
MERA VAKIL AI
Legal & Compliance, Made Simple.

SEED ROUND · INVESTOR PRESENTATION · 2026

Mera Vakil AI

India's AI Legal & Compliance Workspace

Draft, comply, register and consult — in your own language, at a fraction of today's cost and time.



₹40 L	₹150 L	Month 10	₹22 Cr
Seed ask (Phase 1)	Year 1 revenue target	Operational break-even	Year 5 revenue target

THE PROBLEM

Most Indians cannot understand the law that governs them

84.5%

of Indians surveyed struggle to understand legal texts

SARAL Survey 2025 — India's first survey on simplicity in law, Vidhi Centre for Legal Policy

Expensive

Offline drafting and advice cost ₹1,500–₹10,000 per task — out of reach for most.

Fragmented

Drafting, e-stamping, registration and expert help sit with different vendors.

English-only

Most legal content shuts out people comfortable in Hindi or regional languages.

Penalty-prone

Small businesses miss GST, TDS, ROC and labour-law deadlines and pay late fees.

Source: SARAL Survey Findings 2025, Vidhi Centre for Legal Policy · vidhilegalpolicy.in

THE PROBLEM · EVIDENCE

The justice system itself is calling for simpler law

At SARAL's "Making the Law SARAL" dialogue with former CJI D.Y. Chandrachud (New Delhi, 25 Feb 2025), the survey's concerns map directly to our product:

- Legal documents are not understandable
- Low access to quality legal support outside big cities
- Over-reliance on intermediaries
- Digital & language divide
- No single trusted source



THE LEGAL TIMES
India's Premier Legal Newspaper

LEGAL & POLICY

Monday, 25 February 2025 | New Delhi | 05

ACCESS TO JUSTICE IN INDIA

SARAL dialogue with Ex-CJI D.Y. Chandrachud: 84.5% Indians struggle to understand legal texts

Major gaps in legal system identified; call for simpler, accessible and citizen-centric legal solutions

NEW DELHI, 25 February 2025: At the "Making the Law SARAL" dialogue organised by the Society for Affordable Redressal of Access to Justice (SARAL) at Vidhi Centre for Legal Policy, former Chief Justice of India Justice D.Y. Chandrachud emphasised the urgent need for legal language and processes that citizens can understand and use.

"The law must speak the language of the citizen. Accessibility is the first step towards justice."

— Justice D.Y. Chandrachud
Former Chief Justice of India

(L–R) Panelist; Justice D.Y. Chandrachud (Former CJI); SARAL representatives at 'Making the Law SARAL' dialogue.

Event: Making the Law SARAL – a dialogue on accessible and understandable law
Date: 25 February 2025, Vidhi Centre for Legal Policy, New Delhi
Organised by: SARAL – Society for Affordable Redressal of Access to Justice

"Justice must be accessible, affordable and understandable for every citizen. Technology and innovation can help us bridge this gap."
— Justice D.Y. Chandrachud, Former Chief Justice of India

KEY TAKEAWAYS FROM THE DIALOGUE

- Law should be written and presented in plain, simple and local languages.
- Legal processes must be citizen-centric, transparent and time-bound.
- Technology can simplify legal journeys and reduce cost and delays.
- Collaborative efforts are needed from the legal community, government, academia and innovators to build accessible solutions.
- SARAL will continue working towards making legal remedies simple, reachable and affordable for every Indian.

SARAL SURVEY FINDING (2025)

84.5%
of respondents struggle to understand legal texts.

Source: SARAL Survey on Legal Accessibility 2025 (Conducted by SARAL in collaboration with Vidhi Centre for Legal Policy)

7 KEY CONCERNS RAISED BY SARAL

1. LEGAL DOCUMENTS ARE NOT UNDERSTANDABLE — 84.5% citizens find legal texts difficult to understand due to complex language.
2. COMPLEX & DELAYED PROCEDURES — Procedural complexity and adjournments lead to inordinate delays, increasing cost and frustration.
3. LOW ACCESS TO QUALITY LEGAL SUPPORT — Especially in smaller cities and rural areas, affordable and reliable legal help is hard to access.
4. LOW AWARENESS & LEGAL LITERACY — Lack of awareness about rights, processes and available remedies prevents citizens from seeking justice.
5. OVER-RELIANCE ON INTERMEDIARIES — Citizens depend on middlemen for legal help, leading to misinformation and exploitation.
6. DIGITAL & LANGUAGE DIVIDE — Online legal information is not in local languages and is not user-friendly for non-experts.
7. NO SINGLE SOURCE OF TRUST — Legal information is scattered across portals, forums and offices with no unified, trusted platform.

