



# Anandi Creations Private Limited

**Proposal:** Matrimonial Platform (Web + Android + iOS)

**Prepared by**

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# Table of Contents

|                                     |   |
|-------------------------------------|---|
| 1. Our Understanding                | 3 |
| 2. Proposed stack                   | 3 |
| 3. Recommended Team Structure       | 3 |
| 4. How this proposal is priced      | 3 |
| 5. Feature menu (Pick Your Add-ons) | 4 |
| 6. Support after launch             | 5 |
| 7. Exclusions and assumptions       | 5 |
| 8. Risks & Mitigation Strategy:     | 5 |
| 9. About MarsDevs                   | 6 |
| OUR EXPERTISE                       | 6 |
| RELEVANT PAST WORK                  | 6 |
| Company deck                        | 7 |
| 10. Next step                       | 7 |

## 1. Our Understanding

You want a matrimonial platform in the mould of Jeevansathi: a responsive website plus Android and iOS apps, covering registration, profile creation, advanced search, matchmaking, chat, notifications, subscription plans, profile verification, payment gateway, and an admin dashboard, built for security and future scale.

We have written this against the brief as stated. We have not spoken to you yet, so some of our assumptions will be wrong. We would rather show you our assumptions in writing than quote a comfortable number and revise it after you sign.

## 2. Proposed stack

| Layer    | Choice                                        | Why                                                                                                     |
|----------|-----------------------------------------------|---------------------------------------------------------------------------------------------------------|
| Mobile   | Flutter                                       | One codebase for Android and iOS. Roughly 40 percent cheaper than two native apps at this feature set.  |
| Web      | Next.js (React)                               | Server rendering gives you the SEO you asked for. A plain React app would not.                          |
| Backend  | Node.js (NestJS)                              | Suits real-time chat and notification load.                                                             |
| Data     | PostgreSQL, Redis, Elasticsearch              | Postgres for records, Elasticsearch for search and match filters, Redis for sessions and chat presence. |
| Payments | Razorpay                                      | Native subscription and mandate support in India.                                                       |
| Infra    | AWS or GCP, containerised, CI/CD from day one |                                                                                                         |

If you have an existing team or a stack preference, tell us on the call and we will re-price against it.

## 3. Recommended Team Structure

You will not be routed through an account manager. The people who scope this project are the people who build it. For a project of this shape, the core team is:

- **Delivery lead:** technical architecture and delivery ownership
- **Project Manager:** requirements, sprint planning, your primary point of contact day to day
- **Engineering Team:** 1x backend engineers, 1x mobile engineers (Flutter), 1x frontend engineer (Next.js)
- **UI/UX designer:** design system and screens
- **QA engineer:** testing across web, Android and iOS
- **Vishvajit Pathak, CEO:** escalation point and final sign-off on scope changes

## 4. How this proposal is priced

We have not given you one number.

We have broken the platform into modules and priced each one separately, so you can decide exactly what you are buying now and what you are deferring.

Every price below is a fixed price for that module.

5. Feature menu (Pick Your Add-ons)

Each row is priced twice: the website build, and the mobile add-on. [Pick per row.](#)

