



BRIJVEDA

TRADITION · PURITY · CONNECTION

Trusted Vedic Services at Your Doorstep

Book a **verified pandit ji** for your puja — with his qualification, experience and price shown before you book, and the samagri arranged.

✓ Website live

👤 ~50 pandits verified

🕒 First bookings underway

🎯 Raising ₹2 Cr for 10%

FOUNDERS

Rishav Kumar Sharma · Geeta Ji

CONTACT

sharmarishav10@gmail.com · +91 90276 70597



Families spend on rituals with total faith **and zero certainty**

What goes wrong is never the devotion. It is the arrangements.

1 🔍

You ask around

A neighbour, a WhatsApp group, or a number your elders used years ago.

2 ₹

Nobody tells you the price

Dakshina is settled at the door, in front of everyone. Samagri is bought separately and half of it is wrong.

3 🛡️

You cannot check anything

Is he trained for our vidhi? Does he speak our language? You find out only when he arrives.

4 ⚠️

If he does not come, that is it

The muhurat passes. A wedding date cannot be moved to next Tuesday.



And the elder who knew “our pandit ji” now lives far away. More than a third of India has moved to cities. The family priest a household relied on for generations is no longer down the road — and nobody has replaced him.

🏠 The family loses

They pay with complete faith, and get no choice, no price, no proof and nobody to answer if it goes wrong.

👤 The pandit ji loses too

Empty weeks in Chaturmas, then three bookings on one date. He must haggle for his own dakshina, and cannot reach families 3 km away who need exactly his tradition.



People already pay online for faith. **Nobody delivers it to the home.**

₹1,214 Cr

AstroTalk earned this in one year, up 85%

Indians are already comfortable paying online for astrology and puja. **We do not have to convince anyone to spend — only to spend with us.**

₹5.6 lakh Cr

India spends this on religion every year

Most of it is temples, travel and donations, which we cannot touch. **The part we can serve is on slide 07.**

970 mn

Indians are now online, almost all on mobile

A family in a small town can book and pay by UPI today. Five years ago the same booking would have been cash and a phone call.

1,568 companies · only 72 funded

And not one of them sends a pandit ji to your home

Investors have backed apps you **watch on a screen** — online darshan, prasad by courier, astrology calls. **The puja that actually happens in your house is still unorganised. That is the gap we are filling.**



Book a verified pandit ji **the way you book anything else**

India books cabs, food and doctors on demand. Rituals are still run on phone calls and favours.

🕒 STEP 1

Book when you need it

Choose your date and time. Muhurat guidance is built in.

🎯 STEP 2

See who is coming

His qualification, experience, languages, reviews and price — before you book.

🏠 STEP 3

We arrange everything

The right samagri for that vidhi, delivered. Dakshina fixed in advance.

✅ STEP 4

He performs, then he is paid

You confirm it is done. He gets paid the same day.

🛡️ The Muhurat Guarantee

If your pandit ji cannot come, **we send another verified pandit ji of the same tradition — or you get your money back in full.**

A muhurat cannot be moved. This is the one promise a platform can make that a phone number cannot — and it is why a family will book with us instead.

Where the product stands

- ✓ **Website — live.** Families can book today.
- ✓ **Pandit onboarding & verification — running.**
- 🕒 **Mobile apps — in build.**

The hard part is already done. The service works and takes real bookings. This round takes it to mobile and to nine cities.



We check the pandit ji. We never judge the puja.

Five checks. Every pandit ji clears all five before a single family can see him.

1

Who he is

Aadhaar-checked identity and address, plus a photo match when he reaches your home.

2

Where he trained

His pathshala or gurukul, his guru-parampara, and how many years he has been performing.

3

What he can perform

Which pujas and which languages — checked by senior acharyas, not by us.

4

Whether he is safe to send

Police verification, and a written code of conduct for visiting a family's home.

5

How families rated him

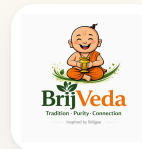
Was he on time, prepared, complete with samagri, and did he explain what he was doing.

We arrange the puja. We do not define it.