ABOUT SARAL

SARAL (Society for Affordable Redressal of Access to Justice) is a not-for-profit initiative working to bridge the justice gap through technology-driven solutions, simplified legal guidance and strong network of legal professionals across India.

"Simpler laws. Clearer processes. Stronger access to justice for all."
— SARAL

JOIN THE MOVEMENT

Together, let's build a just and equitable India.

www.saral.org.in /saraljustice

Source: SARAL Survey 2025, with Vidhi Centre for Legal Policy · vidhilegalpolicy.in

WHY NOW

The digital rails are ready and MSMEs are formalising fast

Digital rails

Aadhaar e-KYC, e-sign, DigiLocker, UPI, GSTN and MCA V3 make end-to-end digital workflows possible.

Affordable AI

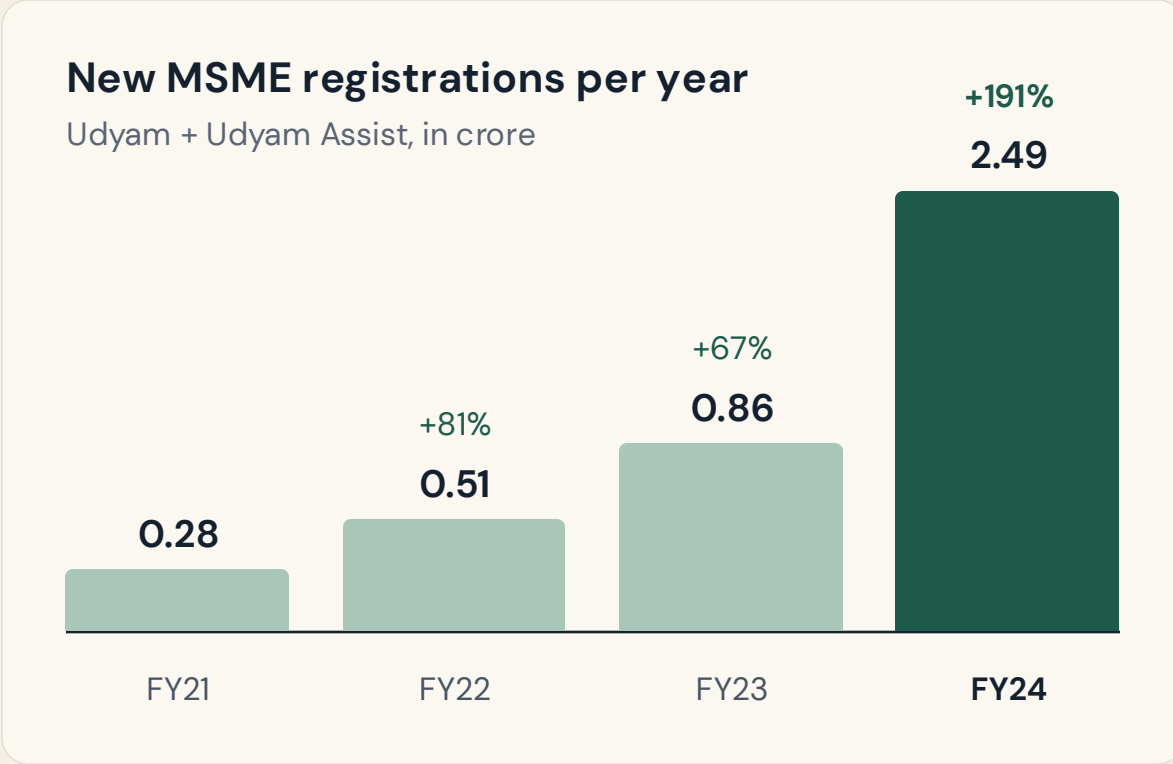
Language models now draft Indian legal text, including Hindi, at very low marginal cost.

Mobile-first India

Hundreds of millions of Indians already transact online and trust app-based services.

MSME formalisation

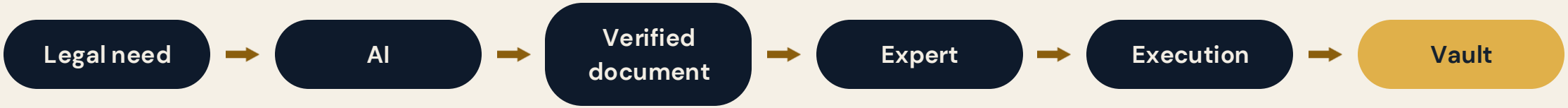
Udyam and GST bring crores of small businesses into the compliance net every year.



