

AI-Powered Video Recommendation Platform

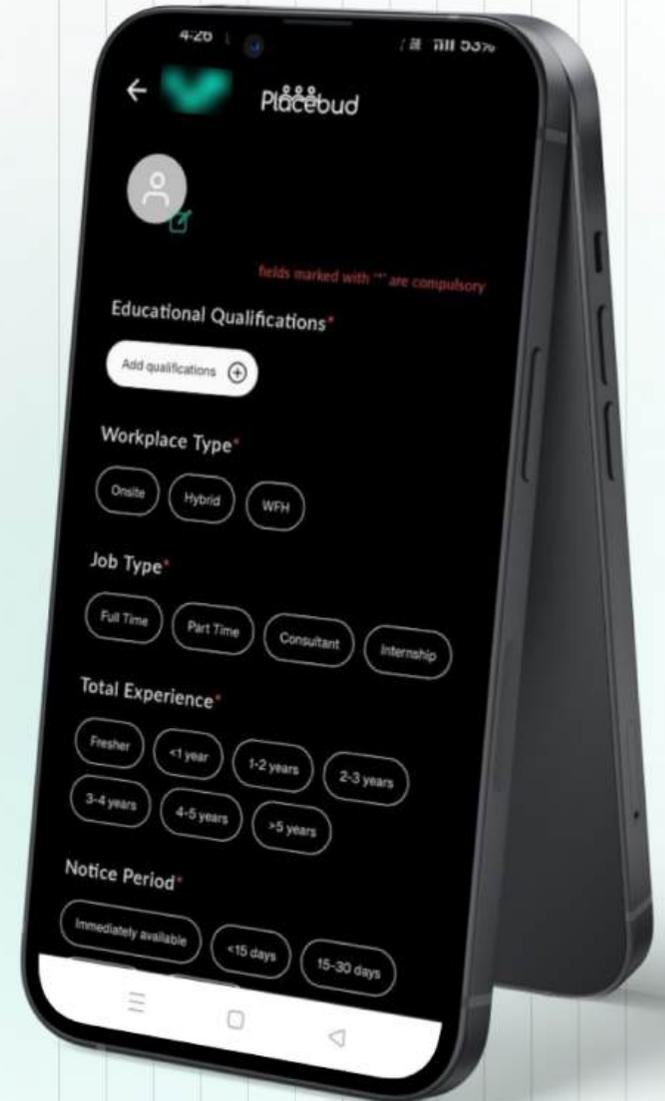
Mirchandani Technologies developed a large-scale, AI-powered video recommendation platform delivering personalized content discovery, social integration, and interactive features. The full mobile application (APK) achieved over 1 lakh downloads, demonstrating Mirchandani's capability to build production-ready, high-volume platforms.

