InstaAstro: A Structural Evidence Review

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> **METHODOLOGICAL NOTE**
> This document was produced from public web sources retrieved during a single working session, using a fixed template that separates what is independently verified from what is only claimed. Any reader can reproduce this same document using the same public sources, listed in the References section, and the same method, described in Section 12.

1. Purpose and Scope

This memorandum documents what public evidence exists about InstaAstro's funding history, product claims, and quantitative disclosures, and separates that evidence from interpretation of it. The scope is limited to public web sources available as of the reference date. No company disclosure, internal data, or right of reply was sought or included. The purpose is to support informed judgment, not to substitute for one.

2. Evidence Base and Reliability Ranking

Rank	Source type	Availability for this subject
1	Government or regulatory filings	Available through a commercial registry mirror (Section 6).
2	Primary company publications	Available, the company website and app store listings.
3	Sector regulatory guidance (ASCI)	Available as general sector guidance, not company specific (Section 8).
4	Independent commercial registries	Available and consulted (Section 6).
5	Independent journalism, multiple outlets	Available and cross corroborated (Section 3).
6	Marketing statements, testimonials	Available on the company's own site and app store pages.

3. Corporate Background

VERIFIED FACT InstaAstro was founded in 2021 by Nitin Verma. This matches the incorporation date found in the registry search in Section 6 [1][2].

VERIFIED FACT The company raised a seed round of Rs 3.2 crore in November 2021, a pre-Series A round of Rs 18.5 crore led by Artha Venture Fund, and a Series A round of $12 million led by Singularity AMC and Artha Venture Fund, reported in August 2026 [1][2][3][4][5][6][7].

> **EVIDENCE**
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> Eight independently published outlets report the same Series A figure, the same two lead investors, and the same use of funds. This level of agreement is typical of one company disclosure being reported accurately by many outlets, not of separately sourced financial reporting.

LIMITATION As with any funding announcement reported this consistently, independent confirmation from the investor side was not located during this review.

ASSESSMENT Corporate and funding facts are treated as reliable for the purposes of this review.

4. Product Claims: Evidentiary Basis

VERIFIED FACT The company's homepage states it has "2000+ Verified Astrologers," describes its selection process as a "strict multi-criteria-based selection (5 interview rounds)," and uses phrases such as "accurate astrological solutions" and "the most accurate predictions" [8].

OBSERVED PATTERN The word "verified" here describes an internal selection process run by the company itself, not a credential issued by an external astrology body or third party. This is a distinct evidentiary category from third party verification, though the two read similarly to a consumer.

LIMITATION No accuracy study, backtested data set, or independent audit of prediction outcomes accompanies the accuracy claims on the pages reviewed.

INTERPRETATION On the evidence available, "accurate predictions" functions as a marketing assertion rather than a measured or sourced claim. No conclusion is drawn about whether the underlying astrological practice has value, which is outside what this review can assess.

> **KEY OBSERVATION**
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> The app's own store listing includes a disclaimer that results may vary even when Vedic astrology methods are followed correctly. This sits alongside, and in some tension with, the accuracy language used on the marketing pages themselves [9].

5. Quantitative Claims and Traceability

VERIFIED FACT Reported coverage states InstaAstro's registered user base grew roughly 400 percent over two years to 12 million, and that FY26 revenue was Rs 111.26 crore, up from Rs 52 crore in FY25 [4][7].

VERIFIED FACT The company's own homepage states "2Cr+ Happy Customers," a figure of more than 20 million [8]. The same funding coverage also reports the company's own claim of having crossed Rs 200 crore in annualised revenue [7].

> **EVIDENCE**
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> Two numbers cannot both describe the same population without a stated relationship between them. A reported registered user base of 12 million and a marketed "happy customers" figure of more than 20 million differ by a wide margin, and neither source defines what separates a registered user from a happy customer. Similarly, an annualised revenue claim of Rs 200 crore sits well above the reported actual FY26 figure of Rs 111.26 crore, a gap of roughly 1.8 times, with no disclosed method for how the annualisation was calculated.