| Module                                       | What your users get                                                                                                                              | Web (₹)    | Mobile apps (₹) | Total (₹)  |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------|------------|
| MUST HAVE                                    |                                                                                                                                                  |            |                 |            |
| Discovery, requirements, architecture        | Workshops with you, written functional spec, data model, system design                                                                           | Free       | Free            | Free       |
| Design system and UI screens                 | Visual direction, colour and type system, reusable component library, every web screen designed                                                  | ₹ 60,000   | ₹ 40,000        | ₹ 1,00,000 |
| Infrastructure, CI/CD, security hardening    | Cloud setup, deployment pipelines, backups, security review and fixes                                                                            | ₹ 30,000   | ₹ 20,000        | ₹ 50,000   |
| Integration, UAT and web launch              | End-to-end testing, bug fixing, go-live                                                                                                          | ₹ 75,000   | ₹ 45,000        | ₹ 1,20,000 |
| CHOOSE FEATURES THAT BEST FIT YOUR PROJECT   |                                                                                                                                                  |            |                 |            |
| Registration, login and profile verification | Sign up by phone or social account, with a verification step so members know the profiles they see are real people                               | ₹ 30,000   | ₹ 10,000        | ₹ 40,000   |
| Profile creation, photos and privacy         | A guided profile builder, partner preference settings, and control over who can see photos and contact details                                   | ₹ 25,000   | ₹ 27,000        | ₹ 52,000   |
| Search and advanced filters                  | Fast search across the whole member base, filtered by community, city, education, profession, income and lifestyle, with saved searches          | ₹ 30,000   | ₹ 20,000        | ₹ 50,000   |
| Interest workflow and chat                   | Send and accept interest, shortlist profiles, and message each other in real time once a plan is active, with block and read receipts            | ₹ 35,000   | ₹ 55,000        | ₹ 90,000   |
| Subscription plans and payments              | Members buy and renew plans online, with upgrades, invoices and automatic handling of failed payments                                            | ₹ 30,000   | ₹ 20,000        | ₹ 50,000   |
| Admin dashboard                              | Your team manages members, approves verifications, sees revenue and subscriptions, and moderates content, with full reporting                    | ₹ 28,000   | Not applicable  | ₹ 28,000   |
| Trust and safety                             | Report and block, automatic screening of uploaded photos, detection of duplicate and fake profiles, and a full record of admin actions           | ₹ 20,000   | ₹ 21,000        | ₹ 41,000   |
| Notifications                                | Members are alerted by app, email and SMS when they get a match, an interest, a message or a payment reminder, and can control what they receive | ₹ 30,000   | ₹ 20,000        | ₹ 50,000   |
| Matchmaking and recommendations              | Daily suggested matches scored on compatibility, improving as members use the platform, with horoscope matching if you want it                   | ₹ 30,000   | ₹ 22,000        | ₹ 52,000   |
| SEO and performance package                  | Your profile and city pages are SEO compatible and load fast, bringing you members without paid advertising                                      | ₹ 30,000   | Not applicable  | ₹ 30,000   |
| GRAND TOTAL                                  |                                                                                                                                                  | ₹ 4,53,000 | ₹ 3,00,000      | ₹ 7,53,000 |

## 6. Support after launch

Once you are live, we offer ongoing support at **INR 40,000 per month**, covering bug fixes, security patches, dependency and app store compliance updates, and infrastructure monitoring. This is optional and cancellable with 30 days notice. Most clients keep it running for at least the first two to three months after launch, when real usage surfaces things a test environment does not.

Support is provided during business hours, **Monday to Friday, 10 AM to 7 PM IST**, excluding Indian public holidays. Issues raised outside these hours are logged on receipt and picked up at the start of the next business day, except where otherwise agreed for critical production issues.

| Severity | Definition                                                                                                          | First Response             | Target Resolution                 | Escalation Contact                                                                           |
|----------|---------------------------------------------------------------------------------------------------------------------|----------------------------|-----------------------------------|----------------------------------------------------------------------------------------------|
| Critical | Platform down, payments failing, or a security breach affecting live users                                          | Within 30 business minutes | Within 2 business hour            | Vishvajit Pathak<br><a href="mailto:vp@marsdevs.com">vp@marsdevs.com</a><br>+91 91587 29122. |
| High     | Core feature broken for a subset of users (e.g. chat not sending, search returning errors), no workaround available | Within 4 business hours    | Within 1 business days            | Ashish Sharma<br><a href="mailto:ashish.sharma@marsdevs.com">ashish.sharma@marsdevs.com</a>  |
| Medium   | Minor feature issue or bug with a workaround available, no material impact on users                                 | Within 1 business day      | Within 5 business days            | Ashish Sharma<br><a href="mailto:ashish.sharma@marsdevs.com">ashish.sharma@marsdevs.com</a>  |
| Low      | Cosmetic issues, minor UI inconsistencies, non-urgent enhancement requests                                          | Within 2 business days     | Scheduled into next release cycle | Ashish Sharma<br><a href="mailto:ashish.sharma@marsdevs.com">ashish.sharma@marsdevs.com</a>  |

