



# VACHAM INFO SERVICES PRIVATE LIMITED

INTRODUCTION

# VISION

- Our Primary vision is to bring forth such subjects and aspects of Astrology which have now become ancient and hidden from most, in front of todays society and nation.
- To utilize the technology available today to make these subjects and aspects readily available to one and all mostly free and easily accessible, maintaining the purity in the spirit of Astrology as a science.

# TECHNOLOGY AND INNOVATION UTILIZED

- Application & Website

- We plan to make an app & website available to everyone in general which would give free and easy access to most Astrology content for its users
- Users can also interact with our Learned Astrologers via this app using Live Video streaming and Live Audio Chat
- Live Video Streaming would also give access to our Astrologers to predict via Face and Palm Reading
- Mostly the predictions and analysis would be based on research over the planetary positions in User's horoscope

# Benefits of mobile app and why you should invest in mobile apps



Gives more value to the customers

1

2

Customers don't have to wait



Reduces cost and increases customer engagement

3

4

Mobile apps aid promotion and offers great support



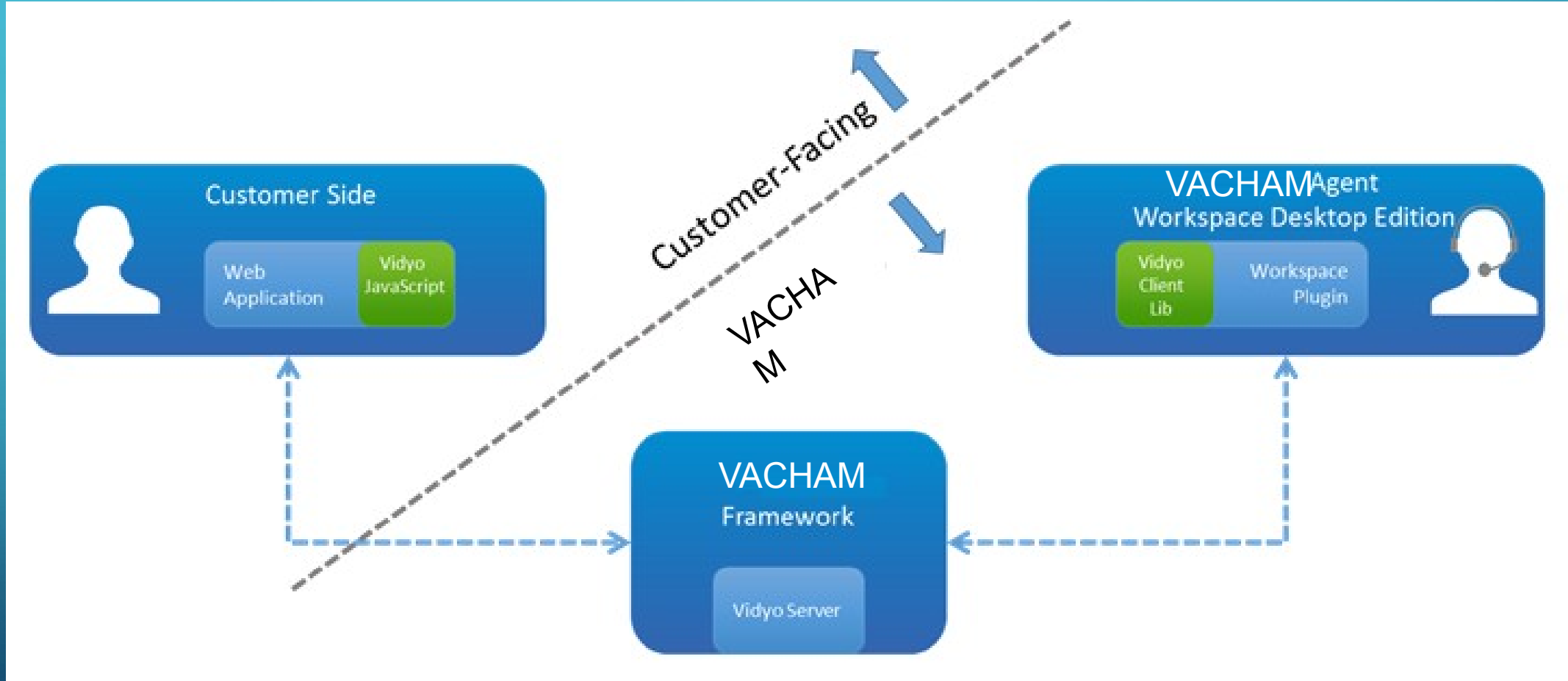
Enhances the visibility of your brand

5

6

