

MILANSETU Advanced Unified Matrimony, Dating, Live-in & Room Sharing Platform Native Android & iOS App

Ready-to-Deploy Enterprise Platform Proposal & Technical Specification

(Includes Completed Next.js Web Application & Native Android (Kotlin) + Native iOS (Swift/SwiftUI) Mobile Apps)

Executive Overview

We are pleased to present the proposal for **MILANSETU**, our fully developed, rigorously tested, and ready-to-deploy enterprise platform. By choosing a completed product, you bypass the massive risks, delays, and uncertainties of building from scratch. Our dual-native engineering teams will now focus entirely on customizing the platform to your brand, integrating your specific third-party APIs (like payment and KYC), and deploying it to your dedicated servers and App Stores.

1. Commercials & Investment

Based on the latest market trends for enterprise-grade scalable architectures, the below cost estimation reflects a Dual-Native Mobile Strategy. This involves deploying two separate engineering teams to customize our fully native apps in Kotlin for Android and Swift/SwiftUI for iOS, running alongside the Web and Backend platforms.

Technology Cost-Saving Advantage:

This project is engineered utilizing 100% open-source and free-to-use technologies for the software stack. There are absolutely no recurring software licensing fees, proprietary database costs, or commercial framework subscriptions required to run this platform.

A. Enterprise Setup, Customization & Deployment Cost (Indian Clients)

Description	Amount (INR)
Enterprise Setup Cost (Web, Backend, Native Kotlin Android & Native Swift iOS)	₹ 22,50,000
GST (18%)	₹ 4,05,000
Total Project Cost	₹ 26,55,000

B. Enterprise Setup, Customization & Deployment Cost (International Clients)

Description	Amount (USD)
Total Enterprise Setup Cost (Web, Backend, Native Kotlin Android & Native Swift iOS)	\$32,500

C. Estimated Monthly Operational Costs (Third-Party)

While the core software framework is completely free and open-source, hosting infrastructure and third-party communication APIs require standard monthly operational budgets based on actual usage:

- **Cloud Hosting (AWS or GCP):** ~\$250 - \$500 USD / ₹20,000 - ₹40,000 INR per month. *(Estimated average for a standard enterprise deployment including load balancing, managed PostgreSQL (RDS/Cloud SQL), auto-scaling compute instances, and object storage. Costs scale dynamically based on actual user traffic and data volume).*
- **Messaging API (OTP/SMS):** ~\$30 - \$50 USD / ₹2,500 - ₹4,000 INR per month. *(Estimated for startup volume; billed per message by providers like MSG91 or Twilio).*
- **Email Gateway (SMTP):** Free up to 10,000 emails/month *(via platforms like Brevo/SendGrid),* scalable thereafter.

D. Maintenance, Support & Updates

- **First Year (Months 1-12):** 100% FREE Maintenance and Support (Included in the core cost). This includes bug fixes, server monitoring, OS security patches, and Apple/Google OS version compliance.
- **Second Year Onwards:** Annual Maintenance Contract (AMC) available at 15% to 20% of the base project cost, covering ongoing updates, platform support, and technical maintenance.

2. Client Onboarding & Prerequisites

To successfully begin the project customization and generate the formal agreements, kindly provide us with the following details:

- **Full Name:** For generating the invoice.
- **Company Name:** If you require the invoice to be billed to your registered company.
- **GST Number:** If applicable, so you can claim GST Input Tax Credit (ITC).
- **Mobile and WhatsApp Number:** For regular work-related discussions and updates.
- **Email ID:** For sharing invoices, important communications, and handing over the final project source code.
- **Complete Postal Address:** Your current business or residential address for sending any documents and project files via courier.

3. Terms of Service & Policies

- **Payment Terms:**
 - **50% Advance Payment** required at project initiation.
 - **50% Remaining Balance** due at the time of the final handover of app files, source code, and submission to the Apple App Store / Google Play Store.
- **Accepted Payment Modes:** We accept safe electronic bank payments within India via RTGS, NEFT, IMPS, UPI, PayPal, and International Bank Wire Transfers.

