



– Because the perfect match might already
be on the guest list!



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About Knotify

Modern Introduction, Traditional Trust — Knotify is a wedding-based matchmaking platform that helps eligible single wedding guests discover meaningful, marriage-focused connections in a safe, private, and family-assisted environment. We combine the trust of traditional arranged marriages with the convenience of modern technology, creating a structured way for compatible individuals to meet naturally through weddings. Rather than introducing a completely new way to meet people, Knotify revives a long-standing Indian tradition. For generations, Indian weddings have been places where families quietly observed, introduced, and connected suitable brides and grooms. While this tradition still exists, it has become increasingly difficult to identify who is genuinely single, interested in marriage, and compatible. Knotify modernizes this process through verification, consent, and technology while preserving the values of trust, privacy, and family involvement.

The Problem

Every year, millions of eligible singles attend weddings, yet countless genuine marriage opportunities are missed. Weddings bring together relatives, friends, professionals, and families from trusted social circles, but most guests never know who among them is single or actively looking for a life partner. Those potential matches remain undiscovered. Many people hesitate to approach someone directly because they fear making incorrect assumptions or creating awkward situations. Parents and relatives often notice suitable prospects but are equally hesitant to initiate conversations without knowing the other family's intentions. As a result, compatible people attend the same celebration, interact with the same social circle, and leave without ever meeting. At the same time, many existing matchmaking platforms connect complete strangers with little shared social context. Families often prefer introductions that originate from trusted networks where mutual connections already exist. Weddings naturally provide this foundation of trust, but until now there has been no organized, private, and consent-based system to make these introductions possible.

Our Solution

Knotify transforms weddings into structured matchmaking opportunities without interfering with the celebration itself. Participation is completely voluntary. Guests who wish to explore marriage prospects can register, complete a detailed profile, and undergo a small verification process. Using personalized compatibility information and individual preferences, Knotify identifies suitable matches and facilitates introductions only after mutual interest is established. Our platform respects privacy at every stage. Profiles remain confidential throughout the process, and contact information is shared only after both individuals choose to connect. This ensures that every introduction is respectful, comfortable, and based entirely on consent. Imagine attending a wedding where your future life partner is also on the guest list – but neither of you knows the other is looking for marriage as well. Knotify exists to ensure those opportunities are no longer missed. By combining technology with family values, Knotify creates an experience that feels familiar, trustworthy, and relevant to today's generation.

Why Weddings?

Indian weddings are among the few occasions where hundreds of people from similar social, cultural, and family backgrounds gather in one place. They naturally encourage conversations, introductions, networking, and relationship building. Guests are often connected through friends, relatives, or the families hosting the wedding, creating an environment built on credibility and social trust. Background checks become a little easier in cases of real-life with social connections as compared to being set up with strangers online. Knotify simply helps organize what has always happened informally. Instead of relying on chance encounters or limited family introductions, we provide a structured process that helps compatible people discover each other respectfully while allowing families to remain involved when appropriate. You will likely be meeting friends of friends or family friends, meaning they have already been ‘vouched for’ by the couple getting married. On the other hand, in a normal arrange marriage ecosystem, people know very little about the other person or their family.

Our objective is not to change the tradition of arranged marriage — it is to strengthen it through thoughtful technology, making meaningful introductions easier, more organized, and more accessible.



Process & Membership

Knotify is designed to be simple, convenient, and completely hassle-free for wedding hosts. Our service is offered free of charge to hosts, requiring only minimal involvement from their side.

Step 1 – Wedding Onboarding: Once a host partners with Knotify, we provide a customized registration form along with a brief introduction explaining our services. The host simply shares this registration link with all their guests through wedding communication channels such as WhatsApp groups, wedding websites, or Instagram pages. Participation is entirely voluntary. Eligible singles attending the wedding, invited guests who cannot attend, and even friends or family members of invited guests may register. A larger verified network increases the likelihood of finding compatible matches. The registration will be completely free for all the applicants.

Step 2 – Verification & Matchmaking: After registrations close, our team verifies participant information and reviews compatibility using personalized preference forms. We evaluate multiple factors to identify suitable matches while maintaining complete confidentiality throughout the process.

Unlike traditional matrimonial platforms where users browse hundreds of profiles, Knotify focuses on carefully curated introductions within trusted social circles. For authentic profiles and safer matchmaking, we verify people through a call and an option of sending one the many documents.

Step 3 – Mutual Introduction: When we identify a compatible match, both individuals are informed privately. If both parties express interest, each person pays a ₹500 Membership Fee to activate the introduction process.

Membership includes:

- A verified introduction to a compatible match.
- Family-assisted introductions whenever appropriate.
- Personalized conversation starters and ice-breaker guidance after matching.
- Exchange of contact details only after mutual consent.

Continued matchmaking support for one month across future Knotify wedding databases if the first introduction does not lead to a suitable match.