Source: Ministry of MSME, Rajya Sabha reply · FY 2024–25 left out (data only to 31 Jul 2024)

THE SOLUTION

One workspace, from legal need to done



AI Drafting
300+ documents drafted in minutes

Verified Library
Professionally reviewed formats, current law

AI Legal Assistant
Plain answers in Hindi, English and more

Compliance Tracker
GST, TDS, ROC dates with WhatsApp alerts

Registrations
Company, GST, Udyam, FSSAI, trademark

E-stamp & E-sign
Aadhaar e-sign plus an encrypted vault

Expert Connect
Verified advocates, CAs and CSs on call

AI Document Review
A risk summary before you sign anything

Why it wins: unlike template sites, it customises every document; unlike generic chatbots, it is grounded in verified Indian law; unlike lawyer portals, it resolves most routine needs without a paid consultation.

USER JOURNEY

Five steps. About ten minutes.

01

Describe the need

Type or speak in Hindi, English or your language

02

AI asks questions

A guided chat collects parties, terms and details

03

Draft, explained

Verified format with every clause in plain words

04

Expert review

One tap for a verified professional to check it

05

Sign and store

E-stamp, e-sign, share and get renewal reminders

10 min
Average time to a first draft

70–80%
Lower cost than offline

8+
Indian languages by Year 2

1 app
Drafting to e-sign to storage

TARGET CUSTOMER

9.67 crore MSMEs, and 80% of them trade or sell services

9.67 Cr

formalised MSMEs & informal micro enterprises

5.38 Cr

Udyam registrations

4.30 Cr

Udyam Assist registrations



Trading · 41.8%

4.05 Cr businesses

Services · 38.4%

3.72 Cr businesses

Mfg · 19.7%

1.91 Cr

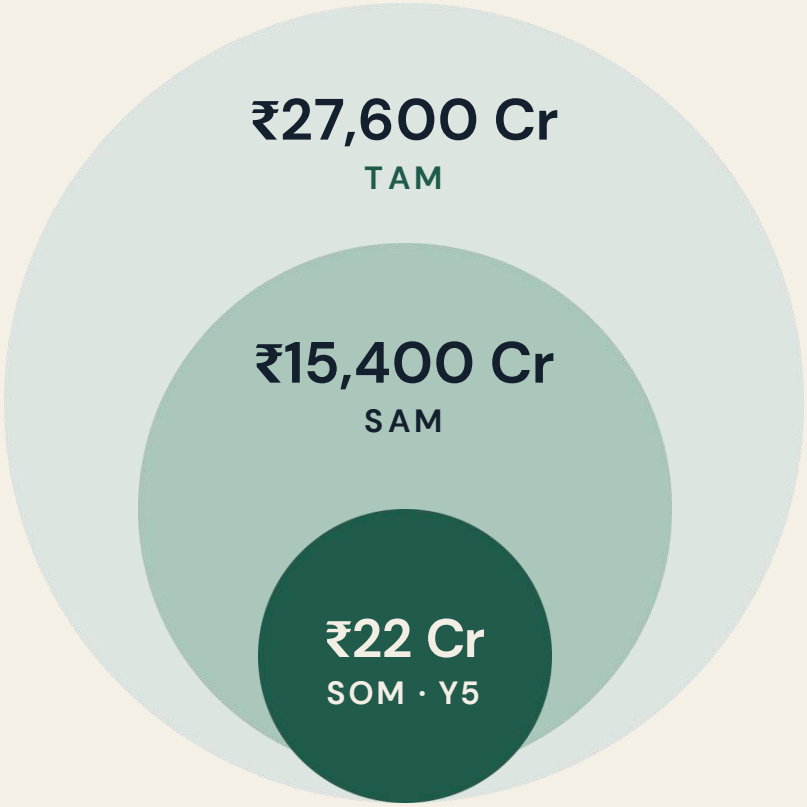
WHO WE SERVE

- MSMEs & traders
- Start-ups
- Individuals & landlords
- CAs, CSs & HR
- Enterprises (Year 2+)

Source: Ministry of MSME Udyam dashboard, as of 27 Sep 2026 · activity split totals 99.97% due to rounding

MARKET OPPORTUNITY

A ₹27,600 Cr market, sized from government data



TAM — **9.67 Cr MSMEs × ₹2,100** annual compliance spend = ₹20,300 Cr, plus **~1.04 Cr new registrations a year × ₹6,999** set-up bundle = ₹7,300 Cr

SAM — Our **8 priority markets hold 5.41 Cr MSMEs**, 56% of India's base, applied to the same spend

SOM — **0.14% of SAM by Year 5** through digital, field-partner and B2B channels

₹6,999 = core company set-up bundle (itemised on slide 13). ₹2,100 = 30% of it, a running MSME's yearly spend. New registrations = FY21–FY24 average.

