

PUJARI DEKHO

Organizing India's Spiritual Economy

India's First Managed Marketplace for
Spiritual Services

● FaithTech ● Noida NCR First ● **Raising ₹50 Lakhs**

The Problem

From Chaos to Guaranteed Pooja

India performs **millions of poojas** every day.

Yet, booking a reliable pandit remains **unorganized, offline, and stressful** — unchanged for decades.



Our Solution

We are fixing this with **technology + trust** — delivering guaranteed spiritual services at the tap of a button.



Finding Pandits

Luck-based discovery

3-5 days average search time



Price Opacity

Zero transparency

200-400% price variation



Samagri Hunt

Multiple store visits

5+ stores, 8-12 hours prep

Broken by Design

The customer journey is fundamentally broken at every touchpoint



Finding Pandits

Luck-based discovery through word-of-mouth. No verification system. No quality guarantee.

Search Time

3-5 Days



Price Opacity

Zero transparency in pricing. Arbitrary quotes. Hidden costs emerge post-booking.

Price Variance

200-400%



Samagri Hunt

5+ store visits required. Incomplete lists. Quality varies wildly. Time-consuming ordeal.

Prep Time

8-12 Hours



Last-Minute Chaos

Cancellations ruin ceremonies. No backup options. Muhurat times missed. Family stress peaks.

Cancellation Rate

15-20%



The Core Insight

People trust **faith**, but not the **process**. This gap between spiritual devotion and operational friction is where Pujari Dekho creates value.

Our Solution

Pujari Dekho: Managed Marketplace

End-to-end spiritual services platform with guaranteed quality



We don't just list pandits. **We deliver complete, guaranteed pooja services.**



Verified Pandits

Rigorous background checks, qualification verification, and standardized training programs.

BG Verified

Trained



Fixed Pricing

Complete transparency. No hidden costs. Know exactly what you pay before booking.

No Surprises

Upfront ₹1,750



Samagri Delivered

Complete ritual kit delivered to your doorstep. Premium quality, perfectly curated.

Doorstep

Premium



100% Guarantee

Service assurance with instant backup pandits. Money-back guarantee. Always on time.

Insured

Backup Ready

2 min
booking

Instant
confirmation

4.8★
rated

Customer Journey

Seamless Faith, Delivered

Three-step journey from booking to bliss



1

BOOK

2 mins

Select pooja type, date, time. Transparent pricing displayed upfront.

App Experience

iOS

Android



2

CONFIRM

Instant

AI-matched verified pandit assigned. Real-time tracking activated.

Pandit Profile



Pandit Ramesh

4.9★ Rating



3

EXECUTE

Flawless

Pandit arrives with complete samagri. Ceremony performed perfectly.