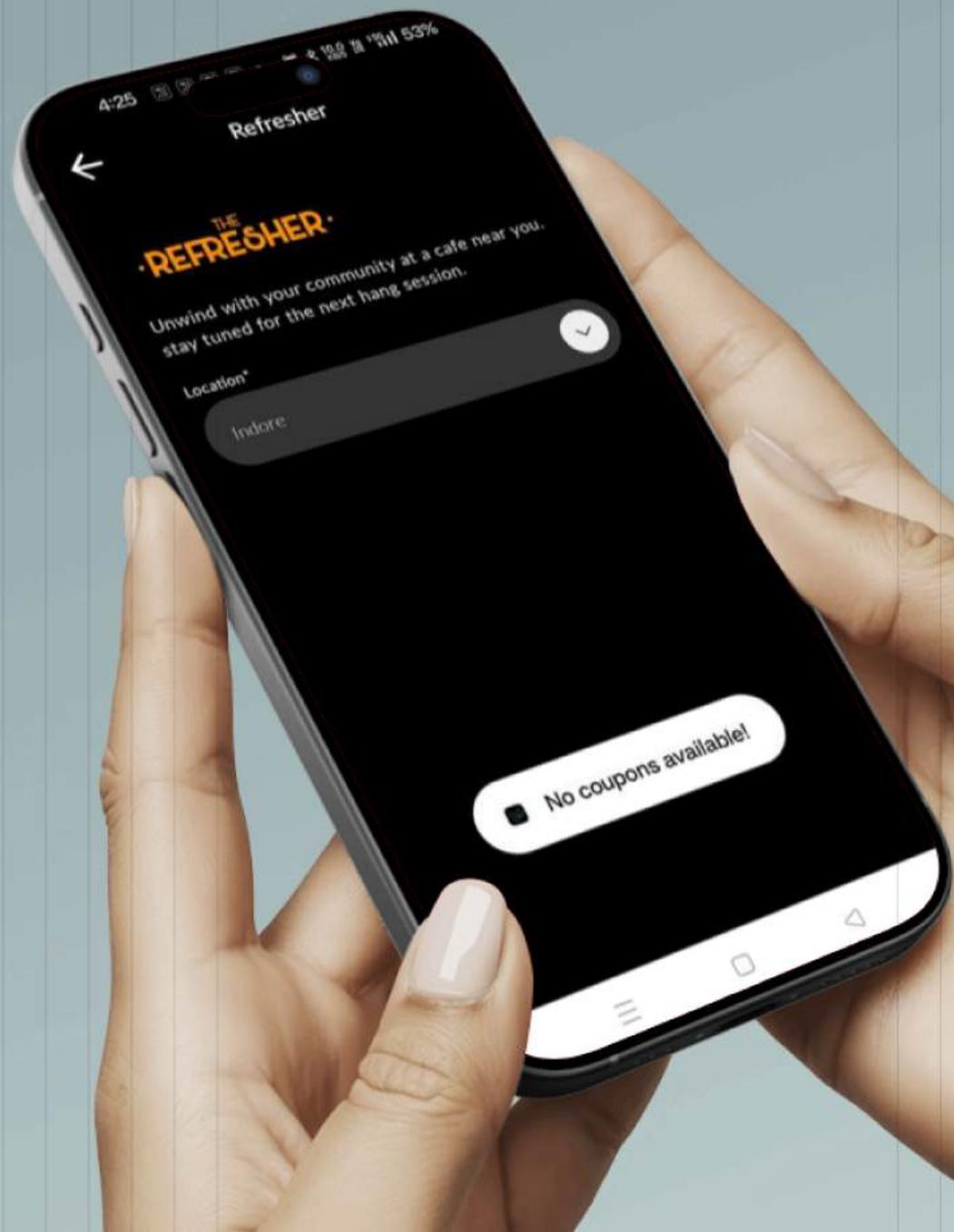


Project Overview

The platform features an interest-based recommendation engine, providing users with content tailored to their individual preferences and engagement patterns. It operates on a business-to-customer model, integrates YouTube-centric social media features, and supports events and collaborative content, enabling users to discover, engage, and participate in a dynamic content ecosystem.

- Industry** Social media, content discovery, Gen Z-focused engagement
- Geography** India
- Scale**
 - Integrated with YouTube initially, scalable for additional platforms
 - Targeting youth audience across Gen Z networks
 - 20 million+ total reach, 100,000+ active users





4:25

Refresher

THE REFRESHER

Unwind with your community at a cafe near you.
stay tuned for the next hang session.

Location*

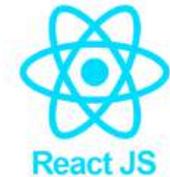
Indore

No coupons available!

Technologies

Mirchandani Technologies leveraged a modern, scalable technology stack designed to support high traffic volumes, real-time streaming demands, and intelligent personalization at scale.

- **Backend & Database:** Node.js, NestJS, TypeScript
- **Frontend & Mobile:** Angular 18
- **Mobile:** Flutter / React Native (for cross-platform apps)
- **Data & AI:** AI/ML models for personalized recommendations, analytics pipelines
- **Database:** PostgreSQL
- **Cloud & Infrastructure:** AWS Services (EC2, S3, Lambda, RDS, CloudWatch)



Delivery Process

The delivery process was designed for high efficiency and expert execution:

Discovery & Planning

Phase:1

- Requirement analysis with client and target audience insights
- Technical feasibility assessment for high-volume AI-powered recommendations
- Milestone definition and roadmap creation

