Sri Mandir (AppsForBharat): 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 Sri Mandir's funding, corporate structure, and scale claims, 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 or right of reply was sought or included.

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. Internal inconsistency found within the homepage itself (Section 5).
3	Independent commercial registries	Available and consulted (Section 6).
4	Independent journalism, multiple outlets	Available and largely consistent for funding facts (Section 3).
5	Marketing statements, testimonials	Available on the company's own site.

3. Corporate Background

VERIFIED FACT AppsForBharat was founded in late 2020 by Prashant Sachan, an IIT Bombay graduate who previously co-founded the social commerce startup Trell. Press coverage additionally describes Pulkit Pujara as co-leading the Sri Mandir platform [1][2][3].

VERIFIED FACT The company raised Rs 175 crore, approximately $20 million, in a Series C round led by Susquehanna Asia Venture Capital, with existing investors Fundamentum, Elevation Capital, and Peak XV Partners participating, taking total disclosed funding to approximately $50 million [1][4][5].

VERIFIED FACT The registered legal entity, Firstprinciple AppsForBharat Private Limited, was incorporated 28 December 2020, CIN U72900KA2020PTC141630, registered in Bengaluru. Its listed directors are Mayank Khanduja, Prashant Sachan, and Anunay Sachan [6].

OBSERVED PATTERN Pulkit Pujara, described in press coverage as co-leading the platform, does not appear among the entity's registered directors. A person can hold an operating leadership role without a board seat, so this is not on its own irregular, but it is recorded since the public leadership narrative and the registry's officer listing name different people.

ASSESSMENT Founding, funding, and entity facts are treated as reliable. The leadership-versus-directorship point is carried forward as an open item.

4. Product Claims: Evidentiary Basis

VERIFIED FACT The platform offers online pujas, chadhava offerings at partner temples, and prasad delivery, and states that video proof of a performed chadhava ritual is provided, according to third party coverage, within 24 to 48 hours [7][8].

ASSESSMENT This is a more specific service commitment than the comparable claim reviewed for a peer platform earlier in this project, which explicitly disclaimed liability for not providing such proof. This is recorded as a positive point of comparison, though this review did not test whether the 24 to 48 hour commitment is met in practice.

5. Quantitative Claims and Traceability

VERIFIED FACT The current homepage states, in one section, "book personalised puja and chadhava seva... at 1000+ renowned temples," and in a separate section on the same page, "partnering with over 100 renowned temples, we provide exclusive pujas." The same page also states "30 million or more" trusted devotees, "3 million or more" services performed, and a presence in "30 or more countries" [7].

> **EVIDENCE**
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> These are two different temple partnership figures, 1000 or more versus 100 or more, appearing on the same current page rather than in two sources published at different times. This is a direct internal inconsistency rather than a discrepancy that could be explained by growth between two dates, since both figures are presented as current on the same page at the same time.

VERIFIED FACT Separately, the Series C funding announcement stated more than 4 crore, or 40 million, cumulative downloads, and 52 lakh pujas and chadhavas facilitated across 70 temples over the preceding 12 months [1].

EVIDENCE

A third temple count, 70, appears in the funding announcement, in addition to the two, 1000 and 100, found on the current homepage. Taken together, at least three different temple partnership figures are in public circulation for this platform. Some difference between figures from different dates is expected as a business grows; the 1000 versus 100 figures found together on one current page cannot be explained that way.

INTERPRETATION The most likely explanation is that "1000+ renowned temples" and "100+ renowned temples" describe different things, for example a broader devotional content or virtual temple library versus a narrower set of temples where an in-person chadhava ritual is physically performed on the devotee's behalf, but the page does not state this distinction, leaving a reader unable to tell which number describes what.

6. Corporate Identity and Registry Verification

VERIFIED FACT The brand "Sri Mandir," the parent brand "AppsForBharat," and the registered entity "Firstprinciple AppsForBharat Private Limited" are consistent with each other and disclosed directly in the homepage footer [6][7].

ASSESSMENT This section is treated as clean, aside from the leadership-versus-directorship point already carried forward from Section 3.