## 7. Exclusions and assumptions

- **This proposal assumes standard Razorpay integration;** custom mandate or refund logic would be quoted separately if your requirements change later. It also assumes verification is done through a standard third-party API rather than manual document review at scale.
- **Chat.** The messaging system we build will run smoothly up to around 5000 members. Past that point it needs to be rebuilt to handle the volume. We build it as a separate piece from the start, so that rebuild can happen without touching the rest of your platform, but it is a real cost you should expect somewhere down the line rather than a surprise. If you cross 5000 members, you will be doing well enough that the bill is a good problem to have.
- **Design changes.** Once you have approved the designs, we start building to them. If you decide to change direction after that, we can absolutely do it, but it means work that was already done gets redone. In that case we will tell you what the change costs and how much time it adds, and wait for your go-ahead before we touch anything. You will never see a charge for something you did not agree to first.
- **The following are owned and paid by you directly, not through us, so you retain control of the accounts:** cloud hosting (roughly INR 25,000 to 60,000 per month at early scale, rising with your user base), payment gateway transaction fees, SMS and WhatsApp message credits, Apple and Google developer accounts, and whichever identity verification service you choose. We'll help you set each of these up and recommend the most cost-effective option.

## 8. Risks & Mitigation Strategy

**A matrimonial product looks like a directory and behaves like a social network with payments attached.**

The visible screens are the cheaper part. Profile privacy rules, interest and acceptance flows, chat gated by subscription tier, photo moderation, fake profile controls and refund handling are where the real work sits. Vendors quoting five or six lakh are pricing the screens. You meet the difference in month three.

**Chat performance at scale.**

The messaging system is built to run smoothly up to a defined member count and is architected as a separate service, so scaling it further doesn't require touching the rest of the platform. We'll flag this well before you hit the ceiling, not after.

**Scope changes after design sign-off.**

Once designs are approved, changing direction means redoing completed work. We'll always quote the cost and time impact before touching anything, so you're never billed for a change you didn't approve first.

## 9. About MarsDevs

With MarsDevs, you’re not just hiring developers - you’re partnering with a trusted team that understands business outcomes, product strategy, and the technical depth required to bring both together effectively.

### WHY MARSDEVs

At MarsDevs, we don't operate like a traditional development agency. We work as a product engineering partner, and on a project like this, that partnership shows up in two ways: category experience in matchmaking and marketplace products, and deep technical strength in the backend and infrastructure work that determines whether a platform like this survives contact with real users.

We know that interest and acceptance logic is more expensive than search. We know that photo privacy is a product decision before it is a technical one. We know that the fake profile problem arrives in month two, not year two, and that platforms which treat verification as a checkbox lose their reputation before they lose their users.

That experience sits on top of a backend-first engineering culture. Unlike UI-heavy agencies, our core strength is backend systems, cloud infrastructure, and performance-driven architecture, built to handle real-world usage from day one, not just to look good in a demo. Combined with fast, iterative execution, that means we can take you from a first version to a platform that scales, without treating the initial build as disposable.

Working with us, you speak directly to the people writing the code. There is no account manager between you and the build. We work in two week cycles with a working build at the end of each, so you are never more than fourteen days from seeing where your money went. And when we think something you have asked for is a bad idea, we say so before we build it rather than after you have paid for it.

### OUR EXPERTISE

1. AI + SaaS Expertise

We specialize in building AI-first products and SaaS platforms, with deep experience across LLM integrations, automation workflows, and scalable architectures. Whether it’s an MVP or a complex AI system, we design solutions that are production-ready - not just prototypes.
2. Startup-Friendly Execution Speed

We understand that speed is critical. Our processes are optimized for fast iteration, rapid MVP launches, and continuous delivery - helping you validate ideas, go to market quicker, and stay ahead of competition without compromising quality.
3. From 0 → 1 and Beyond

We don’t just build initial versions - we help you evolve them. From ideation and MVP to scaling infrastructure and feature expansion, MarsDevs supports your entire product journey with a long-term engineering mindset.
4. Strong Backend & Infrastructure Focus

Unlike UI-heavy agencies, our core strength lies in backend systems, cloud infrastructure, and performance-driven architecture. We build systems that are secure, scalable, and designed to handle real-world usage from day one.