Mobile apps are the best social media platform



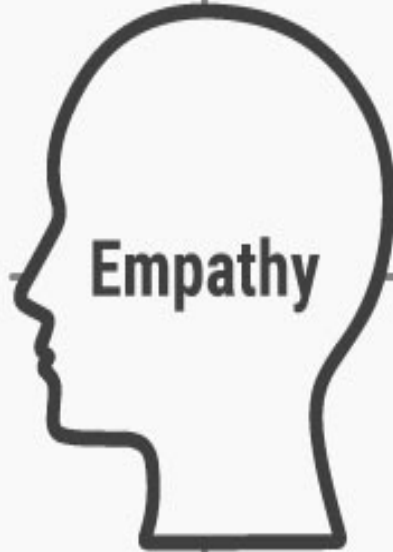




**See their world**



**Appreciate them as  
human beings**



**Empathy**

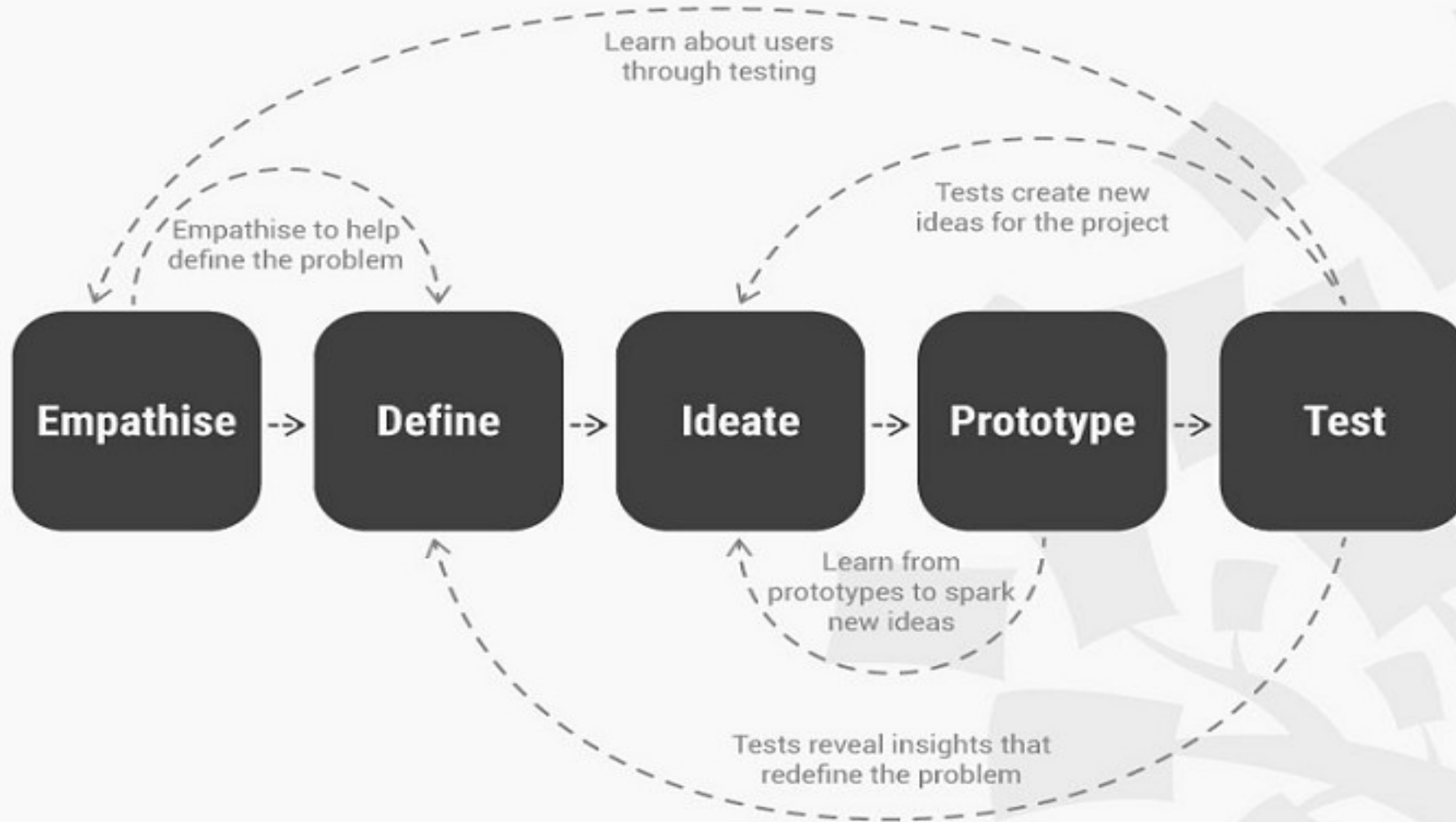


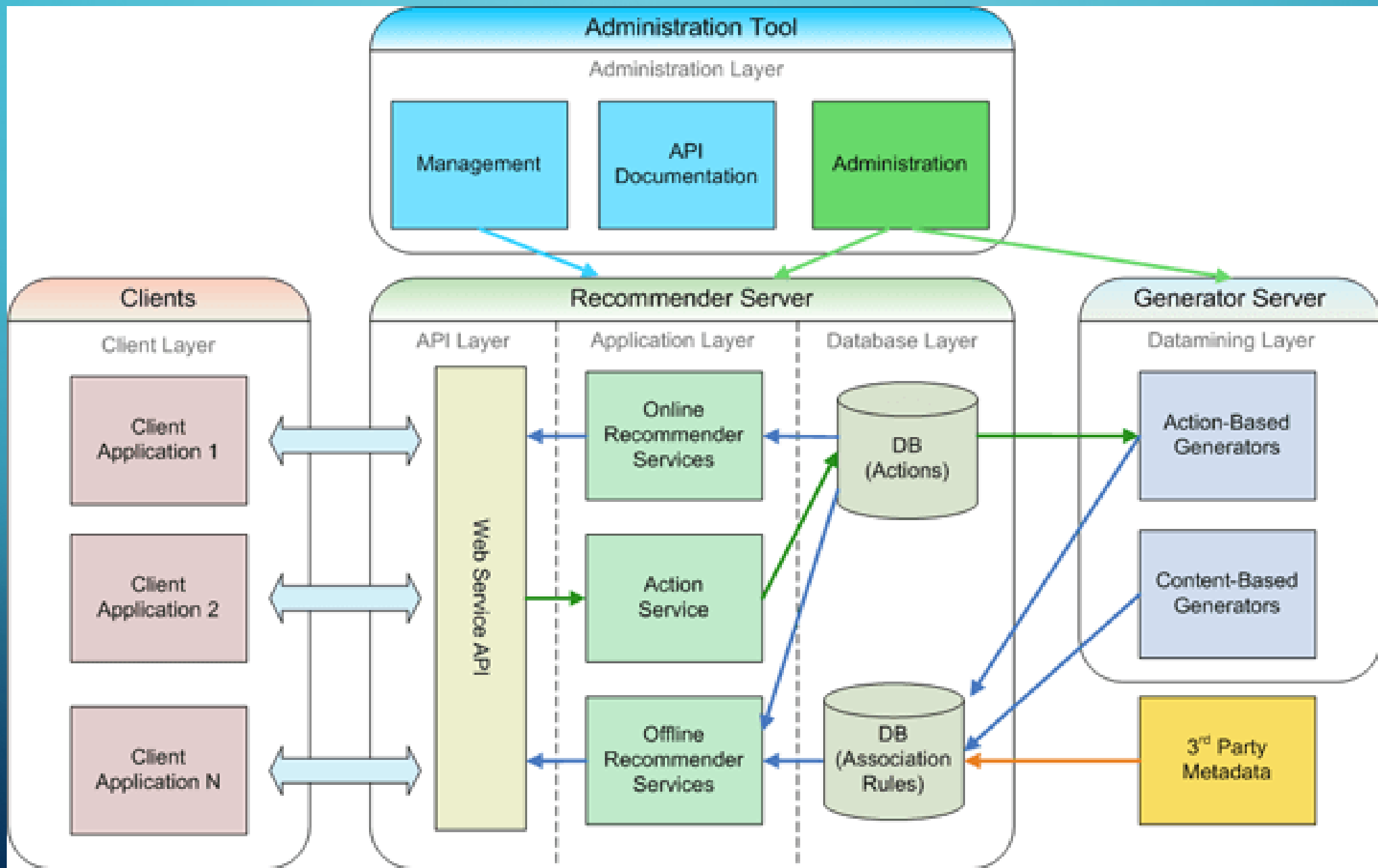
**Understand their  
feelings**



**Communicate your  
understanding**

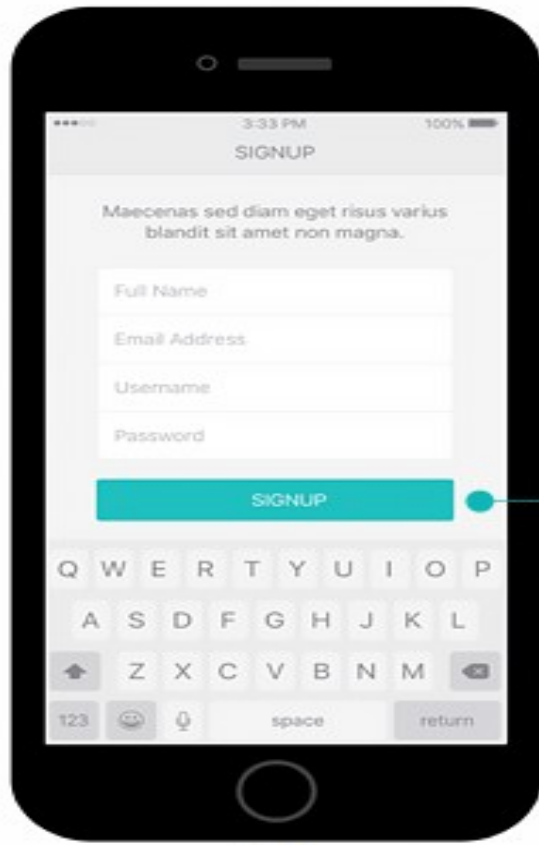
# DESIGN THINKING: A NON-LINEAR PROCESS



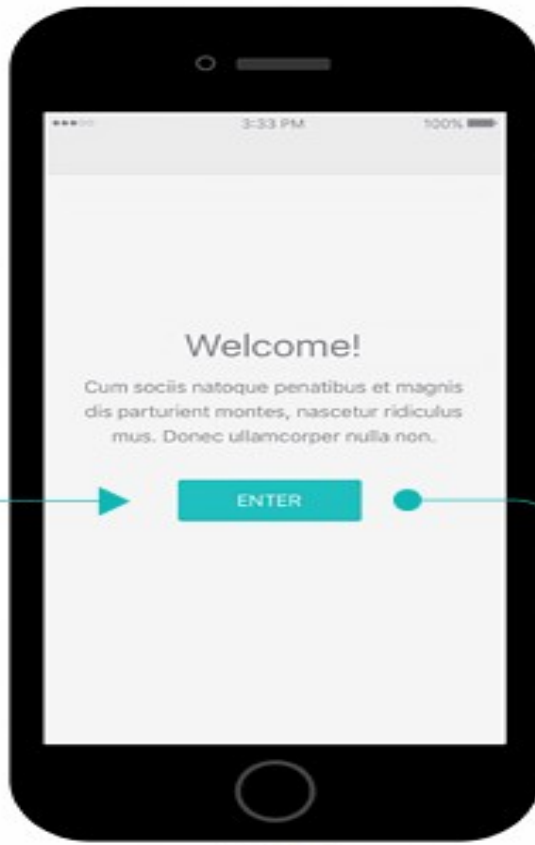