Service Complete

✓ Pooja Complete



2 Minutes

Average booking time



Instant

Pandit confirmation



4.8★ Rating

Customer satisfaction

Product

Our Platform Experience

Designed for trust, speed, and simplicity

Core Features



Mobile-First Booking

Intuitive app interface optimized for quick pooja selection and scheduling



Real-Time AI Matching

Smart algorithm matches customers with best-suited verified pandits instantly



Transparent Pricing

Fixed rates displayed upfront — no surprises, no negotiations



Order Tracking

Live pandit location and ceremony status updates



Reviews & Ratings

Verified customer feedback builds trust and quality assurance

Platform Stack



iOS App
Native Swift



Android App
Native Kotlin



Backend
Node.js + AWS



Database
PostgreSQL

Key Metrics

2 min

Avg. Booking Time

<30s

Pandit Match

99.5%

Uptime SLA

4.8★

App Rating

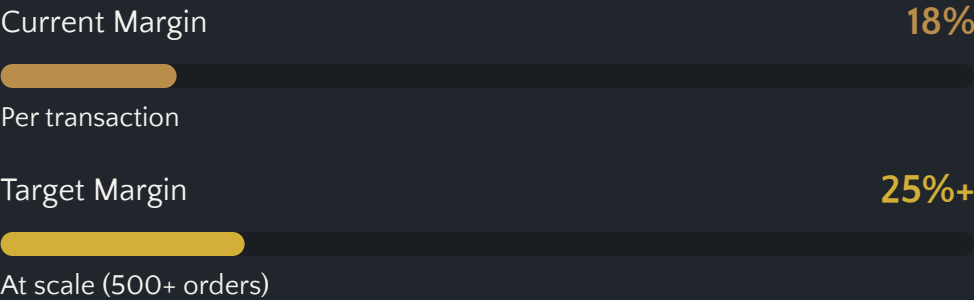
Unit Economics That Work

Clear path from 18% to 25%+ margins at scale

Per Pooja Breakdown

	Customer Pays	₹2,100	
	Pandit Payout	₹1,201	57%
	Samagri Cost	₹800	37%
	Platform Fee	₹99	6%

Margin Progression



Key Drivers

-  **Bulk Procurement Savings**
Direct supplier partnerships at scale
-  **Route Optimization**
AI-powered logistics efficiency
-  **Repeat Customer LTV**
Higher AOV from loyal users

Competitive Advantage

Salary-Based Pandit Model

Dignified livelihood, not gig work

♥ Guaranteed income vs. irregular earnings with feast-or-famine cycles — **we're building a profession, not gig dependency.**

Fixed Monthly Salary

Our Model

Fixed monthly income

₹30-35K

Industry Average

Irregular gig earnings

₹8K

Benefits & Security

EPF

Insurance

Health Benefits

Paid Leave

Gig Model vs. Salary Model

Factor	Gig Model	Our Model
Income	Irregular ₹8K	Fixed ₹30-35K
Job Security	None	Full-time
Benefits	Zero	EPF + Insurance
Training	Self-funded	Pujari Academy
Retention	40%	90%+

Pandit Retention Rate

90%+

vs. Industry

40%

Training Infrastructure

Pujari Academy

Building a professional priest class

4-Week Certification Program



Vedic Studies

Scripture & rituals



Digital Literacy

App & tech skills



Customer Service

Communication



Soft Skills

Professionalism

University Tie-ups



Sanskrit Universities

Recognized certification

Partnerships with leading Sanskrit universities for accredited professional certification.

- ✓ Standardized curriculum
- ✓ Nationwide recognition
- ✓ Quality assurance

Career Progression Path

J

Junior Pandit

0-6 months · Basic ceremonies

S

Senior Pandit

6-18 months · Complex rituals

M

Master Pandit

18+ months · All ceremonies + training

“ From unorganized sector to respected profession

— Pujari Academy Vision

Future Vision



Nationwide Recognition

Industry-standard certification

Validation

Traction & Validation

Proven product-market fit



970+

Completed Bookings



4.8★

Average Rating



3+

Verified Pandits



85%

Organic Growth

Customer Love



Shubham Tripathi



"Finally, a reliable way to book pandits. The samagri delivery saved me hours!"



Ankita Singh



"Transparent pricing, punctual pandit. My go-to for all poojas now."

Revenue

June

₹1.18 Lakhs

July

₹2 Lakhs+

Google Search Console Data

6-month organic growth trajectory



Total Clicks

841



Avg CTR

0.8%



Impressions

99.4K



Avg Position

9.4



Near-zero CAC through organic growth

Target Market

Who We Serve

Urban working families seeking convenience + reliability

Customer Profile



Target Segment

Urban Working Families



Age Range

28-50



Annual Income

₹8L+



Lifestyle

Time-constrained professionals balancing work and family traditions

Pain Points



Lack of Trust

No way to verify pandit credentials or quality



No Time for Arrangements

Busy schedules don't allow for 3-5 day search + samagri shopping

Our Value Proposition



Trust & Verification

Every pandit background-checked, trained, and rated. Complete transparency.



Convenience

2-minute booking, instant confirmation, samagri delivered. Zero hassle.