Which pujas we list, and how each vidhi is described, is decided by a **council of senior acharyas** — not by our product team. We handle the booking, the samagri and the payment. The ritual itself stays exactly where it belongs.

Why this is the business

The families who will pay most for a good pandit ji are the ones with **no way to judge one themselves** — young couples in a new city, families abroad. We do the checking for them. **That is what they are paying us for.**



Getting pandits to join is the hard part. **That is what we are good at.**

~50 pandits have **finished all five checks and agreed to join**, across the Brij region and Delhi-NCR.

They are ready, but they have **not started taking bookings at scale yet**. We would rather say that plainly than count them as customers.

Verified pandits on the platform

Where we are today, and where ₹2 crore takes us.

50 → **250** → **700** → **1,300**
 TODAY YEAR 1 YEAR 2 YEAR 3

We approach about four pandits for every one who joins. **The ones who do not clear the checks, we do not list.**

Why a pandit ji joins us

- ✓ **Work in his empty months** — Chaturmas, Kharmas, the weeks with no vivah muhurat
- ✓ **A fixed dakshina, agreed before he leaves home.** No bargaining at a family's door.
- ✓ **Travel and samagri already arranged** — he comes to perform, not to shop
- ✓ **Payment the same day**, with a record of his income he can show a bank
- ✓ **Families who want exactly his tradition** can finally find him

Why money alone cannot copy this

Most pandits are **over 45 and not on apps**. They do not sign up from an advertisement. They join because someone they respect asked them personally, and because the income is dependable. **A funded competitor can copy our website in a month. Building this trust takes years.**



A very large market. We are planning for a tiny piece of it.

From the whole market down to what we plan to book



What Indian families pay every year for priest-led ceremonies and samagri



The part we can realistically serve — 55 mn city households who already book online



What our own 3-year plan actually books. A very small slice of the row above.

How we got to ₹84,200 crore

Pujas at home through the year	₹43,200 Cr
Weddings	₹16,000 Cr
Samagri bought separately	₹25,000 Cr

We deliberately left out temple donations, pilgrimage travel and temple construction — a booking platform earns nothing from those.

Why we are being careful

Urban Company sends verified plumbers, electricians and beauticians to homes across India — the same idea, for a much easier service. After eleven years and ₹1,900 crore spent, **less than 1% of that market books online.**

Pujas will move online even more slowly, because your family priest is inherited, not shopped for. So we plan small and grow city by city.



How we make money on a ₹5,000 booking

Commission on each booking

We keep 30% of the puja value

EARNING NOW

Platform fee

A small fixed fee on every confirmed booking

EARNING NOW

Samagri

Included in the booking, bought at a margin

EARNING NOW

Ads by pandits

Pandits pay to appear higher in search results

YEAR 2

Festival packages

Ganesh, Navratri, Diwali and Chhath bundles

YEAR 1

Yearly family plans

A household's full ritual calendar, booked once

YEAR 2

NRI and online pujas

Live pujas and consultations for families abroad

YEAR 3

Family pays ₹5,000	
Pandit ji and samagri get	₹3,500
Our commission (30%)	₹1,500
Our platform fee	₹99
We pay GST	(₹288)
BrijVeda keeps	₹1,311

