

MILANSETU Advanced Unified Matrimony, Dating, Live-in & Room Sharing Platform with Flutter Mobile App

Ready-to-Deploy Enterprise Platform Proposal & Technical Specification

(Includes Completed Next.js Web Application & Flutter Android/iOS 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 engineering team 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 (Web + Android + iOS + Backend), below is the detailed cost estimation for acquiring, customizing, and deploying our ready platform.

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. Platform License, Customization & Deployment Cost (Indian Clients)

Description	Amount (INR)
Enterprise Setup & Customization Cost (Web, Backend, Flutter Android & iOS)	₹ 14,50,000
GST (18%)	₹ 2,61,000
Total Project Cost	₹ 17,11,000

B. Platform License, Customization & Deployment Cost (International Clients)

Description	Amount (USD)
Total Enterprise Setup & Customization Cost (Web, Backend, Flutter Android & iOS)	\$22,500

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. *(This is an 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 or SendGrid),* and scalable thereafter.

D. Maintenance, Support & Updates

- **First Year (Months 1-12):** 100% FREE Maintenance and Support (Included in the core cost). This includes routine bug fixes, server monitoring, and OS security patches.
- **Second Year Onwards:** An Annual Maintenance Contract (AMC) is available at 15% to 20% of the base project cost. This covers 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 the GST Input Tax Credit (ITC).
- **Mobile and WhatsApp Number:** For regular work-related discussions and daily updates.
- **Email ID:** For sharing invoices, important communications, and the final handover of the project source code.
- **Complete Postal Address:** Your current business or residential address for sending any physical documents and project files via courier.

3. Terms of Service & Policies

- **Payment Terms:**
 - **50% Advance Payment** is required at the time of project initiation.
 - **50% Remaining Balance** is due at the time of the final handover of app files, source code, and submission to the Apple App Store and 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, white-labeling, brand customization, and deployment, once an order is initiated, it cannot be cancelled or refunded under any circumstances.
- **Support SLA (Service Level Agreement):** 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 business logic will be integrated post-order.

4. Legal Protections & Licensing

To protect the integrity of the 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 the final handover, as per the 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 .apk / .aab (Android) and .ipa (iOS) 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. Flutter binaries and React web builds are obfuscated to make reverse-engineering practically unfeasible.

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 the discovery and matching logic smartly adapts to the user's selected mode.

This version (V6) delivers a high-performance **Next.js Web Application** alongside a fully featured **Flutter Android/iOS Mobile Application**. Flutter acts as a first-class client, consuming the same secure APIs and

realtime services used by the web platform. 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
Mobile App	Flutter + Dart	Cross-platform Android & iOS client
Backend API	Node.js + Express.js	Business logic & API layer
Database	PostgreSQL + Prisma ORM	Relational data management
Realtime	Socket.IO + WebRTC	Chat, signaling, and 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 + Playwright + Flutter tests	Automated system testing
Mapping	OpenStreetMap (OSM)	Free location/radius routing

Complete Product Scope (Ready-to-Deploy Modules)

Module	Scope
Identity	Email/mobile OTP, Google OAuth, secure sessions, and device management.
Verification	Email, phone, government-ID KYC (via 3rd party API), and social-account linking.
Modes	Matrimony, Dating, Live-in, and Room Sharing.

Module	Scope
Profiles	Personal details, education, career, lifestyle, family, interests, preferences, and media galleries.
Discovery	Advanced search, filters, location/radius matching, and activity/mode-aware discovery.
AI Matching	Semantic interests, preference matching, and explainable recommendations.
Trust Engine	Verification status, profile completeness, and approved in-app behavioral signals.
Communication	Socket.IO Chat, online presence, typing indicators, read receipts, media sharing, and WebRTC 1-to-1 voice/video calls.
Mobile App	Flutter Android/iOS app with Push Notifications, deep links, and native camera/gallery access.
Rooms	City/locality/radius, budget, occupancy, furnishing, move-in date, and panoramic room tours.
Languages	English + major Indian languages (Hindi, Marathi, Bengali, Tamil, etc.).
Safety	Block profiles, report users, moderation queues, meeting reminders, and optional check-ins.
Admin Panel	Comprehensive user management, KYC approval, moderation, analytics, platform configuration, and audit logs.

6. Flutter Mobile Application – First-Class Scope

The mobile application is built using a shared Dart/Flutter codebase compiled natively for both Android and iOS, ensuring exact feature parity with the Next.js web application.

- **Onboarding & Mode Selection:** Dynamic UI switching between Matrimony, Dating, Live-in, and Room Sharing.
- **Authentication:** Seamless Mobile/email OTP verification and Google sign-in.
- **Profile Management:** Deep integration for document uploads, photo cropping, and preference settings.

- **Advanced Discovery:** Swipeable match cards, detailed list views, smart filters, and AI explanations.
- **Realtime Communication:**
 - Socket.IO chat with typing indicators, presence, and read receipts.
 - In-app Voice & Video calling utilizing open-source WebRTC.
- **Push Notifications:** Utilizing Firebase Cloud Messaging (FCM) and Apple Push Notification service (APNs) for real-time alerts on requests, matches, and calls.
- **Room Sharing Explorer:** Discovery module integrated with a panoramic media viewer for room tours.
- **Security & Hardware:** Requests camera, microphone, photos, location, and notification permissions only when required. Features secure token storage using native iOS Keychain and Android Keystore.

Flutter ↔ Backend API Contract

API Group	Operations
Auth	Register, login, OTP verify, token refresh, and remote logout
Profile	Get/update user data, preferences, photo uploads, and verification status
Discovery	Search users, fetch matches, AI recommendations, and location filters
Connections	Send/accept/reject interests, manage active connections, and block users
Chat & Calls	Manage conversations, media uploads, Socket.IO sync, and WebRTC signaling
Rooms	Fetch property lists, apply budget/location filters, view room details, and CRUD listings
Safety	File reports, block profiles, manage privacy settings, and 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)**. This ensures enterprise-grade reliability, auto-scaling compute capabilities, and global content delivery (CDN).
- **HTTPS/TLS:** Strict end-to-end encryption for all production traffic.
- **Authentication:** Secure, short-lived JWT access tokens and controlled refresh/session rotation.

- **Data Protection:** High-grade password hashing with bcrypt. We strictly avoid logging OTPs, tokens, passwords, government-ID data, or private message content.
- **App Stores:** We fully manage the compilation, signing, and submission process for both the Google Play Store (Android. aab) and Apple App Store (iOS. ipa) using your developer accounts.

8. Client Customization & Post-Order Finalization Timeline

Although the core product is 100% completed, an enterprise-grade deployment requires extensive client-specific customization. This includes applying your brand identity, integrating your local payment gateways/KYC providers, configuring AWS/GCP servers, and conducting rigorous QA testing before launch. The deployment will be executed over an **18-to-24-week timeline**.

Period	Phase	Activities
Weeks 1–4	Requirements & Branding	Blueprint finalization, UI/UX brand integration, policy definitions, language planning, and AWS/GCP architecture design for your specific traffic needs.
Weeks 5–10	Customization & Architecture	Core database structuring for your region, API endpoint configurations, Flutter & Next.js 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	QA & Testing	Multi-device UI testing on your branded apps, Web regression, API security testing, load testing on your AWS/GCP instances, optimization, and localization reviews.
Weeks 21–24	UAT & Launch	Client User Acceptance Testing (UAT), critical deployment fixes, final production server go-live, and Apple App Store & Google Play Store submissions.