LIMITATION Neither the "2Cr+ happy customers" figure nor the annualised revenue figure is accompanied by a definition or a calculation method in the sources reviewed.

INTERPRETATION These are read as two different measurement conventions rather than as evidence of fabrication. Annualising a recent month or quarter's run rate is a common practice, but without the underlying period disclosed, a reader cannot judge how representative the figure is of the company's actual current revenue.

> **EVOLUTION OPPORTUNITY**
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> Publishing a plain definition of "happy customers" against registered users, and disclosing the base period used to calculate annualised revenue, would resolve both gaps at low cost.

6. Corporate Identity and Registry Verification

VERIFIED FACT The brand "InstaAstro" and the registered legal entity "InstaAstro Technology Private Limited" are consistent with each other, unlike cases where a consumer brand and its legal entity carry unrelated names. A commercial registry mirror lists the entity's incorporation date as 23 April 2021, its registrar as Uttar Pradesh II, and its status as active [1].

ASSESSMENT No naming discrepancy or unresolved registry gap was found for this entity. This section is treated as clean for the purposes of this review.

7. Artificial Intelligence Component: Oversight Documentation

VERIFIED FACT The company has stated that new funding will go toward AI led product development, specifically sentiment analysis and multilingual support inside user consultations [4] [7].

LIMITATION No publicly available material describes a scope boundary for these AI functions, or an escalation path from an AI assisted consultation to a human astrologer or another form of support.

OBSERVED PATTERN A consultation platform that blends astrology with language such as "spiritual wellness" sits close to territory where a user might raise a genuine personal or emotional difficulty during a session. Documentation of scope limits is a standard practice for consumer platforms offering any form of guidance touching personal wellbeing, regardless of the underlying discipline.

INTERPRETATION The absence of documented scope limits is a documentation gap, not evidence of a problem in how the AI features actually behave, which this review did not test directly.

8. Claims Language and Regulatory Positioning

VERIFIED FACT The Advertising Standards Council of India has stated publicly that astrology advertisers must avoid absolute claims such as guaranteed outcomes, and must be able to substantiate any performance claim with data or risk the advertisement being ruled misleading [10].

OBSERVED PATTERN Historical ASCI rulings in this sector have gone against advertisers using language such as guaranteed solutions within a fixed timeframe. InstaAstro's own marketing language, reviewed in Section 4, uses commercial guarantees such as "Money Back Guarantee" alongside accuracy language such as "most accurate predictions," which is a different and milder claim category than the guaranteed-outcome language that has drawn past rulings.

LIMITATION No ASCI ruling or regulatory action specific to InstaAstro was located as of the reference date.

INTERPRETATION This is recorded as sector level context for how this category of advertising is currently viewed by India's advertising self-regulator, not as a finding specific to this company.

9. Incident and Safety Protocol Documentation

VERIFIED FACT A privacy policy is publicly available and discloses the categories of personal information collected, including date of birth, name, contact details, and gender, along with a stated commitment to keep this information confidential [11].

LIMITATION The refund policy page referenced by the site's own "Money Back Guarantee" claim returned a not found error during this review and could not be assessed.

ASSESSMENT The privacy disclosure is treated as adequate for the purposes of this review. The refund and money back terms are marked unassessed, since absence of a retrievable page does not establish what the terms actually are.

10. Summary Table

Section	Evidence available	Independently verifiable	Status
Corporate and funding facts	Yes	Yes, cross corroborated	Established
Product and astrologer claims	Claim text only	No	Open
Quantitative claims (users, revenue)	Claim text and press figures	Partially, with an unreconciled gap	Open

Corporate identity and registry	Yes	Yes	Established
AI oversight documentation	Function description only	No	Open
Claims language positioning	Sector guidance only	Not applicable, no company specific ruling	Monitoring item
Incident and safety protocol	Partial	Partially, privacy yes, refund terms no	Open

This table reflects the state of public documentation as of the reference date. It does not represent a composite score or an overall rating of the subject entity.

11. Limitations

This review relies on public web sources accessible on 13 September 2026. No company disclosure or right of reply was obtained. The refund policy page could not be retrieved and is not assessed. Registry verification used a commercial mirror rather than a direct query of the official government portal. This document does not constitute legal, regulatory, or investment advice.