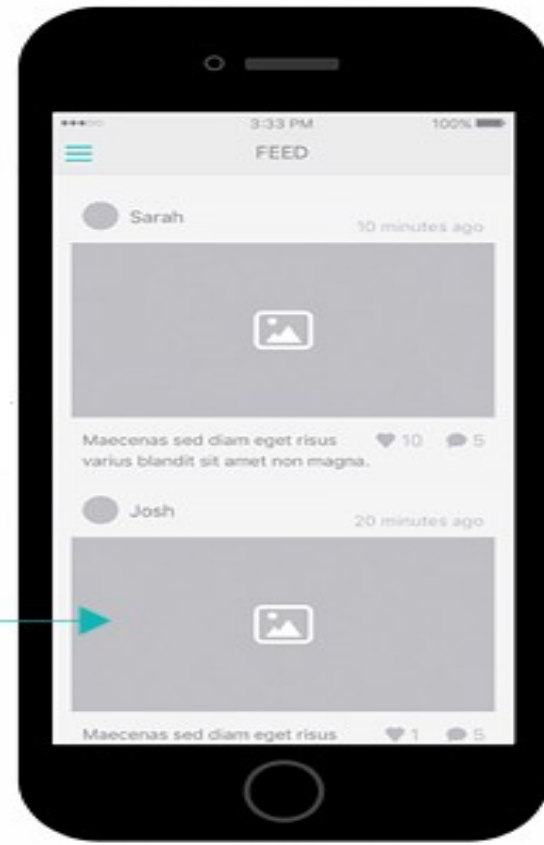
# USER FLOW FOR NEW CUSTOMERS



Signup

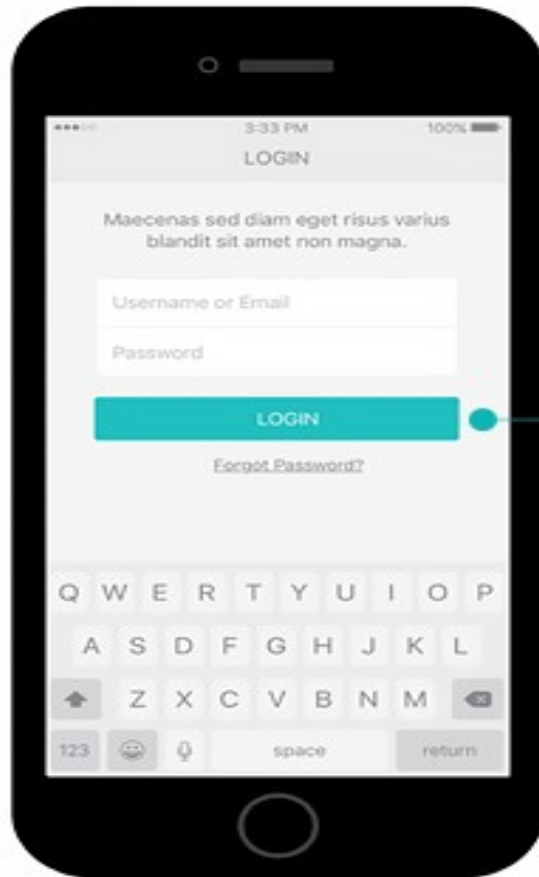


Landing

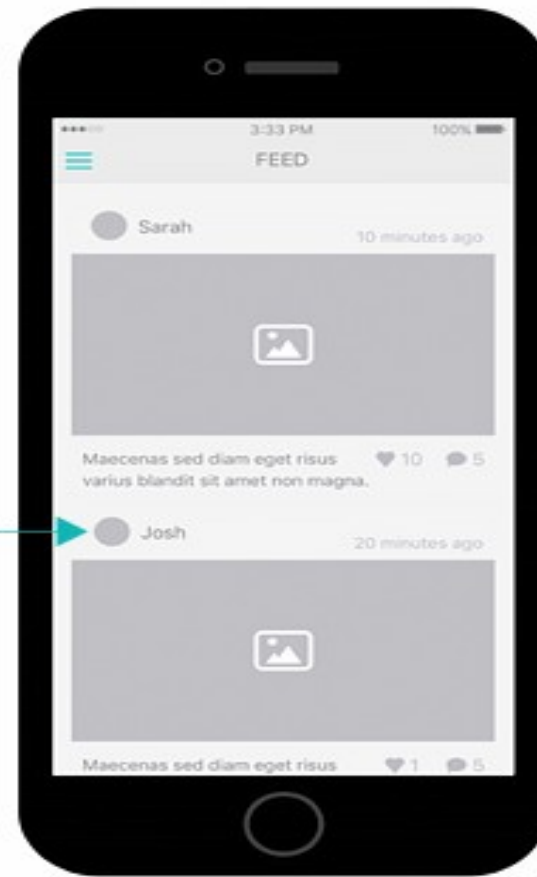


Home

# USER FLOW FOR RETURNING CUSTOMERS



Login

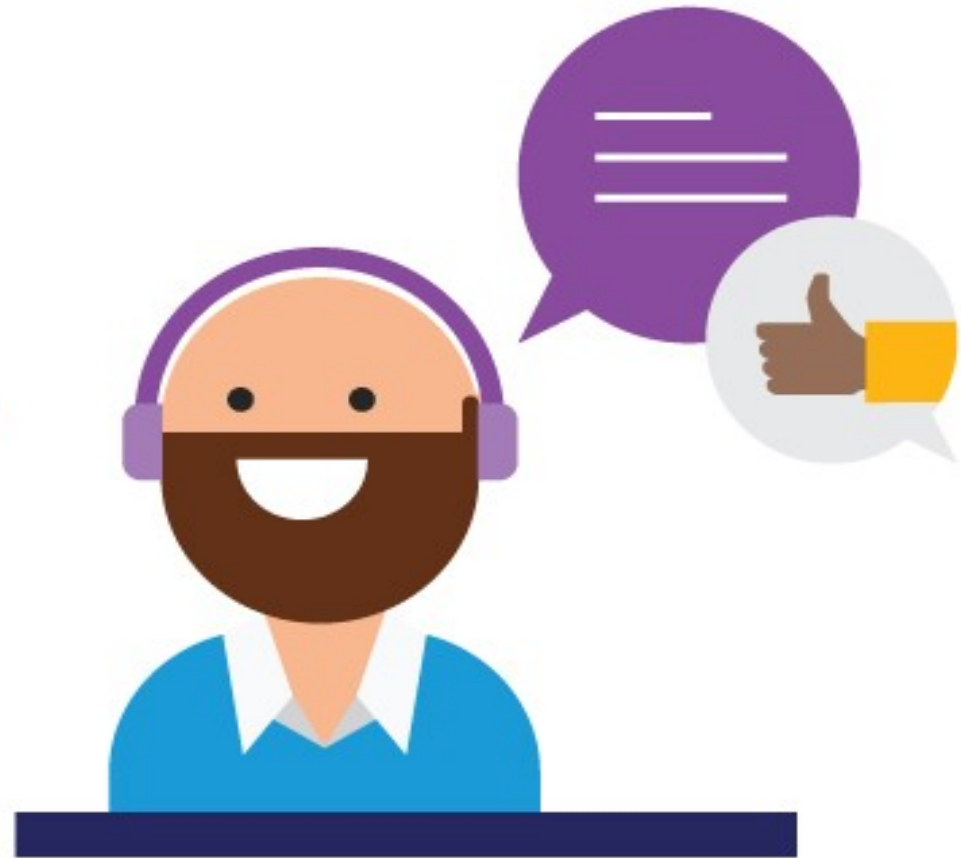


Home



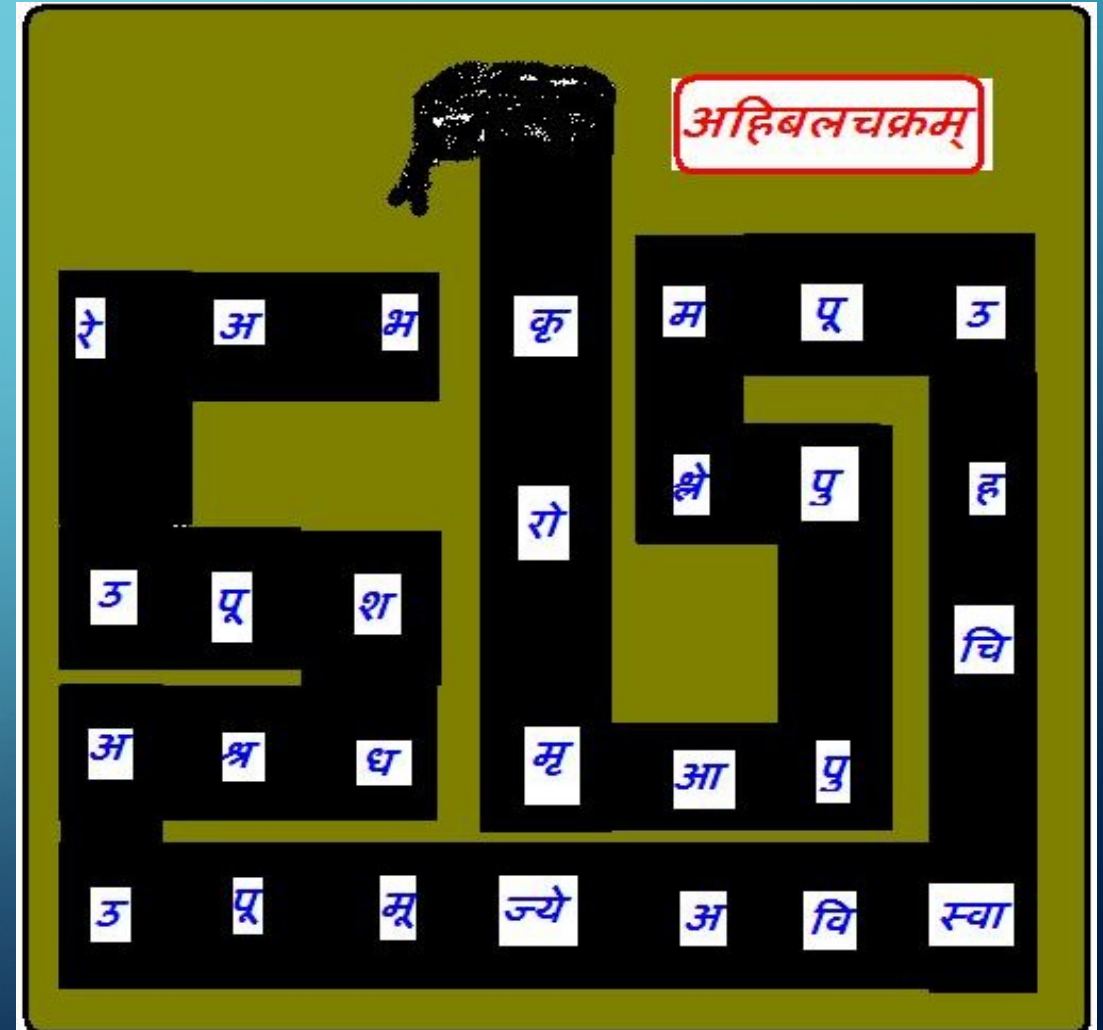
## 9 out of 10

respondents aged 18–65 preferred to speak with a **live service agent directly** over the telephone.



