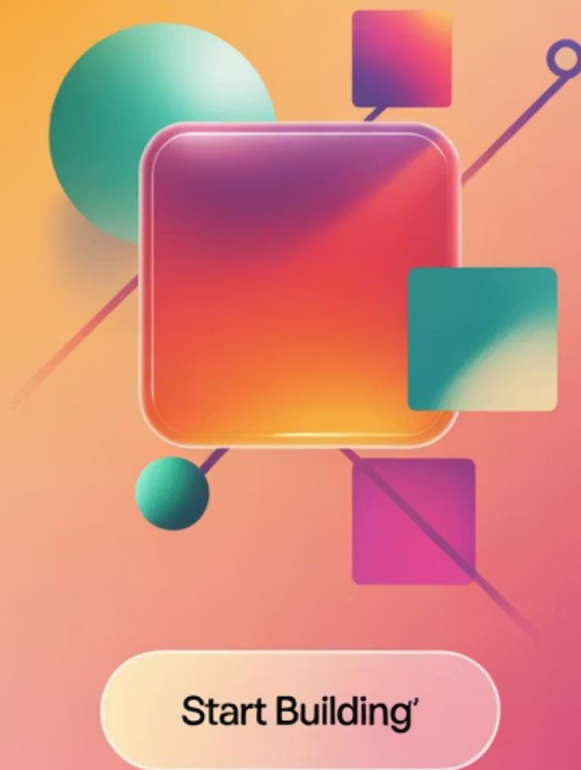
## Core Platform Infrastructure

- **Login Modal:** Clean authentication via Supabase + Google OAuth
- **AI Chatbot:** Voiceflow-powered conversational interface
- **LLM Integration:** Natural language processing for jargon-free responses
- **Custom API:** Python-based Kundli generation hosted on Render
- **Payment System:** Razorpay integration with live transaction capability

## Roadmap Enhancements

- **Voice Integration:** ElevenLabs custom voice for immersive Disha experience
- **Quality Assurance:** Maxim-powered evaluation system for response accuracy
- **Code Excellence:** Coderabbit AI-assisted code quality and reviews
- **Session Management:** Payment-gated active sessions (₹51 → 30min access)

The real victory wasn't just building Disha AI - it was proving that with today's no-code/low-code tools, you can **build fast, learn fast, and ship fast** in emerging markets like AI-powered astrology.




Unlock your coding potential  
with AI assistance\*



# The Journey: Building with Modern Tools

 **Development Environment**  
*Lovable / Windsurf / Warp → Vibe, Vibe, Vibe coding – full dev structure*

 **Hosting**  
*Render → Reliable hosting for kundli chart generation API*

 **Conversational Design**  
*Voiceflow → Designed natural chatbot, Disha AI*

 **Research & Content**  
*Flowith / Perplexity → Multistep research and media generation*

 **Presentation Design**  
*Gamma → Turned the idea into a quick presentation (<15 mins) before submission*

 **AI Chat Assistance**  
*Gemini + ChatGPT → Prompts, writing, brainstorming, clarity*

*“Thoroughly enjoyed the mosAlc Buildthon — nothing matches the adrenaline rush of those final moments before submission!”*





# Thank You

**\$35B**

## **Total Market Opportunity**

*Massive untapped potential in India's astrology ecosystem*

**1.5%**

## **Current Digital Penetration**


*Enormous white space for AI-powered disruption*



# Appendix

# A Few Hiccups (Early-Stage Caveats)

## 1. API Hosting (Render)

- Render occasionally fails randomly since I'm on the paid-but-limited plan.
- When that happens, the Kundli API needs manual re-deployment.
- If you face issues while testing, just drop me a mail  
at:  [samarthmishra95@live.com](mailto:samarthmishra95@live.com) (I'll fix it quickly.)

## 2. Chatbot Hosting (Voiceflow)

- Voiceflow free plan enables chat for 7 days only.
- If you're testing beyond 14th September, I may need to redeploy using a new mail ID.  
*Again, just shoot me a mail and I'll reactivate it with a new account*