12. Reproducibility Notes

This document was produced using public web search and general purpose drafting, retrieving the sources listed below during one working session. An independent reviewer seeking to reproduce or update this assessment should:

1. Retrieve current versions of the InstaAstro homepage, privacy policy, and terms pages, since claim language and figures may change over time.
2. Cross check the funding history against the sources cited in Section 3, and where possible obtain confirmation from the lead investors directly.
3. Query the official Ministry of Corporate Affairs portal directly for InstaAstro Technology Private Limited, rather than relying on a commercial registry mirror.
4. Attempt to retrieve the refund policy page again, since the not found result recorded here may reflect a temporary site issue rather than a permanent absence.
5. Search the Advertising Standards Council of India's own ruling archive directly for any InstaAstro specific complaint, rather than relying on general sector commentary.

13. Evolution Opportunities

1. Publishing a clear definition of "happy customers" against the registered user count, and the calculation basis for the annualised revenue figure.
2. Publishing the credentialing standard behind "verified astrologer," including whether any external body is involved.
3. Publishing a defined scope boundary and escalation path for the AI led consultation features.

4. Restoring or correcting the refund policy page link referenced by the site's own money back claim.

14. Future Questions

What relationship, if any, exists between the reported 12 million registered users and the marketed figure of more than 20 million happy customers.

What time period was used to calculate the claimed Rs 200 crore annualised revenue figure, relative to the reported FY26 actual revenue of Rs 111.26 crore.

What external, if any, credentialing standard sits behind the "verified astrologer" claim.

What scope limits and escalation procedures, if any, govern the AI led consultation features once they are deployed.

Has any regulatory or advertising self-regulatory body reviewed InstaAstro's claims language specifically, and if so, with what outcome.

References

[1] Tracxn. InstaAstro Technology Private Limited, company profile. https://tracxn.com/d/legal-entities/india/instaastro-technology-private-limited/

[2] Entrackr. InstaAstro raises $12 Mn in Series A round. https://entrackr.com/news/instaastro-raises-12-mn-in-series-a-round-12442163

[3] BW Disrupt. Gurugram-based Startup InstaAstro Bags $12 Mn In Series A Round. https://www.bwdisrupt.com/article/gurugram-based-startup-instaastro-bags-12-mn-in-series-a-round-led-by-singularity-amc-artha-venture-fund-621020

[4] YourStory. Astrology platform InstaAstro raises $12M in Series A. https://yourstory.com/2026/08/astrology-platform-instaastro-raises-12-million-in-series-a

[5] Indian Startup News. Online astrology and spiritual wellness platform InstaAstro raises $12 million in Series A funding. https://indianstartupnews.com/funding/online-astrology-and-spiritual-wellness-platform-instaastro-raises-12-million-in-series-a-funding-12443449

[6] Indian Retailer. Funding Alert: Spiritual Wellness Platform InstaAstro Secures USD 12 Mn Series A Round. https://www.indianretailer.com/news/funding-alert-spiritual-wellness-platform-instaastro-secures-usd-12-mn-series-round

[7] Entrepreneur India. InstaAstro Crosses INR 200 Crore in Annualized Revenue, Raises USD 12 Million Series A. https://www.entrepreneurindia.com/blog/en/news/instaastro-crosses-inr-200-crore-in-annualized-revenue-raises-usd-12-million-series-a.60902

[8] InstaAstro. Homepage. https://instaastro.com/

[9] Apple App Store. InstaAstro: Talk to Astrologer, listing and disclaimer text. https://apps.apple.com/in/app/instaastro-talk-to-astrologer/id1547565515

[10] Storyboard18. Biz of belief: How India's astrology apps are turning faith into fortune amid rising regulatory concerns. https://www.storyboard18.com/how-it-works/biz-of-belief-how-indias-astrology-apps-are-turning-faith-into-fortune-amid-rising-regulatory-concerns-83027.htm

[11] InstaAstro. Privacy Policy. https://instaastro.com/privacy-policies/