7. Artificial Intelligence Component: Oversight Documentation

VERIFIED FACT The Series C announcement states plans to integrate AI features to improve user engagement and personalisation [1].

LIMITATION No specific AI feature, scope statement, or current deployment detail was found on the homepage reviewed, consistent with this being a stated future direction rather than a currently deployed feature.

8. Claims Language and Regulatory Positioning

ASSESSMENT No regulatory action or complaint specific to this platform was located as of the reference date. The claims worth testing here are internal consistency issues, addressed in Section 5, rather than claims that map onto a specific external regulatory framework.

9. Incident and Safety Protocol Documentation

LIMITATION A dedicated, general refund or cancellation policy page was not located and confirmed within the scope of this review, though a specific video proof commitment for chadhava services was found via third party coverage, as noted in Section 4.

ASSESSMENT Marked unassessed rather than treated as a finding of absence.

10. Summary Table

Section	Evidence available	Independently verifiable	Status
Founding and funding facts	Yes	Yes, cross corroborated	Established
Leadership versus registered directorship	Yes	Partially	Open
Video proof service commitment	Third party sourced	Partially	Established, positive
Temple partnership figures	Yes, internally inconsistent	Yes, inconsistency confirmed	Open, same-page contradiction
Corporate identity and registry	Yes	Yes	Established
Refund and safety protocol	Not located	Not applicable	Unassessed

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. A general refund policy page could not be located. 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 the current Sri Mandir homepage directly and check whether the 1000+ and 100+ temple figures still both appear, and if so, ask the company to define what each one describes.
2. Query the official Ministry of Corporate Affairs portal directly for Firstprinciple AppsForBharat Private Limited, rather than relying on a commercial registry mirror.
3. Ask the company directly to clarify Pulkit Pujara's formal role relative to the registered board of directors.
4. Locate and review a general refund or cancellation policy directly, separate from the chadhava-specific video proof commitment found in this review.

13. Evolution Opportunities

1. Reconciling the "1000+" and "100+" temple figures appearing on the same page, or clearly labelling what each one measures.
2. Publishing a single, dated, consistently defined temple partnership count across funding announcements and the homepage.
3. Publishing a general refund and cancellation policy in an easily locatable place.

14. Future Questions

What does "1000+ renowned temples" measure, if the same homepage separately states "100+ renowned temples" for partnership based pujas.

What is Pulkit Pujara's formal role relative to the company's registered board of directors.

What general refund and cancellation terms apply beyond the specific chadhava video proof commitment.

References

[1] YourStory. AppsForBharat secures $20M in Series C round led by Susquehanna Asia VC. https://yourstory.com/2025/07/sri-mandir-appsforbharat-secures-series-c-round-susquehanna-asia-vc

[2] TechCrunch. Sri Mandir is on a quest to digitize India's devotional journey. https://techcrunch.com/2024/09/09/sri-mandir-is-on-a-quest-to-digitize-indias-devotional-journey/

[3] YourStory. AppsForBharat secures $18M in Series B funding. https://yourstory.com/2024/09/appsforbharat-secures-18m-in-series-b-funding-sri-mandir

[4] Indian Startup News. Sri Mandir's parent company AppsForBharat raises Rs 175 crore in funding. https://indianstartupnews.com/funding/sri-mandirs-parent-company-appsforbharat-raises-rs-175-crore-in-funding-9454562

[5] The Arc. AppsForBharat bags $20 mn from TikTok-backer Susquehanna. https://www.thearcweb.com/article/appsforbharat-sri-mandir-tiktok-sig-susquehanna-20P1EWYEQtjuHNAb

[6] ZaubaCorp / Registrationwala. Firstprinciple AppsForBharat Private Limited, company and director details. https://www.zaubacorp.com/FIRSTPRINCIPLE-APPSFORBHARAT-PRIVATE-LIMITED-U72900KA2020PTC141630

[7] Sri Mandir. Homepage. https://www.srimandir.com/

[8] Facebook. Sri Mandir Chadhava Seva, service description. https://www.facebook.com/p/Sri-Mandir-Chadhava-Seva-61557640793566/