- **Cancellation & Refund Policy:** Due to the immediate allocation of engineering resources for server setup, brand customization, white-labeling, and deployment, once an order is initiated, it cannot be cancelled or refunded under any circumstances.
- **Support SLA:** All technical support queries will be addressed within 72 hours during standard working days via WhatsApp chat or Email.
- **Demo Policy:** We provide guided walk-throughs of our ready product upon mutual agreement; however, custom features tailored explicitly to your specific business logic will be integrated post-order.

4. Legal Protections & Licensing

To protect the integrity of our source code and bespoke architecture, the project is governed by strict legal frameworks:

Measure	Description
Master Service Agreement (MSA)	A strict MSA will be drafted explicitly defining severe financial penalties for reverse engineering, code extraction, or unauthorized distribution of the application.
Source Code Ownership	Associative retains full intellectual property (IP) and source code ownership of the core architecture until final handover as per contract terms.
EULA & App Store Licensing	Using Apple App Store and Google Play EULAs, the app is legally licensed solely for the client's specific brand and end-users. Repackaging, reselling, or white-labeling the application to third parties is strictly prohibited.
License Definition	Delivery is strictly classified as a "Single-Entity, Non-Transferable, Non-Sublicensable Lifetime License for Internal Business Operations."
Compiled Binaries (Mobile)	Clients receive the compiled, natively built .apk / .aab (Android Kotlin) and .ipa (iOS Swift) binaries exclusively for their own business use.
Compiled Production Build (Web)	Clients receive the compiled, minified, and heavily obfuscated production build of the Next.js/React.js web application. The web source is strictly bound to the client's authorized domain.
API Whitelisting & Obfuscation	Hardcoded, encrypted API tokens ensure the apps can only communicate with the client's registered domain. Native binaries are hardened using ProGuard/R8 (Android) and Apple LLVM obfuscation (iOS) to deter reverse-engineering.

5. Technical Specification & Scope

Executive Summary

MILANSETU is an advanced, fully completed unified platform supporting Matrimony, Dating, Live-in Relationships, and Room Sharing. A verified account can activate one or multiple modes, while discovery and matching logic adapts to the selected mode.

This version (V6) delivers a high-performance **Next.js Web Application** alongside fully **Native Mobile Applications** (built natively in Kotlin for Android and Swift/SwiftUI for iOS) to achieve maximum device performance, fluid 120Hz animations, and deep OS integration. The entire codebase architecture is built strictly on open-source, free-to-use technologies to ensure zero software licensing bottlenecks.

Open-Source Architecture & Technology Stack

Layer	Technology (100% Free/Open-Source Software)	Purpose
Web App	Next.js + React + TypeScript + Tailwind	Responsive Browser client
Android App	Native Android (Kotlin + Jetpack)	High-performance Android client
iOS App	Native iOS (Swift + SwiftUI)	High-performance Apple client
Backend API	Node.js + Express.js	Business logic & API layer
Database	PostgreSQL + Prisma ORM	Relational data management
Realtime	Socket.IO + WebRTC	Chat, signaling, P2P video/voice calls
Auth	JWT / Session + bcrypt + OAuth	Identity, access, and security
Infrastructure	AWS or GCP + Nginx + CDN	Enterprise production hosting
QA / Testing	Selenium (Web) + Espresso (Android) + XCTest (iOS)	Automated system testing
Mapping	OpenStreetMap (OSM)	Free location/radius routing

Complete Product Scope (Ready-to-Deploy Modules)

Module	Scope
Identity	Email/mobile OTP, Google/Apple OAuth, secure sessions, device management.
Verification	Email, phone, government-ID KYC (via 3rd party API), social-account linking.
Modes	Matrimony, Dating, Live-in, Room Sharing.
Profiles	Personal, education, career, lifestyle, family, interests, preferences, media galleries.
Discovery	Advanced search, filters, location/radius, activity and mode-aware discovery.
AI Matching	Semantic interests, preference matching, explainable recommendations.
Trust Engine	Verification status, profile completeness, approved in-app behavioral signals.
Communication	Socket.IO Chat, presence, typing, receipts, media sharing, WebRTC 1-to-1 voice/video.
Mobile App	Native Apps with APNs/FCM Push Notifications, deep links, native camera/gallery access.
Rooms	City/locality/radius, budget, occupancy, furnishing, move-in date, panoramic room tours.
Languages	English + major Indian languages (Hindi, Marathi, Bengali, Tamil, etc.).
Safety	Block, report, moderation queues, meeting reminders, optional check-ins.
Admin Panel	User management, KYC approval, moderation, analytics, configuration, audit logs.