Sources: Ministry of MSME Udyam dashboard (27 Sep 2026), Rajya Sabha reply · spend: management estimate

YEAR-5 TARGET · BOTTOM-UP CHECK

₹22 Cr needs only 1 in 1,000 MSMEs in our markets

Customer segment	Revenue share	Price / customer	Customers needed	Revenue
Running MSMEs · yearly compliance	30%	₹2,100	31,433	₹6.6 Cr
New MSMEs · set-up bundle	70%	₹6,999	22,003	₹15.4 Cr
Total	100%	₹4,117 blended	53,436	₹22.0 Cr

0.1%

53,436 customers out of 5.41 Cr MSMEs in our 8 priority markets

0.4%

22,003 set-ups out of ~58 lakh new registrations a year in those markets

₹4,117

blended revenue per customer, below one offline company set-up

Stress test: all Year-5 revenue from set-up and compliance alone; full plan adds SaaS, documents, experts

BUSINESS MODEL

Freemium entry, five ways to earn

REVENUE STREAMS

Stream	Indicative pricing
Subscriptions (SaaS)	₹299–₹2,499 / month
Pay-per-document	₹99–₹999 / document
Compliance & registrations	₹999–₹9,999 + govt. fees
Expert Connect fee	₹199–₹499 / session
B2B / API & white-label	Per-call or annual licence

SUBSCRIPTION PLANS · MONTHLY

FREE

₹0

3 AI drafts a month, Q&A, compliance calendar

BASIC

₹299

Individuals · 15 drafts, unlimited Q&A

PROFESSIONAL

₹999

CAs & freelancers · unlimited drafts, AI review

BUSINESS

₹2,499

MSMEs & start-ups · multi-user, priority experts

Annual plans at roughly two months' discount · Enterprise / API on custom terms · company set-up bundle ₹6,999

YEAR-1 REVENUE BUILD-UP

How Year 1 reaches ₹1.5 Cr

Revenue stream	Y1 volume	Avg price	Y1 revenue
Registrations & compliance	1,000 orders	₹6,000	₹60 L
Subscriptions (SaaS)	1,500 subscribers	₹3,000 / yr	₹45 L
Pay-per-document	10,000 docs	₹300	₹30 L
Expert Connect	5,000 sessions	₹300	₹15 L
B2B / API	Live from M18	–	₹0
Total	3,000 paying	₹5,000 ARPU	₹150 L

40%
from registrations, the fastest-converting need

30%
recurring SaaS, compounding into Year 2

25,000
registered users at 10–12% free-to-paid

Management estimates · Year 1 = FY 2026–27 · customers overlap across streams

COMPETITIVE LANDSCAPE

The only AI-first, multilingual, end-to-end workspace

Parameter	Mera Vakil AI	Online Legal India	LegalDesk	Lawyer marketplaces	Generic AI chatbots
AI-powered drafting	Yes — core	No — CA/CS-led	Templates (200+)	No	Yes — unverified
Verified Indian formats	Yes	Yes	Yes	No	No
Hindi & regional languages	Yes — 11+ Time of Launch	Limited	Limited	Limited	Partial
Company, GST & MSME set-up	Yes	Yes — core	Limited	Some	No
Compliance calendar	Free, built-in	Paid filing plans	No	No	No
E-stamp & e-sign	Integrated	Partial	Stamp-paper delivery	No	No
Expert access	Advocates, CAs, CSs	CAs / CSs	No legal advice	Yes	No
Pvt Ltd set-up price	₹6,929	₹7,999	–	Varies	–

Competitor details from public websites, Oct 2026 · "Limited" = not a core offering