- Access to the growing Knotify matchmaking network, with the option to renew membership after one month.

Guests who do not receive a suitable match during a particular wedding may continue with the Knotify network if they wish, allowing them to be considered for compatible introductions from future partner weddings. Importantly, participants are charged only after a compatible match has been identified. If no match is found and the participant chooses not to continue with our membership, no payment is required. However, they will be encouraged to enrol for our membership for high quality matches.

Extra Filters for Preferences

Find your **perfect match** with filters that matter.

Knootify
Family Assisted Matchmaking Platform

Relationship Goals

Marriage ✓

Long-term Relationship

Open to Explore

Education

High School

Undergraduate

Postgraduate ✓

Doctorate & above

Profession

Business / Entrepreneur

Government Job

Private Job ✓

Freelancer

Others

Income Range (Annual)

Below ₹3 LPA

₹3 – ₹6 LPA

₹6 – ₹10 LPA ✓

₹10 – ₹20 LPA

Above ₹20 LPA

Location Preference

Same City ✓

Same State

Any State in India

Open to Relocation

Any Country

Family Values

Traditional ✓

Moderate

Liberal

Spiritual / Religious

Modern

Religion

Select Religion ▼

☒ Open to Interfaith

Lifestyle

Health Conscious

Travel Lover

Foodie

Fitness Enthusiast

Pet Lover

Homebody

Habits

Non-Smoker ✓

Occasional Smoker

Smoker

Non-Drinker ✓

Occasional Drinker

Drinker

Partner Expectations

Good Listener

Honest

Family-oriented

Ambitious

Sense of Humor

Respectful

Supportive

Loyal

Independent

[+ Add Your Own](#)

Others

Height ▼

Body Type ▼

Diet ▼

Caste (Optional) ▼

☒ Has Children

Yes

No

Your preferences are private and secure.

Knootify

Privacy & Confidentiality

Privacy is one of Knotify 's core principles. Participation is completely voluntary, and every profile is handled with the highest level of confidentiality. Personal information is used solely for matchmaking purposes and is never sold, publicly displayed, or shared with other wedding guests. Only guests who register for the service are considered in the process. Nobody will be able to view profiles without consent (not even the host). Your participation with Knotify will remain completely discreet. Contact details are disclosed only when both individuals mutually agree to connect. Participants also have the right to request deletion of their information from our database at any stage. By combining verification, consent, and strict confidentiality, Knotify creates a safe environment where guests and families can explore meaningful marriage opportunities with confidence and peace of mind.

Why Knotify Stands Apart?

Every wedding creates countless opportunities for new conversations and introductions, yet many meaningful connections never happen simply because people do not know who is open to marriage. Knotify bridges this gap by providing a respectful, structured, and private way for compatible individuals to discover one another within trusted social circles. Unlike traditional dating apps or matrimonial platforms where people often interact with complete strangers, Knotify builds connections through real-life communities. Every introduction begins with a common social link — the wedding itself — creating greater confidence for both individuals and their families.

Benefits for Guests

Knotify offers guests an opportunity to meet compatible, marriage-minded individuals without the pressure or awkwardness of making the first move. Nobody at the wedding will know that you are looking for a partner as it will be kept confidential. They don't have to publicly reveal that they are single and are looking for compatible and verified life partners. Every introduction is based on mutual consent, verified information, and compatibility rather than random matching. Our platform enables guests to:

- Meet people within trusted social and family circles.
- Explore marriage prospects in a safe, private, and respectful environment.
- Benefit from family-assisted introductions when appropriate.
- Continue receiving matchmaking support beyond a single wedding through the Knotify network.

Benefits for Wedding Hosts

Hosting Knotify adds a unique and meaningful experience and value to a wedding at no cost. Beyond creating a memorable celebration, hosts have the opportunity to help build lifelong relationships among their guests. The host's involvement is minimal. Once the registration link is shared with guests, the entire verification, matchmaking, communication, and follow-up process is managed by the Knotify team, allowing hosts to focus entirely on celebrating their special day. Most weddings invest heavily in décor, entertainment, and experiences that last only a few hours. Knotify offers something different—the possibility of creating a connection that lasts a lifetime. It enhances your guest's experience as it becomes a memorable wedding feature. Years later, guests may remember your wedding not only for the celebrations but because it became the place where they met their future life partner.

Knotify

Family Assisted Matchmaking Platform

Traditional Matrimony

VS

Knotify

BETTER CONNECTIONS ♥ STRONGER BONDS

 Feature	 Traditional Matrimony	 Knotify
 Social Trust	 Complete strangers	 Guests from trusted social circles
 Discovery	 Endless browsing	 Curated introductions
 Social Context	 Little social context	 Mutual family/community connections
 Introductions	 Random conversations	 Compatibility-first introductions
 Ecosystem	 Online-focused	 Real-world wedding ecosystem

♥ Not just matches, but meaningful relationships.