# TECHNOLOGY AND INNOVATION UTILIZED

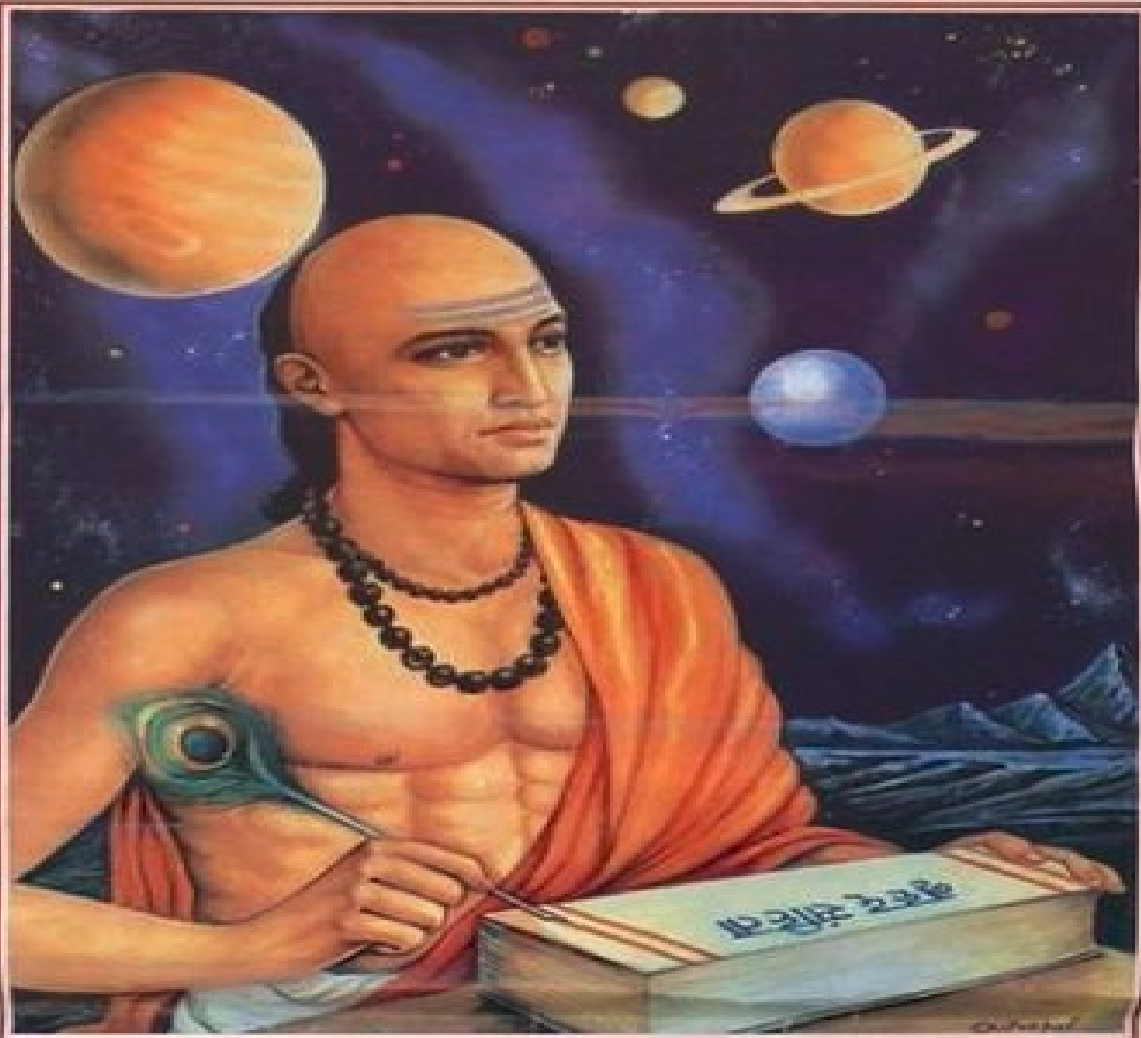
- We will not only predict using horoscopes, but also provide guidance based on Ahibam Chakra Of Vastu Shastra, which will explain till 27<sup>th</sup> portion their landscape's energy, usage and importance.
- Users will only need to input the date, time and place in the interface