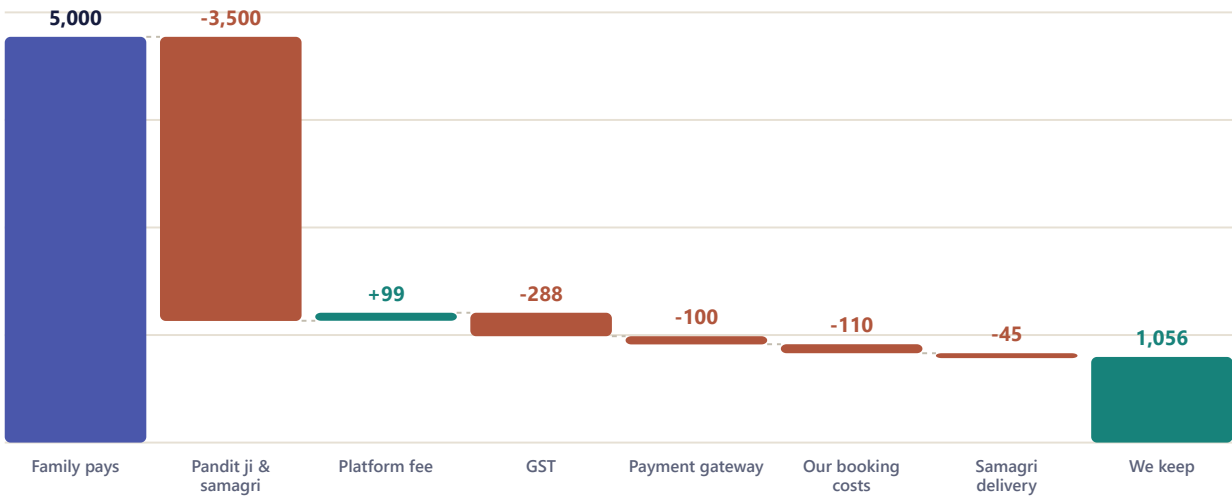
Money is safe on both sides

The family pays by UPI when booking, which locks the date. The pandit ji is paid **the same day the puja is done** — not after 30 days.



We make money on the very first booking

One puja of ₹5,000, including samagri. Every rupee accounted for.



WE KEEP
₹1,056

COST TO GET THE BOOKING
(₹450)

PROFIT ON BOOKING ONE
+₹606

We keep ₹1,056 of every ₹5,000

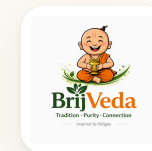
That is after the pandit ji is paid, the samagri is bought, GST is paid and the booking is run. **About 21 paise of every rupee booked stays with us.**

It costs us ₹450 to get a booking

Most families find us free — through search, and through pandits bringing their own families. Only about 4 in 10 come from paid ads, which cost ₹900–1,400 each. **Averaged together, ₹450.**

So the first booking already pays us back

We spend ₹450 and earn ₹1,056 — **profit of ₹606 straight away.** A household has 4–8 pujas a year, so every booking after the first is almost pure profit.



Website live. ~50 pandits verified. **Early bookings, not scale.**

We would rather tell you exactly where we stand than dress it up.

● THE PRODUCT

Website live

- ✓ Families can book on the website today
- ✓ Pandit verification system running
- 🕒 Mobile apps are being built now

● THE PANDITS

~50 verified

- 👤 All five checks completed
- 👤 Across the Brij region and Delhi-NCR
- 👤 Ready to take bookings — but **not yet doing volume**

● THE BOOKINGS

Just starting

- 🕒 First bookings are coming through
- 🕒 Too early to call it revenue
- 🕒 Live numbers shared in every investor update

So what are you actually backing?

Getting pandits is hard — we can do it

50 have already joined on trust, before we had money to offer them.

The product already works

The website takes real bookings. You are not paying us to find out if it can be built.

₹2 crore turns 50 pandits into 700

The money goes into people and cities, not into figuring out the idea.



City by city — and most of our customers cost us almost nothing

3 cities

YEAR 1

Mathura-Vrindavan and Agra — our home ground — plus Delhi-NCR, where people pay the most. **130 active pandits**

9 cities

YEAR 2

Add Lucknow, Varanasi, Jaipur, **Mumbai, Bangalore and Chennai**. **400 active pandits**

12 cities

YEAR 3

Add Patna, Indore and Ahmedabad. **800 active pandits**

We only open a city when it is properly ready — at least 40 verified pandits, a manager on the ground, backup pandits for busy dates, and a samagri supplier tied up.

What it costs us to get one booking

Cheapest first. Paid ads come **last**.

Families searching Google for a pandit	₹80–150
Pandits bringing their own families	₹100–200
Builders, RWAs and wedding planners	₹200–350
WhatsApp groups and word of mouth	₹150–300
Paid ads — festival season only	₹900–1,400

6 out of 10 families cost us almost nothing. That is why our average is ₹450 and not ₹1,200.