Guarantee

100% service guarantee with backup pandits. Money-back promise.

🎯 We deliver convenience + reliability

Go To Market

Hyperlocal + scalable approach



SEO

Target high-intent keywords for pooja booking, temple services, and spiritual ceremonies.

pooja booking

temple keywords

pandit near me



Society Activations

Partner with Resident Welfare Associations (RWAs) for community poojas and festival events.

RWA partnerships

community events

word-of-mouth



Temple Partnerships

Collaborate with temples for special pooja bookings, prasad delivery, and devotee referrals.

temple tie-ups

special bookings

devotee network



Referral Programs

Incentivize existing customers to refer friends and family with credits and discounts.

customer referrals

reward credits

viral growth



Festival Campaigns

Target high-demand periods like Diwali, Navratri, Ganesh Chaturthi with special packages and promotions. Festival seasons drive 3x order volume.

Competitive Landscape

Why We Win

We offer a complete managed experience

Feature

Local Pandit

Others

Pujari Dekho

Verified Pandits



Fixed Pricing



Samagri Included



Service Guarantee



Training Academy



Salary-Based Model



Competitors

Directories & listings only



Pujari Dekho

Complete managed service



Local Pandits

Unorganized, offline

Competitive Advantage

Why This Is Hard to Copy

Strong long-term defensibility

01 Managed Supply

Not just listings—managed marketplace. We verify, train, and quality-control every pandit. Competitors are directories; we're a service guarantee.

Quality Control

End-to-End

02 Trust & Reliability

Insurance-backed service guarantee. Money-back promise, instant backup pandits, verified reviews. Faith demands trust—we deliver.

Insured

Backup Ready

03 Standardization

SOP-driven quality consistency. Every pooja follows documented procedures. Same experience, every city, every time.

100% SOP

2 Wks Training

04 Salary-Based Stability

₹30–35K fixed income vs. gig uncertainty. 90% retention, trained professionals. Dignified livelihood, not gig work.

90% Retention

Trained Pros

Milestones

Key Achievements

Milestones and credentials that validate our journey



Accelerator

Physics Wallah SOS

School of Startups Outreach Program

Selected for prestigious PW accelerator, validating our business model and market opportunity



Traction

Poojas Completed

970+

Avg Rating

4.8★

Successfully completed with exceptional customer satisfaction



Supply

3+ Verified Pandits

Verified and trained on salary-based model

Professional pandit network with 90% retention rate

Partnership & Recognition Pipeline



Temple Tie-ups

In Progress



University Partners

Sanskrit Univ



Certification

Nationwide



Series A Ready

Month 12

Investment Opportunity

Raising ₹50 Lakhs to Scale Across NCR

Strategic deployment for rapid NCR scale

Use of Funds



Marketing & Customer Acquisition

40%

Meta Ads, Google Ads, SEO, Influencer Marketing, Festival Campaigns

Noida NCR

10 Areas



City Expansion & Partnerships

30%

Delhi NCR Expansion, RWA Partnerships, Temple Partnerships, Hyperlocal Brand Activation

AI Matching

Route Opt



Technology & Operations

30%

AI Matching, CRM Automation, Customer Support, Pandit Onboarding

Key Hires

Working Cap

Key Metrics to Achieve

Areas Covered

10 → 50

Pandits Onboarded

5+ → 200+

Monthly Poojas

750+ → 5,000+

MRR Target

₹9L → ₹30L

12-Month NCR Scale

- Month 6: ₹8–10L Monthly Revenue
- Month 12: ₹25–30L Monthly Revenue
- Month 24–36: ₹3Cr Monthly Vision



Join Us in Organizing Faith

Building India's largest spiritual platform

Rs

Investment

₹50 Lakhs



Target IRR

60%+



Valuation Growth

15x

“

From Chaos to Guaranteed Pooja

— Pujari Dekho Mission



pujaridekho@gmail.com



+91 92112 41314