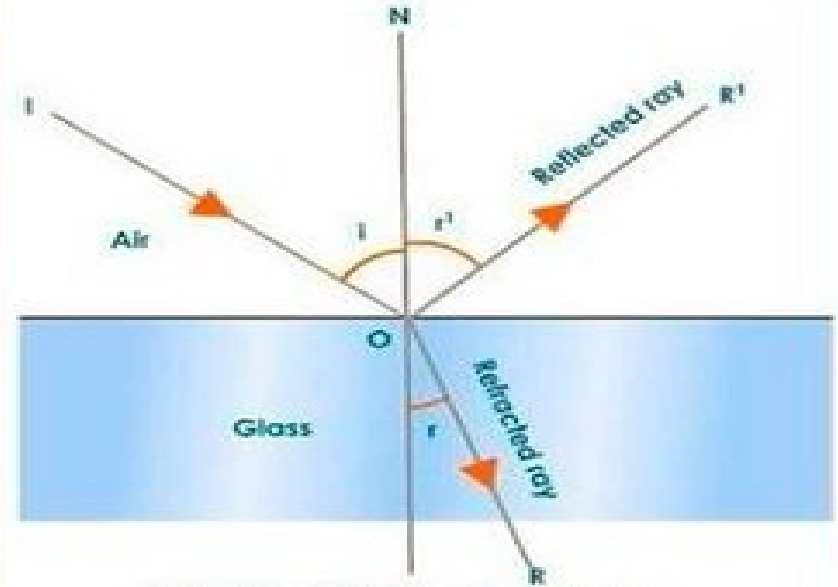
# TECHNOLOGY AND INNOVATION UTILIZED

- We will use the Karamchakra Method of Prediction based on Acharya Varahmihir's principle to more accurate predictions of a country, state, district, place, house 's auspiciousness.
- This method has become nearly extinct nowadays in a crowd of new methodologies being adopted by most. However it still remains one of the most accurate methods for predictions.

INDIAN ASTRONOMER, MATHEMATICIAN & ASTROLOGER VARĀHAMIHIRA (505 – 587 C.E.)