How we grow what each family spends

- 1 Start with the puja** — the booking itself
- 2 Add the samagri** — so they buy from us, not the market
- 3 Sell the year, not the puja** — one plan covering all their festivals
- 4 Then families abroad** — who pay several times more



We are not competing with an app. We are competing with “ask someone”.

How pujas get booked today

Almost every puja in India is booked by asking someone — a relative, a neighbour, the family WhatsApp group. **That is who we win customers from.**

It is free and it is trusted. But it gives you **no choice, no price, no proof, and nobody to complain to.** We keep the trust and fix the other four.

The funded apps — Sri Mandir, VAMA, Utsav — do **online darshan and puja at a temple**, and send you a video. **None of them sends a pandit ji to your home.**

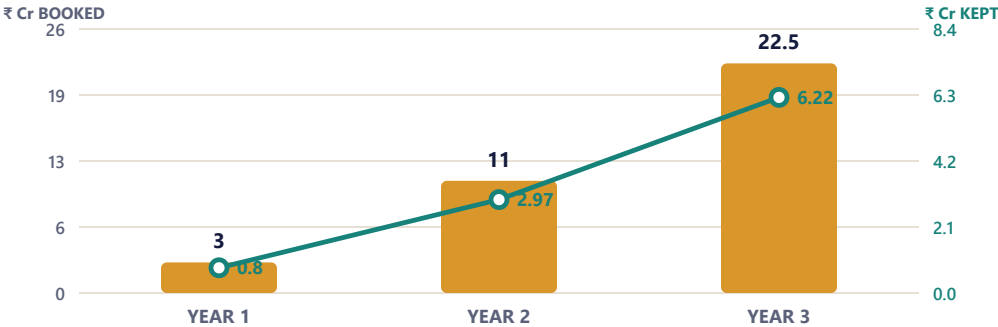
What a family actually gets

	ASKING AROUND	OTHER APPS	BRIJVEDA
Choose from several pandits	—	partly	✓
See his qualification & experience	—	—	✓
See what other families said	—	—	✓
Know the price before booking	—	partly	✓
Book for today or tomorrow	—	—	✓
Samagri arranged for you	—	partly	✓
Someone answerable if he does not come	—	—	✓

We are not the first to put pandits online. We are the first to show a family who is coming, what he is trained for, what others thought of him, and what it costs — before they commit.



₹2 crore runs the company for 24 months — and we break even in that time



■ Total value families book ■ What BrijVeda keeps

We keep about **27 paise of every rupee booked** — commission, platform fee and samagri margin, after GST. That share stays steady as we grow.

	YR 1	YR 2	YR 3
Cities	3	9	12
Active pandits	130	400	800
Bookings in the year	6,000	22,000	45,000
Price per booking (₹)	5,000	5,000	5,000
Total value booked (₹ Cr)	3.00	11.00	22.50
What BrijVeda keeps (₹ lakh)	80	297	622
What we spend (₹ lakh)	223	319	575
Profit / (loss) (₹ lakh)	(143)	(22)	+47

Where the ₹2 crore goes

- Money kept aside to run the company for 24 months₹50 L
- Hiring the team — city managers, verification, engineers₹45 L
- Marketing and building the brand₹40 L
- Finding, checking and training pandits₹30 L
- Building the mobile apps and systems₹20 L
- Legal, audit and a safety margin₹15 L

Includes ₹50 lakh kept spare to run the company for 24 months. **From Year 3 the company pays for itself.**



Two founders who each own **one half of a hard problem**

RS**Rishav Kumar Sharma**

BUSINESS · CITIES · PANDITS

90%

SHARE

He is the reason 50 pandits joined before we had any money to offer them. Persuading a 55-year-old acharya to trust a young company is **the hardest part of this business**, and it cannot be bought with capital. He runs city launches, pandit relationships and the numbers.

City launches

Pandit network

Partnerships

GJ**Geeta Ji**

AUTHENTICITY · VERIFICATION

10%

SHARE

She decides whether a pandit ji is genuinely qualified for the puja he is being booked for, and whether each vidhi is described correctly. **If we get that wrong, we have no business.** She runs the checks and works with the acharyas who guide us.

