Utsav: A Structural Evidence Review

Document class: Independent research memorandum

Prepared for: Internal review, screening use ahead of a decision by the reviewing party

Subject entity: Utsav (utsavapp.in), operated by Nirvann Applications Private Limited, formerly Applex Technologies Private Limited

Data reference date: 13 September 2026

Generated by: Claude (Anthropic), an AI language model, on request of an independent researcher

Methodology source: A structural evidence review format developed for this purpose, applying the same evidence classification discipline used across the reviewing party's public research

Author status: Independent researcher. No affiliation with Utsav, its investors, or the reviewing organization.

Distribution note: This document is a public source evidence review. It does not constitute legal, regulatory, or investment advice.

> **METHODOLOGICAL NOTE**
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> 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. An initial domain guess, utsav.app, resolved to an unrelated, apparently for-sale parked domain, and is noted here as a research caution rather than a fact about the company; the correct domain, utsavapp.in, was located and used for the remainder of this review.

1. Purpose and Scope

This memorandum documents what public evidence exists about Utsav's funding, corporate structure, and service guarantees, 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, including terms of use and a refund policy (Section 8, 9).
3	Independent commercial registries	Available and consulted (Section 6).
4	Independent journalism, multiple outlets	Available and cross corroborated (Section 3).
5	Marketing statements, testimonials	Available on the company's own site.

3. Corporate Background

VERIFIED FACT Utsav was founded in 2021 by Sourajit Basu, Ankita De, and Prajata Samanta. The company raised Rs 36 crore in a Series A round led by Atomic Capital, with existing investors India Quotient and Equanimity Investments also participating, taking total disclosed funding to Rs 42 crore including a Rs 6.35 crore round in January 2025 [1][2][3].

VERIFIED FACT The registered legal entity, Nirvann Applications Private Limited, formerly Applex Technologies Private Limited, was incorporated 15 November 2021, CIN U72900WB2021PTC249588, registered in Kolkata, with all three founders listed as current directors [4].

ASSESSMENT Founding, funding, and entity facts are consistent with each other and are treated as reliable.

4. Product Claims: Evidentiary Basis

VERIFIED FACT The platform offers puja bookings, pujari consultations, e-prasad and consecrated prasad delivery, and personalised rituals performed by priests it describes as authorised, working with temple priests, scholars, and acharyas [1][5].

LIMITATION No independent list of the specific temples or the credentialing standard behind "authorised" priests was located beyond the company's own description.

ASSESSMENT As with the astrologer verification claims reviewed elsewhere in this project, "authorised" describes an internal standard the company applies, not a claim this review could test against an external credentialing body.

5. Quantitative Claims and Traceability

VERIFIED FACT Funding coverage states the platform fulfils 2.5 lakh orders per month. The current homepage states "10 lakh or more happy devotees" cumulatively, a 4.6 rating, and states that 9 out of 10 devotees rate the platform 5 stars. Individual ritual offerings display their own participation counts, ranging from roughly 1,100 to over 10,000 devotees per specific puja [1][5].

> **EVIDENCE**
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> A monthly order rate and a cumulative devotee count measure different things and cannot be checked against each other directly without knowing the platform's operating history and repeat usage rate. The 4.6 average rating and the claim that 9 in 10 devotees give 5 stars are consistent with each other, since a small share of lower ratings can coexist with a high proportion of 5 star ratings and still produce a 4.6 average.

LIMITATION This review could not independently confirm the 2.5 lakh monthly order figure against any dated, comparable figure on the current homepage.

6. Corporate Identity and Registry Verification

VERIFIED FACT The brand, the homepage's own disclosed legal entity name, and the registry's listed directors are all consistent with each other and with the publicly named founders [4][5].

ASSESSMENT This section is treated as clean and established, one of the more directly and completely self-disclosed identities reviewed across this project.

7. Artificial Intelligence Component: Oversight Documentation

Not applicable. No AI driven feature or claim was found on the pages reviewed for this platform.

8. Claims Language and Regulatory Positioning

VERIFIED FACT The platform's terms of use state that materials are provided "as is" with no express or implied warranties, and specifically address the case where the company fails to provide photo or video proof that a booked ritual was actually performed, stating that such a failure "will attract no liability from us and cannot be counted as fraud or cheating" [6].

