

NameNest

Baby-name explorer with caste + region + numerology + astrology + meaning filters specific to Indian families. Indian baby-naming is multi-dimensional in ways generic apps ignore. ■299 one-time per family.

Category	Set 6 · Consumer & Family
Customer	Expectant Indian families (parents + grandparents) selecting baby names with cultural + astrological + numerological considerations
Monetisation	■299 one-time Standard · ■599 Premium (with astrologer consultation + family-discussion workspace) · ■999 Deluxe (with name-tradition research)
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

NameNest is a baby-name explorer specifically for Indian families. The wedge: Indian baby-naming is multi-dimensional in ways Western baby-name apps don't address. Considerations include: caste/community-appropriate names (different communities have distinct naming conventions); regional + linguistic preferences (Tamil names vs. Marathi vs. Bengali vs. Punjabi); numerology + name-value calculations (numerologists provide name-modification suggestions based on birth-date numerology); astrological considerations (some families consult astrologers for name-syllable based on nakshatra at birth); meaning depth; modern-vs-traditional balance; family-history naming patterns (naming after grandparent + saint + deity).

Product: structured baby-name database (24,000+ names across Indian languages + traditions) with filters for caste/community + region/language + numerology + astrology + meaning category + modern/traditional + family-pattern. Plus family-discussion workspace where multiple family members can shortlist + vote + discuss.

Year-1 target: 18,000 paid families generating ■65 lakh annual revenue against ■14 lakh costs. Cash-positive month 2. One-time-purchase model fits the once-per-family use case. Adjacent expansion into related life-event services (kundli + horoscope + ceremony planning) provides upsell path.

The Problem

An Indian family expecting a child engages in months of baby-name selection involving multiple stakeholders (couple + both sets of parents + sometimes grandparents + maybe a family astrologer). The selection criteria are complex: caste/community-appropriate (Hindu Brahmin naming patterns differ from Marwari from Patel from South Indian Iyer from Punjabi Khatri); regional language (selecting a Tamil name vs. Marathi vs. Bengali based on community); astrological (consulting astrologer to determine name-starting syllable based on baby's birth-date nakshatra); numerological (calculating name-value + adjusting spelling); meaning + family-history naming patterns; modern vs. traditional balance.

Existing baby-name apps + websites (Nameberry + BabyCenter + BabyNames + Behind The Name) are Western-built + focused on English + European-language names. They have minimal Indian-name coverage + zero support for the caste/community/regional/astrological/numerological filtering that Indian families actually use.

Indian-specific baby-name websites exist (BabyCenter India + FirstCry-affiliated content + various blog-based aggregators) but are SEO-driven content sites with minimal product structure + no family-discussion workspace + no integrated astrology/numerology filtering.

The market gap: a productised Indian-baby-name platform with multi-dimensional filtering + family-discussion workspace + integrated astrology/numerology + one-time purchase model.

The Solution

NameNest structured around the Indian-naming decision journey. Onboarding: family profile (parents + region + community + language preferences + astrology preference + numerology preference + naming-tradition preference).

Name database + multi-dimensional filtering: 24,000+ names with rich metadata (origin language + meaning + tradition + caste/community typical + numerological value + nakshatra association if applicable + modern vs traditional score). Filter by any combination.

Astrology integration: if family provides baby's birth-date + birth-time (when known), AI calculates nakshatra + suggests name-starting syllables per astrological convention.

Numerology integration: per-name numerological value calculation + parents' name-numerology compatibility + spelling-variation suggestions for desired numerological values.

Family-discussion workspace: multiple family members can shortlist names + vote + comment + discuss. Reduces the WhatsApp-back-and-forth that typically extends naming decisions for weeks.

Premium tier (■599) adds: 30-minute consultation with NameNest-affiliated astrologer (for families wanting astrologer involvement without finding one). Plus family-tree integration (visualise naming-pattern history across generations).

Deluxe tier (■999) adds: structured name-tradition research (deep historical + cultural research on family's specific community's naming traditions + recommendations).

Three structural differences from generic baby-name apps + Indian baby-name websites. First, multi-dimensional Indian-specific filtering. Second, family-discussion workspace. Third, integrated astrology + numerology.

Market Opportunity

Indian births annually: ~24M. Estimated affluent + middle-class urban Indian families willing-to-pay for structured baby-name support: ~3-5M families per year.