Verification

Acharya council

Ritual correctness

About the 90 / 10 split — before you ask

Rishav holds 90% because he put in the founding money and started the company. **It does not mean Geeta Ji's work matters less.** Before this round closes we are setting aside **10–12% of the company for the team**, including a performance-linked share for her. Both founders' shares vest over 4 years, so nobody can walk away early.



₹2 crore for 10% — to go from 50 pandits to 400, and 1 region to 9 cities

RAISING

₹2 Cr

10%
OF THE COMPANY

VALUED BEFORE

₹18 Cr

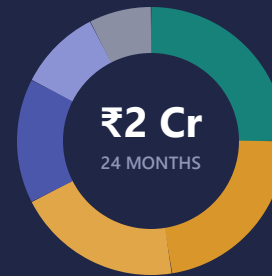
VALUED AFTER

₹20 Cr

Why we are valued at ₹18 crore

It is **under 3× what we expect to keep in Year 3**. A similar company, VAMA, was valued at about 7× last year. The website already works, and 50 pandits took a year of relationships to sign up.

Where the money goes



Money kept aside to run the company for 24 months	₹50 L
Hiring the team — city managers, verification, engineers	₹45 L
Marketing and building the brand	₹40 L
Finding, checking and training pandits	₹30 L
Building the mobile apps and systems	₹20 L
Legal, audit and a safety margin	₹15 L

What we promise to hit

BY MONTH 6	2 cities · 90 active pandits · 300 bookings a month · each booking makes money
BY MONTH 12	3 cities · 130 active pandits · 700 bookings a month · ₹9 lakh a month kept
BY MONTH 24	9 cities · 400 active pandits · 2,400 bookings a month · ₹32 lakh a month · breakeven
BY MONTH 36	12 cities · 800 active pandits · ₹58 lakh a month · profitable

Devotion has moved online. **The pandit ji at your door has not.**

1 Nobody funded is doing this

1,568 religion-tech companies in India, 72 funded — and **not one sends a pandit ji to your home.**

2 People already pay online for faith

AstroTalk earned ₹1,214 Cr in a year. **We do not have to create the habit**, only serve it better.

3 The same model already works in India

Urban Company sends verified professionals to homes and reached ₹1,556 Cr — **but a pandit ji is not a plumber, so they will never do this.**

4 Our advantage is trust, not technology

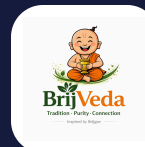
50 pandits joined before we had money to offer. A competitor can copy the website in a month. Not this.

5 ₹2 crore is enough

It runs the company for 24 months and gets us to breakeven. **We do not need to come back for more.**

“Every family should be able to find the right pandit ji for their tradition, on their date — and every pandit ji should have steady, dignified income for the parampara he already carries.”

₹2 Cr for 10%
₹18 Cr before · ₹20 Cr after
sharmarishav10@gmail.com · +91 90276 70597





What could go wrong — and what we do about it



RISK 1

The family starts calling the pandit ji directly

↓ WHAT WE DO

We fill his empty weeks. If he goes around us for one family, he loses his ranking and his priority on the 20 bookings a year we bring him.

WE WILL REPORT

Repeat bookings per pandit



RISK 2

A family books only once or twice a year

↓ WHAT WE DO

We sell the whole year, not one puja — festivals, samagri and a family plan. And because we profit on booking one, we do not need them to come back.

WE WILL REPORT

What each household spends per year



RISK 3

No weddings during Chaturmas and Pitru Paksha

↓ WHAT WE DO

Shraddh and pitru pujas peak exactly when weddings stop. Festival pujas and samagri run all year, so no month falls to zero.

WE WILL REPORT

Monthly mix of puja types



RISK 4

A pandit ji does not turn up

↓ WHAT WE DO

Two to three backup pandits held for every busy date, confirmation calls at 72 hours, 24 hours and 2 hours, and the Muhurat Guarantee behind it.