> **KEY OBSERVATION**
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> The product's core value proposition rests on a devotee's trust that a ritual they cannot personally witness was actually carried out on their behalf. A clause stating that failing to provide evidence of that performance carries no liability and is not fraud is a specific, checkable term that sits in direct tension with that trust proposition, regardless of how often the clause is actually invoked in practice.

INTERPRETATION This is standard limitation-of-liability drafting common across consumer platforms and is not evidence that rituals are not performed. It is recorded here because it is the single clause most directly relevant to what a prospective user is actually trusting the platform to do.

9. Incident and Safety Protocol Documentation

VERIFIED FACT A refund and cancellation policy is publicly available. Cancellation is permitted within 10 days of order placement or before the order status changes to "puja offered," whichever comes first, and the policy states plainly that digital goods or services are not eligible for cancellation after purchase. Refunds apply within a 15-day window from order placement, are limited to defective, damaged, or mis-shipped physical products, and take 3 to 7 business days to process once approved [7].

ASSESSMENT The policy is specific and published. Read alongside Section 8, the practical effect is that a devotee has a narrow window to cancel before a ritual is marked performed, and no refund path once a digital service, such as the puja itself, has been delivered, which is consistent with the nature of the service but worth stating plainly for a prospective user.

10. Summary Table

Section	Evidence available	Independently verifiable	Status

Founding, funding, and entity facts	Yes	Yes, cross corroborated	Established
Priest and temple credentialing claims	Claim text only	No	Open
Quantitative claims (orders, devotees)	Yes, but not directly comparable	Partially	Open
Corporate identity and registry	Yes	Yes	Established
Service performance liability clause	Yes	Yes	Established, worth surfacing
Refund and cancellation protocol	Yes, detailed and published	Yes	Established

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 2.5 lakh monthly order figure could not be independently cross-checked against a current, comparably defined homepage figure. 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. Confirm the correct domain directly before relying on any cached or guessed URL, as this review's own initial attempt found an unrelated parked domain.
2. Ask the company directly for a current, dated monthly order figure comparable to the 2.5 lakh figure reported at the time of its funding announcement.
3. Query the official Ministry of Corporate Affairs portal directly for Nirvann Applications Private Limited, rather than relying on a commercial registry mirror.
4. Retrieve the current terms of use and refund policy pages directly, since this language can change.

13. Evolution Opportunities

1. Publishing a current, dated order or devotee count using a consistent definition across funding announcements and the public homepage.
2. Publishing the credentialing standard behind "authorised" priests.
3. Considering more specific language around the photo or video proof clause, given how directly it bears on the platform's core trust proposition.

14. Future Questions

What is Utsav's current monthly order volume, using a definition comparable to the 2.5 lakh figure reported at the time of its Series A.

What credentialing standard, if any beyond the company's own selection process, sits behind the term "authorised" priest.

How often, in practice, is photo or video proof of a performed ritual actually provided to devotees, given the terms of use disclaim liability for its absence.

References

[1] Inc42. Spiritual Tech Startup Utsav Raises Rs 36 Cr To Expand Temple Network. https://inc42.com/buzz/spiritual-tech-startup-utsav-raises-%E2%82%B936-cr-to-expand-temple-network/

[2] Entrackr. Utsav raises Rs 36 Cr in Series A led by Atomic Capital. https://entrackr.com/snippets/utsav-raises-rs-36-cr-in-series-a-led-by-atomic-capital-12431868

[3] Indian Startup News. Spiritual and devotional services platform Utsav raises Rs 36 crore in Series A led by Atomic Capital. https://indianstartupnews.com/funding/spiritual-and-devotional-services-platform-utsav-raises-rs-36-crore-in-series-a-led-by-atomic-capital-12432736

[4] The Company Check. Applex Technologies Private Limited, now Nirvann Applications Private Limited, company and director details. https://www.thecompanycheck.com/company/applex-technologies-private-limited/U72900WB2021PTC249588

[5] Utsav. Homepage. https://utsavapp.in/

[6] Utsav. Terms of Use. https://utsavapp.in/terms-of-use

[7] Utsav. Refund and Cancellation Policy. https://utsavapp.in/refund-policy