वराहमिहिर

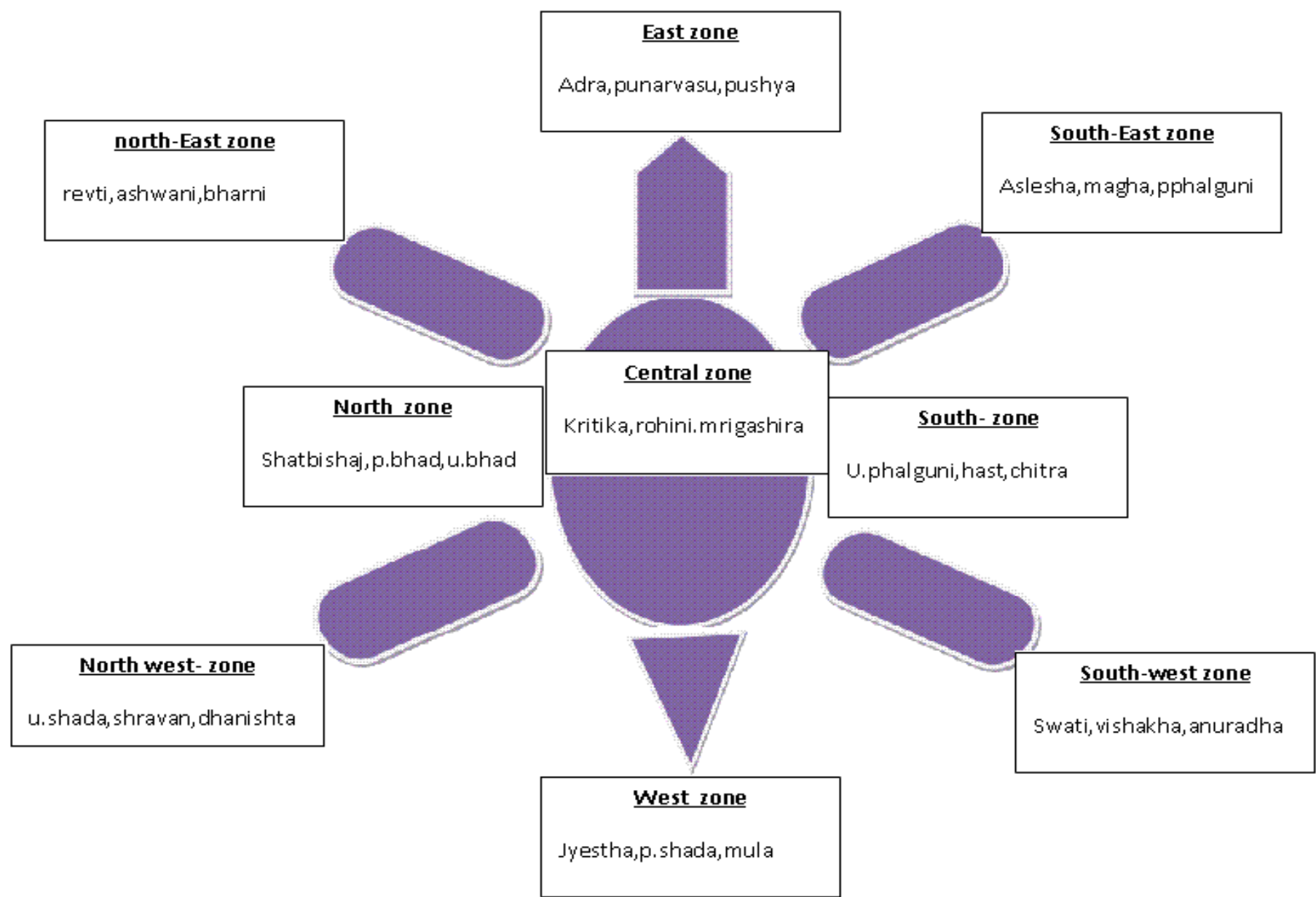


Refraction and Reflection of Light

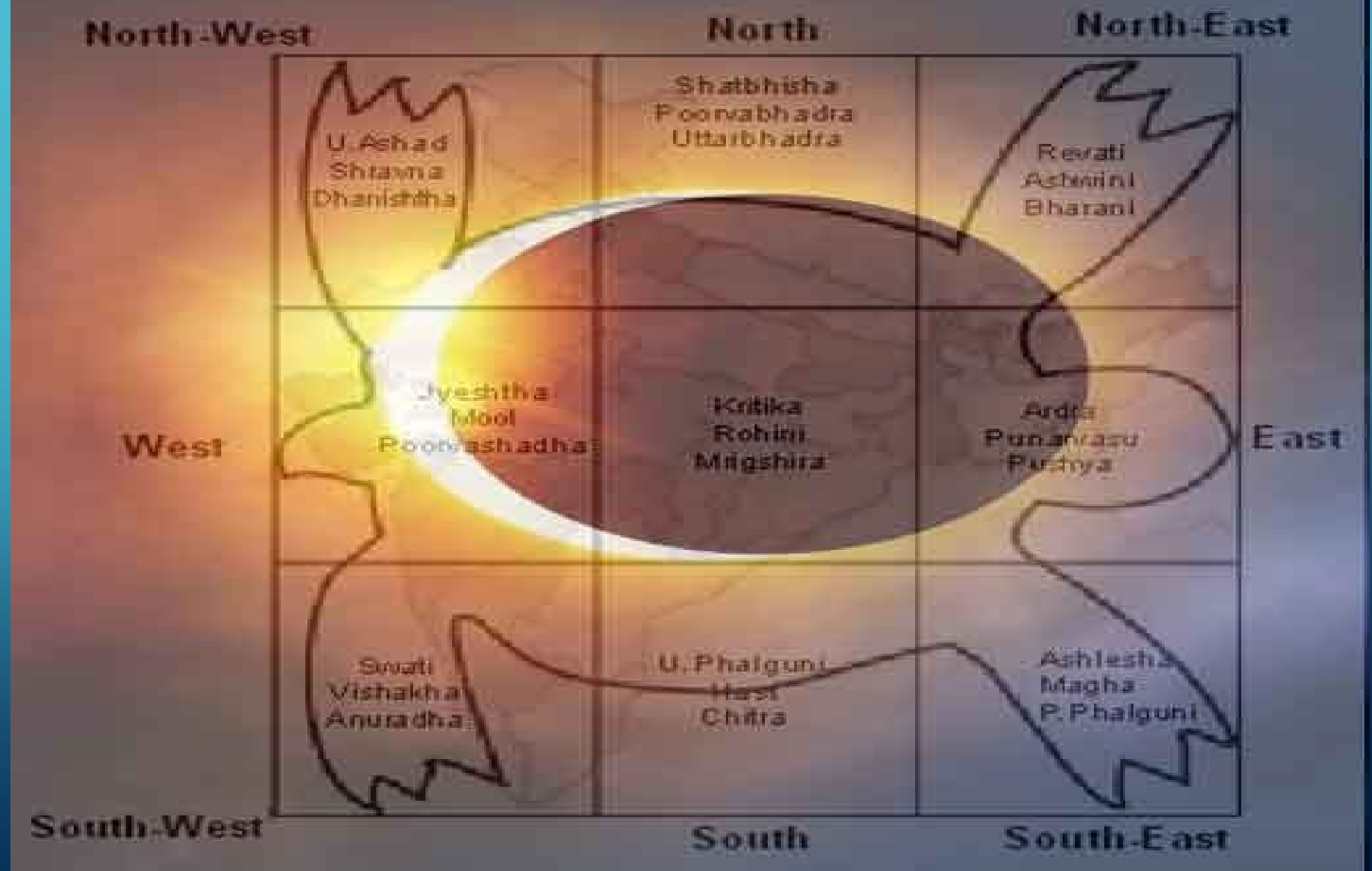
$$\sin^2 x + \cos^2 x = 1$$

$$\sin x = \cos \left( \frac{\pi}{2} - x \right)$$

$$\frac{1 - \cos 2x}{2} = \sin^2 x$$



# Kum Chakra





# TECHNOLOGY AND INNOVATION UTILIZED

- In View of the growing craze for Social media among today's generation especially youth, we have enabled login via Social media websites like LinkedIn, Facebook, etc.
- Using this method, the new users will not have to fill long forms for creating account, but just login using their social media ids and rest of the details will be taken from their already existing accounts for new account creation.

# PROMOTIONS OF OUR SERVICES

- We have planned for extensive Digital Marketing for our Services via SEO, SMO, etc.
- We have also planned for tieups with telecom players for promoting our services
- We have also planned for tieups with different media houses and marketing companies throughout the world in English Speaking countries for the benefit of the Global population in general

# REVENUE GENERATION

- We have planned to keep most of the things free for general public but such a huge operation requires for constant flow of cash. We have planned for following revenue generation streams:
  - Sale of Precious and Semi Precious Stones
  - Sale of different Yantras on Bhojpatra, etc
  - Sale of Subscriptions for speaking with our Consultants
  - Advertisements for extra revenue generation. etc

# REVENUE PROJECTIONS

	2018-19	2019-20			
	Dec-March	Apr-June	July-Sept	Oct-Dec	Jan-March
Heads					
Stone in nos	100	600	3600	21600	129600
Yantra in nos	100	600	3600	21600	129600
Subscription in nos	1000	6000	36000	216000	1296000
Advertisements in nos	0	30000	180000	1080000	6480000
Revenues in INR	625000	3930000	23580000	141480000	848880000

# THANKS FOR WATCHING

क्रोधात्भवति सम्मोहः  
सम्मोहात्स्मृतिविभ्रमः ।  
स्मृतिभ्रंशाद्बुद्धिनाशो  
बुद्धिनाशात्प्रणश्यति ॥

From anger, complete delusion arise, and from delusion bewilderment of memory. When memory is bewildered, intelligence is lost, and when intelligence is lost one falls down again into the material pool.