At ₹360 average revenue per family, SAM is ~₹130 crore. Realistic 3-year capture: 1-3% per year = ₹1.3-4 crore annual revenue.

Adjacent expansion. Year 2: kundli + horoscope service for families wanting astrology beyond name. Ceremony-planning (naming ceremony + first-birthday + thread ceremony) for affluent families. Year 3: NRI-specific tier (NRI families wanting India-traditional naming for kids born abroad).

Target Customer

Primary persona: a 29-year-old expecting couple in Hyderabad with both sets of parents involved in naming. Will pay ₹299 Standard tier for organised approach + family-discussion workspace.

Secondary persona: a 33-year-old NRI couple in California expecting first child, wanting India-traditional name. Will pay ₹599 Premium for astrologer-consultation + tradition guidance.

Tertiary persona: a 36-year-old couple expecting second child in Pune. Already named first child (followed family-tradition naming pattern); want second-child name to fit pattern. Will pay ₹999 Deluxe for structured tradition research.

Product

Family profile + preferences setup.

Name database: 24,000+ names with multi-dimensional metadata.

Multi-dimensional filtering: caste/community + region/language + numerology + astrology + meaning + modern/traditional.

Astrology integration: nakshatra-based syllable suggestions.

Numerology integration: per-name calculations + spelling-variation suggestions.

Family-discussion workspace: shortlist + vote + comment + discuss.

Premium additions: astrologer consultation + family-tree-naming-pattern visualisation.

Deluxe additions: structured name-tradition research + recommendations.

Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

Name database: curated structured database (substantial content investment in year-1).

Astrology + numerology: rule-based calculations + integration with traditional reference frameworks.

AI: GPT-4o for tradition-research generation + name-recommendation explanations.

Astrologer scheduling (Premium tier): Calendly + dedicated astrologer roster.

Payments: Razorpay.

Business Model & Unit Economics

Three one-time tiers. Standard ₹299 (full filtering + workspace + 6-month access). Premium ₹599 (Standard + astrologer consultation + family-tree). Deluxe ₹999 (Premium + tradition research).

Conversion: 7% of visitors convert (high-intent landing-page traffic). Distribution: 70% Standard, 22% Premium, 8% Deluxe.

Gross margin: Standard 95% (digital + minimal cost); Premium 65% (astrologer consultation cost); Deluxe 55% (content + research cost). Blended ~85%.

Unit Economics (Year-1 base case)

Year-1 paid families (target)	18,000
Average revenue per family	₹360
Year-1 revenue	₹65 lakh
Gross margin	85%
CAC	₹95
Year-1 all-in costs	~₹14 lakh
Year-1 net contribution	~₹40 lakh

Go-to-Market

Channel 1 — SEO (45%): high-intent baby-name queries ('Tamil baby boy names', 'Marathi modern girl names', 'numerology baby name calculator'). Strong commercial SEO.

Channel 2 — Pregnancy + parenting community (30%): pregnant-mom communities + first-time-parent FB groups.

Channel 3 — Parenting-content creator partnerships (15%): parenting creators + pregnancy-vlog creators.

Channel 4 — Paid acquisition (10%): Meta + Google Ads to pregnant-couple lookalike audiences.

Roadmap (first 12 months)

- Month 1-3: MVP with 12,000-name database + multi-dimensional filtering + Standard tier. 1,200 families.
- Month 4-5: Family-discussion workspace + numerology integration, 4,000 cumulative.
- Month 6-8: Premium tier with astrologer consultation, database to 18,000 names, 9,500 cumulative.
- Month 9-10: Deluxe tier with tradition research, database to 24,000 names, 14,000 cumulative.
- Month 11-12: 18,000 cumulative, ₹65 lakh year-1 revenue.

Key Risks

- One-time-purchase economics: each new month requires new customer acquisition. Mitigated by SEO compounding + adjacent-product cross-sell (kundli + ceremony planning).
- Caste/community sensitivity: caste-aware filtering must be respectfully designed; some families may object to caste-categorisation. Mitigated by user-self-declaration + optional usage + reframing as 'community traditions' rather than caste.
- Astrology + numerology authenticity: serves families who believe; risk of alienating families who don't. Mitigated by optional features + clear positioning as 'available for families who want them'.

- Content investment: 24,000-name database with rich metadata requires substantial content team. Mitigated by initial smaller-database launch + progressive expansion.
- Privacy of pregnancy + family data: highly sensitive. Mitigated by clear data-use policy + strong privacy commitments.