OJAS Softech • PayPal

How Ojas and PayPal built trust through two decades of digital innovation

Ojas Softech has been working for over twenty years to bring traditional astrology to new technologies. Recognized by Google's Launchpad program, the product-based company launched their first mobile app in 2001, years before smartphones existed. Their first palm pilot-friendly model offered users short bursts of information and quickly became popular, according to Punit Pandey, Ojas' Chief Innovation Officer. From that product launch came more innovation.

In 2011, they launched their first astrology app, with horoscopes in half a dozen languages. Ahead of the curve with new technology, they introduced AI to their astrology in 2018. They now serve customers worldwide with 20 million monthly users for their advanced AstroSage AI platform, AstroSage Kundli, which offers astrology consultations, reports, and AI-powered services, marrying ancient wisdom to modern distribution. Users can generate their birth, natal, and Vedic charts, or even ask for guidance from AI astrologers.

With their international growth, payment processing across different countries became increasingly important. On the business side, Ojas wanted options, the capacity for scale, and most importantly, a system that worked for customers. Astrology is a category where trust is hard to earn and easy to lose. Every part of the customer experience had to reinforce credibility, especially payments.



"I think the trust and the confidence that has been built by PayPal over a period of time is the key driver for continuing with PayPal ."

Punit Pandey
Ojas' Chief Innovation Officer

The Opportunity

Ojas serves users across a wide spectrum of interests, from readers enjoying a casual daily horoscope, to people more deeply invested in astrology. The AI-powered readings are available in 18 different languages and are based on various astrology traditions.[1] Users can book consultations on topics as intimate as their relationships, career, or major life decisions, getting more detailed horoscopes and charts at different price points.

Because of the deeply personal subject matter, users needed confidence in the platform every step of the way. That meant a payment experience that was low-friction, positive, and trusted.

Ojas' platform was expanding. The risk of a negative payment experience was greater than losing a customer at the moment of checkout. It could completely undermine confidence in the broader product as their reputation grew.

Ojas Softech was also receiving roughly 20% of their revenue from outside India, with horoscope readers from the US, UK, and Australia.[1] To serve a global audience, they needed reliable cross-border payment options. The challenge was finding a payment partner that could support global scale, reinforce the credibility Ojas had built with its users, and keep evolving with the company.





The Solution

They found their payment partner in PayPal, incorporating the platform into the Ojas infrastructure from the beginning. PayPal has remained a constant as the company grew from a mobile software developer into a farther-reaching AI-powered platform.

Working with PayPal was a natural fit. PayPal's established global reputation offered users confidence with a recognized name. And the Ojas Softech team trusted PayPal as well.

"I think the trust and the confidence that has been built by PayPal over a period of time," says Pandey. "That is the key driver for continuing with PayPal."

PayPal offers users an easy checkout across global markets and regions, with local currency options, plus flexibility around payment style, through a PayPal account, credit, or debit cards. Users can always check out with confidence in the way that works best for them.

Today, PayPal Checkout is embedded directly into Ojas' apps and websites, where it supports a simple, easy purchasing experience for their local and international customers.

PayPal

The Impact

Ojas Softech's AstroSage AI is now one of India's largest astrology platforms. Their product has grown across multiple generations of technology, and PayPal has scaled with them through the process.

In FY2025, the company experienced +13.5% YoY payment volume with PayPal, processing approximately 12,000–14,000 transactions per month from customers around the world. With the launch of AstroSage AI, their AI-powered services have generated approximately 20% month-over-month revenue growth for 18 consecutive months.

PayPal's ability to support international transactions has been credited by Pandey as part of their success, especially PayPal's strong conversion and success rates for cross-border payments over the past 10+ years.

"For international payments from India, it gives us the higher conversion rate," says Pandey.

As Ojas continues to invest in AI-powered experiences and new markets, their relationship with PayPal remains integral to their infrastructure.

Ojas offers astrology users the guidance they're looking for and the security they need to keep coming back. All powered by PayPal Checkout.



+13.5%
YoY TPV in FY2025

up to
14,000
monthly transactions

10+
years using PayPal for cross-border payments

[1] https://ojassoft.com/product.asp#astrosage

[Based on data cited by Ojas Softech]
This content is provided for informational purposes only. Results may not be typical and may vary significantly by business. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

PayPal