WHY CUSTOMERS CHOOSE US

Same company set-up, ₹1,070 less, three tools free

Core service · Pvt Ltd set-up	Online Legal India · Basic	Mera Vakil AI
Incorporation · MOA, AOA, DIN, CIN	In ₹7,999 package	₹3,499
DSC for 2 directors	Separate, as applicable	₹1,500
PAN + TAN	Included	₹133
GST registration	Included	₹999
Udyam / MSME registration	Not listed	₹299
Board resolution, auditor, INC-20A	Included	Included
Current-account assistance	Smart plan (₹16,999)	₹499
Digital e-locker · 1 year	Not listed	Free
Compliance calendar · 1 year	Not listed	Free
AI legal-document access	Not listed	Free
Total	₹7,999	₹6,929

13% lower

₹6,929 vs ₹7,999 for the Basic package

59% lower

than their ₹16,999 Smart plan, the first to add current-account help

3 free

e-locker, compliance calendar and AI documents keep customers coming back

Mera Vakil AI proposed pricing · competitor: onlinelegalindia.com, Oct 2026 · varies by structure

VALIDATION

Demand is clear; our pre-launch plan tests capture

WHAT THE EVIDENCE SHOWS

84.5%	of Indians struggle to understand legal texts (SARAL 2025)
2.49 Cr	new MSMEs registered in FY 2023–24 alone
₹7,999	already paid for a basic online company set-up: willingness to pay exists
30+ yrs	founder's hands-on retail and trader network for first customers

PRE-LAUNCH VALIDATION PLAN

M0–2	100 verified templates; assisted-service pilots with Delhi-NCR trader associations and CA/CS partners
M3	MVP live · first 500 paying customers
M6	25,000 registered users · 10–12% free-to-paid · ₹1,000 CAC
M12	3,000 paying customers · ₹1.5 Cr revenue · 4.5 / 5 satisfaction

Sources: SARAL Survey 2025 (Vidhi Centre for Legal Policy); Ministry of MSME; onlinelegalindia.com

GO-TO-MARKET

Delhi–NCR first, then the Hindi belt, then India

8 PRIORITY MARKETS

#	Market	MSMEs	Why we prioritise
1	Delhi-NCR	19.56 L	HQ & launch; traders, start-ups, CAs
2	Maharashtra	1.22 Cr	Largest MSME base; Mumbai + Pune
3	Uttar Pradesh	1.12 Cr	Hindi-speaking; Noida to Kanpur
4	West Bengal	65.31 L	Trading & micro-business; Kolkata
5	Madhya Pradesh	59.09 L	Indore, Bhopal, Jabalpur clusters
6	Rajasthan	56.47 L	Trading, manufacturing, tourism
7	Gujarat	52.26 L	Manufacturing & export; Surat
8	Bihar	54.26 L	Hindi-speaking; Patna & Tier-2
	Total	5.41 Cr	56% of India's MSMEs

PHASED ROLL-OUT

Months 1–6 · Launch

Delhi–NCR

Assisted services, SEO, WhatsApp, trader associations

Months 7–18 · Expand

North & Central · Hindi belt

Performance marketing, CA/CS partners, referrals

Months 19–36 · Scale

Pan-India · 8+ languages

B2B/API, banks & fintechs, enterprise sales

MSME counts: Ministry of MSME Udyam dashboard · L = lakh, Cr = crore

TECHNOLOGY & MOAT

Built for accuracy, privacy and scale

Experience	Web, Android & iOS apps and a WhatsApp assistant
AI engine	Leading LLMs with RAG over a verified legal corpus; Indic-language models
Knowledge	Versioned template & clause library, state-wise rules, vector search
Workflow	Orders, service tracking, expert scheduling, UPI payments, CRM
Integrations	E-stamp, Aadhaar e-sign, DigiLocker, GSTN and MCA status
Security	AES-256 at rest, TLS, India-region hosting, DPDP-aligned consent

OUR MOAT · 5 DIFFERENTIATORS

Verified legal corpus
Improves with every document

Vernacular-first
Hindi and regional from Day 1

AI + human hybrid
Expert accuracy at software cost

End-to-end in one app
Draft, e-sign and vault, priced below rivals

Founder-led MSME access
High-trust trader networks

Every clause reviewed by qualified professionals · independent legal opinion on the platform model in Phase 1

EXECUTION ROADMAP

Milestones to break-even and beyond

M0–2	M3	M6	M10	M12	M18	M24
Team & set-up	**MVP launch**	**Apps & e-sign**	**Break-even**	**Year 1 close**	**B2B / API live**	**Year 2 close**
100 verified templates	First 500 paying customers	25,000 registered users	Monthly revenue ≥ monthly cost	₹150 L revenue, 3,000 paying	6 languages, 5 partners	₹360 L revenue, 90,000 users