### RELEVANT PAST WORK

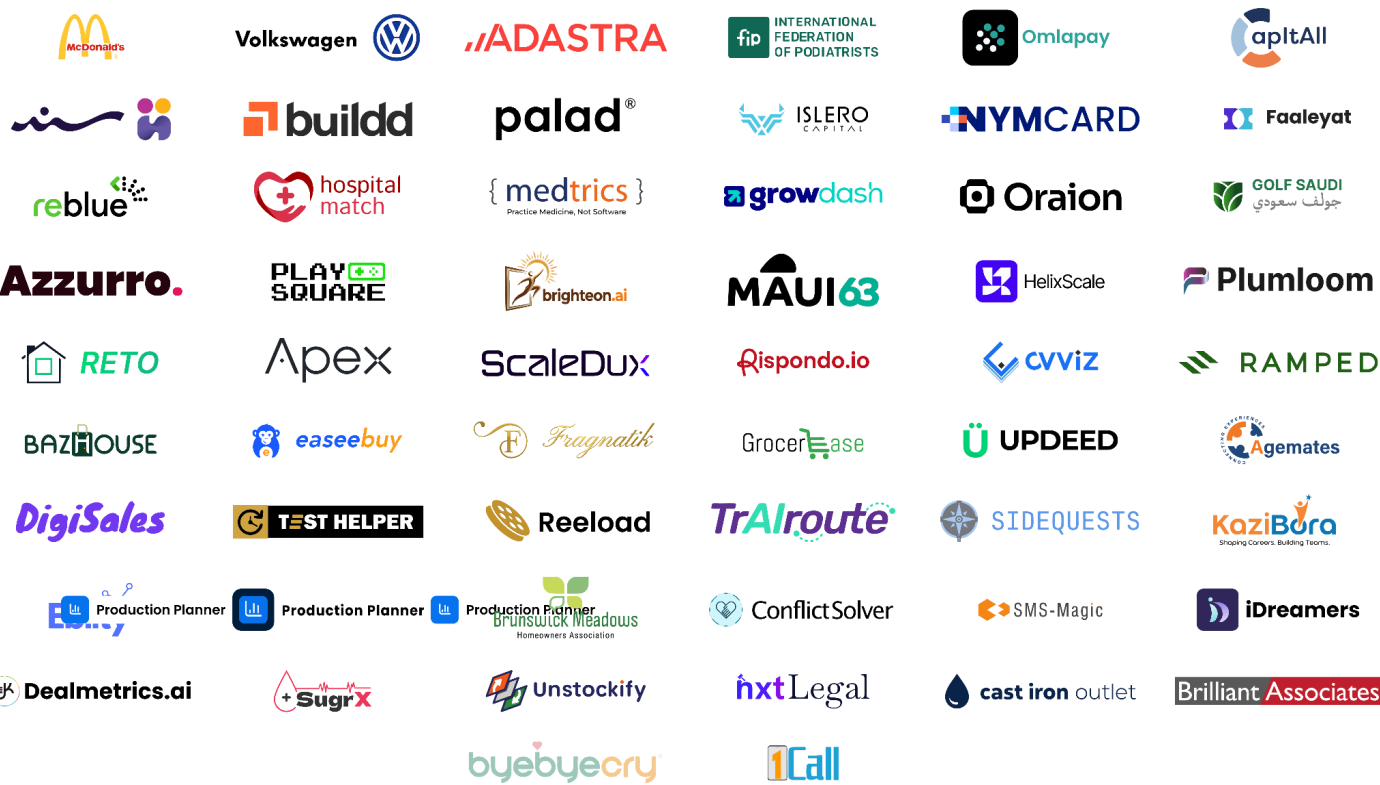
- Hospital Match ([premiumhospital.ch](http://premiumhospital.ch))

— A two-sided matching platform for healthcare staffing in Switzerland. Nurses swipe to choose hospitals, hospitals review profiles and decide quickly, and the platform runs the matching logic in between. The underlying problem is the same one this project needs solved: two parties making fast, informed decisions about each other based on a profile, with a system managing the workflow, the acceptance, and what each side is shown.
- UPDEED ([updeed.co](http://updeed.co))

— A multi-sided platform in India connecting individuals, communities, and organisations around shared causes, so they can find each other, collaborate, and coordinate. It reflects our experience building platforms where the core value is connecting the right people to each other at scale, which is the same foundation a matrimonial platform is built on.

Company deck

For a fuller look at our expertise, process, client testimonials, and past engagements:  
<https://gamma.app/docs/MarsDevs-Regaining-Control-Over-Product-Workflows-AI-Execution-zc3rwyfc87ji8or>



10.Next step

Let us start with discovery, at no cost to you, and move straight into design.

That gives you something concrete very quickly: a written specification and a full set of designed screens showing exactly what your platform will look like and do. Once that exists, building to it is no longer a question mark, for us or for anyone else. You will be holding a document precise enough to hold any vendor to, including us.

You mentioned you are available around 6 pm. Give us 45 minutes and a day that suits you, and we will send an invite with a short agenda the same day.