6. Native Mobile Applications (Android & iOS) – First-Class Scope

Rather than using a single cross-platform framework, the mobile architecture utilizes two distinct codebases built by dedicated engineering teams to harness the absolute maximum potential of both Apple and Google ecosystems.



- **Native UI/UX:** iOS built using Swift and SwiftUI for Apple-standard fluid animations and UI conventions; Android built using Kotlin and Jetpack Compose for Material Design 3 guidelines.
- **Onboarding & Mode Selection:** Dynamic UI switching between Matrimony, Dating, Live-in, and Room Sharing optimized for the respective OS.
- **Authentication:** Mobile/email OTP verification, Google sign-in, and Apple ecosystem-mandated "Sign in with Apple."
- **Deep Hardware Integration:** Direct native access to hardware encoding for video compression, high-performance camera APIs (CameraX for Android, AVFoundation for iOS), and native biometric unlocking (FaceID / TouchID).
- **Realtime Communication:**
 - Socket.IO chat running seamlessly in background threads.
 - Native WebRTC implementations for maximum clarity and battery-efficient 1-to-1 Voice & Video calls.
- **Push Notifications:** Utilizing native Firebase Cloud Messaging (FCM) for Android and Apple Push Notification service (APNs) for real-time alerts.
- **Security & Storage:** Secure token storage using hardware-backed iOS Keychain and Android Keystore encryption.

Native App ↔ Backend API Contract

API Group	Operations
Auth	Register, login, OTP verify, token refresh, remote logout
Profile	Get/update data, preferences, photo uploads, verification status
Discovery	Search users, fetch matches, AI recommendations, location filters
Connections	Send/accept/reject interests, manage connections, block users
Chat & Calls	Conversations, media upload, Socket.IO sync, WebRTC signaling
Rooms	Fetch lists, apply budget/location filters, room details, CRUD listings
Safety	File reports, block profiles, manage privacy settings, location check-ins

7. Security, Privacy & Deployment Strategy

- **Enterprise Cloud Hosting:** We deploy to highly scalable cloud infrastructure using **Amazon Web Services (AWS)** or **Google Cloud Platform (GCP)**, ensuring enterprise-grade reliability, auto-scaling compute capabilities, and global content delivery (CDN).
- **HTTPS/TLS:** End-to-end encryption for all production traffic.
- **Authentication:** Short-lived JWT access tokens and controlled refresh/session rotation.
- **Data Protection:** Password hashing with bcrypt. We strictly avoid logging OTPs, tokens, passwords, government-ID data, or private message content.
- **App Stores:** We manage the complete compilation, signing, and submission process for the Google Play Store (Android. aab) and Apple App Store (iOS. ipa) using your developer accounts.

8. Client Customization & Post-Order Deployment Timeline

Although the core product is 100% completed, an enterprise-grade deployment requires extensive client-specific customization. This involves applying your brand identity, integrating your local payment gateways/KYC providers, configuring AWS/GCP servers, and conducting rigorous QA testing across three separate codebases (Web, Native Android Kotlin, and Native iOS Swift) before launch. The customization and deployment will be executed via intense, parallel engineering tracks over an **18-to-24-week timeline**.

Period	Phase	Activities
Weeks 1–4	Requirements & UI Branding	Blueprint finalization, UI/UX brand integration, policy definitions, language planning, and AWS/GCP architecture design for your specific traffic needs.
Weeks 5–10	Core Backend & Frontend Customization	Core database structuring for your region, API endpoint configurations, Native Kotlin & Swift screen re-branding, and onboarding logic customization.
Weeks 11–16	Integration & Core Setup	Client-specific OAuth, OTP, and KYC integrations, mapping APIs, configuration of Real-time WebRTC/Socket.IO features (Chat/Calls), Push Notifications, and AI matching logic setup.
Weeks 17–20	Multi-Platform QA & Testing	Multi-device UI testing on your branded apps across Apple and Android device farms, Web regression, API security testing, load testing on your AWS/GCP instances, optimization, and localization reviews.
Weeks 21–24	UAT, Final Polish & Launch	Client User Acceptance Testing (UAT), critical deployment fixes, final production server go-live, and Apple App Store & Google Play Store final submissions.