PRODUCT RELEASES

v1.0 · Month 3
AI drafting (100 docs), Hindi & English Q&A, assisted registrations

v2.0 · Months 6–9
Mobile apps, e-stamp & e-sign, vault, calendar, 3 languages

v3.0 · Months 10–18
AI contract review, pro workspace, WhatsApp, 6 languages

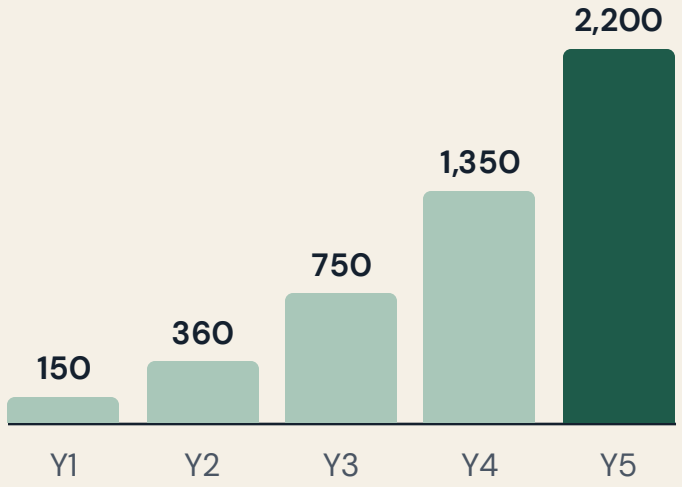
v4.0 · Months 19–30
B2B APIs, white-label, enterprise dashboards, voice, 8+ languages

Phase 1: Months 0–12 · Phase 2: Months 13–30

FINANCIAL PROJECTIONS

Path to ₹22 Cr revenue at a 31% EBITDA margin

Revenue, ₹ lakh



₹ lakh	Y1	Y2	Y3	Y4	Y5
Revenue	150	360	750	1,350	2,200
Gross margin	60.3%	66.3%	71.3%	71.3%	71.3%
EBITDA	(17.5)	35.7	176.8	380.5	685.6
EBITDA margin	-11.7%	9.9%	23.6%	28.2%	31.2%
Profit after tax	(21.5)	22.0	129.6	273.3	499.2
Paying customers	3,000	9,500	24,000	48,000	82,000

6.0x → 7.1x
LTV : CAC, Year 1 to Year 5

₹1,000
Customer acquisition cost, Y1

4.0 months
CAC payback, Year 1

60.3% → 71.3%
Gross margin, Year 1 to Year 5

Management projections · Year 1 = FY 2026–27 · brackets are losses · EBITDA-positive from Year 2

THE ASK

₹40 lakh, and what the investor gets for it

₹40 L

Phase 1 seed equity

> Equity participation and valuation open for discussion, based on strategic investor fit.

Cash stays positive through Month-10 break-even; lowest quarter-end point ≈ ₹13.9 L.
Next: ₹110 L Phase 2 growth round. Total outlay ₹150 L.

Use of funds	₹ L	Share	What it delivers
Product & AI engine	14	35%	MVP at M3; apps & e-sign at M6
Core team & working capital	10	25%	CTO and launch team of 10
Customer acquisition	8	20%	25,000 users; 3,000 paying
Legal content & experts	3	7.5%	Verified templates, expert panel
IP, compliance & contingency	3	7.5%	Independent legal opinion
Office & IT	2	5%	Delhi-NCR base

M3
MVP live

M6
25,000 users

M10
Break-even

M12
₹1.5 Cr, 3,000 paying

M18
B2B/API, 6 languages

Funds held in a dedicated account, released against a milestone-linked monthly budget, reported via monthly MIS

TEAM

Led by 30 years of hands-on management

RJ

Rakesh Chander Joshi

Founder & Director

- Executive MBA, National Institute of Management (A grade, 2010)
- 30+ years in retail management, team leadership, customer operations, vendor management and P&L
- Leads strategy, partnerships, finance and the MSME and trader go-to-market
- Knows first-hand the compliance pain of the traders we serve

5

In-house: tech, AI/ML, legal content, customer success

5

Specialist partners: CA/CS, app & UI, cloud, marketing

Key hires planned	When
CTO / Head of AI	Months 0–3
Head of Legal Content	Months 3–6
Growth Marketing Lead	Months 6–9
Advisory board	Advocate, CA, tech leader

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Launch team of 10 → ~70 by Year 5 · 20