WE WILL REPORT

On-time arrival, every month



RISK 5

Something goes wrong inside a family's home

↓ WHAT WE DO

Police verification, photo check on arrival, a written code of conduct, a clear escalation process and insurance cover.

WE WILL REPORT

Incidents per 1,000 bookings



RISK 6

A funded company copies us

↓ WHAT WE DO

They can copy the website in a month. They cannot copy 800 pandits who joined because they trust us. That is built city by city, over years.

WE WILL REPORT

Active pandits in each city



The full plan — every number and where it comes from

	YEAR 1	YEAR 2	YEAR 3
Cities	3	9	12
Verified pandits (end of year)	250	700	1,300
Active pandits (average)	130	400	800
Bookings per active pandit per month	3.9	4.6	4.7
Bookings in the year	6,000	22,000	45,000
Price per booking, incl. samagri (₹)	5,000	5,000	5,000
Total value booked (₹ crore)	3.00	11.00	22.50
Commission	30%	30%	30%
Platform fee per booking (₹)	99	99	99
Pandit ads (₹ lakh)	1	9	32
Share we keep, after GST	26.6%	27.0%	27.6%
What BrijVeda keeps (₹ lakh)	80	297	622
Cost of running bookings (₹ lakh)	15	55	119
Marketing & branding (₹ lakh)	45	110	180
Team, tech and office (₹ lakh)	163	154	276
Total spend (₹ lakh)	223	319	575
Profit / (loss) (₹ lakh)	(143)	(22)	+47

Why we believe these numbers

- Each pandit does **under 5 bookings a month**. Kept low on purpose — pujas cluster around festivals and muhurats, not evenly through the year.
- **₹5,000 per booking, held flat** across all three years. Real prices today run ₹1,800–6,500, so this sits in the middle and we do not assume any price rise.
- 30% commission plus a ₹99 fee, both shown **after paying 18% GST**. This is higher than a typical marketplace because we deliver the whole package — pandit, samagri and guarantee. **Even at 20% the company still breaks even, one quarter later.**
- Spending is **slow at the start** — about ₹6 lakh a month for the first six months, until city one is proven.
- We have **not counted any government grant or tax benefit**, even though we expect to get some.

The money, simply

Over the **24 months this round funds**, we lose ₹165 lakh and tie up ₹17 lakh in samagri stock — **₹182 lakh in total**. We are raising ₹200 lakh, so there is ₹18 lakh spare. **From Year 3 the company pays for itself.**

For comparison: Sri Mandir took about seven years and roughly ₹450 crore of investment to reach ₹70 crore of revenue. **We are not claiming to beat them** — only to serve a part of the market they do not touch.



Paperwork is done — and government money can come in alongside yours

Nothing is pending

You will not be waiting on us for registrations when you want to close.

✓ Company registered (Pvt Ltd)	CIN on file
✓ PAN and GSTIN	active
✓ Udyam / MSME registration	done
✓ DPIIT Startup India recognition	done
✓ Trademark filed	in process
✓ Bank account & payment gateway	live

A registered valuer's report and the shareholder paperwork will be ready before signing — **standard for any priced round in India.**

Why this matters to you

Because we are a registered startup building in a smaller city, we can apply for government grants **that do not take any equity**. If they come through, they sit on top of your ₹2 crore — **your money goes further and your share is not diluted**. We have not counted a single rupee of this in our plan.

WHAT WE ARE APPLYING FOR

SCHEME	WHAT IT GIVES	WHERE WE STAND
UP Startup Policy 2026	Up to ₹15 lakh seed support, plus ₹20,000 a month for two years	We are registered on StartinUP
MeitY GENESIS	₹10 lakh to ₹1 crore for tech startups in smaller cities	Mathura-Vrindavan qualifies
MeitY SAMRIDH	Up to ₹40 lakh — and they match private investment up to another ₹40 lakh	Our product is built, which is their condition

It also helps our application that this creates real jobs. Around 12 people hired in Year 1 growing to about 40, and **1,300 pandits earning recorded, bank-visible income** in a profession that is almost entirely cash today. Government schemes score that heavily.