Architecture & Design

Phase:2

- Backend architecture design for high performance and scalability
- Mobile app UI/UX design tailored for Gen Z and social engagement patterns
- Recommendation engine workflow planning

Development & Iteration

Phase:3

- Sprint-based development (2-week sprints)
- Backend API and database integration with real-time scoring
- Mobile app development in Flutter with React.js for web components
- Iterative AI model training and testing for personalized recommendations

QA & Optimization

Phase:4

- Load testing and stress testing for high-volume traffic
- Cross-platform functionality and device compatibility testing
- Performance optimization for API response times and recommendation accuracy

Deployment & Launch

Phase:5

- APK deployment for Android and iOS
- Multi-source content integration (initially YouTube)
- Analytics dashboard rollout for real-time monitoring

Post-Launch Support & Enhancement

Phase:6

- Continuous model refinement using live user engagement data
- Addition of social and collaborative features
- Multi-language and geo-based personalization implementation

Client's Requirements & Objectives

The platform was designed to address the following objectives:

- Deliver a **Production-Ready Mobile Application** capable of handling high traffic and large user volumes.
- Provide **Highly Personalized Recommendations** that adapt to individual preferences, likes, and engagement patterns.
- Integrate content from multiple sources, initially focusing on **YouTube**, with the flexibility to expand to additional platforms.
- Incorporate **Social And Collaborative Features**, including shared playlists, interactive content, and events.
- Ensure **Real-Time Responsiveness And Smooth User Experience** under high-load conditions.
- Enable **Monetization Opportunities**, supporting campaigns, brand partnerships, and engagement-driven revenue streams.



VIRAL FISSION

Update your profile
Tell Me More!

Deadline: 31 Dec, 2025

50 Lit

Instructions Start

VIRAL FISSION

Not Your Regular
Hey VF Fam!

Deadline: 31 Dec, 2025

50 Lit

Instructions Start

Approach & Methodology

Mirchandani Technologies implemented a hybrid project management methodology to balance structure with flexibility

Waterfall-style planning:

Defined the project scope, architecture, and milestones upfront to ensure clarity and alignment with client expectations.

Agile practices:

Iterative builds with two-week sprints allowed for rapid testing, feedback incorporation, and continuous enhancement of features.

Selective framework integration:

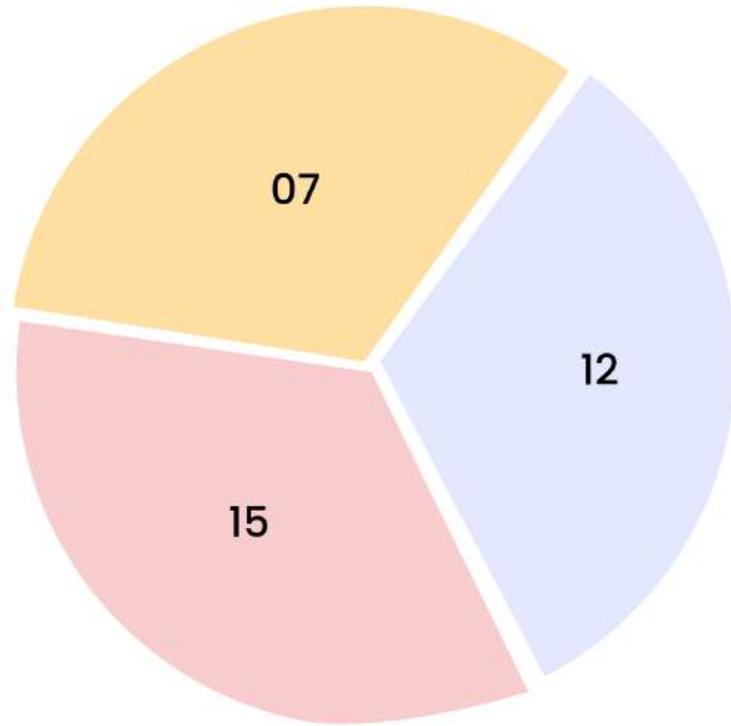
Borrowed the best practices from multiple methodologies rather than sticking to a single rigid framework.

Outcome:

Enabled a well-structured development process that could quickly adapt to evolving user behavior, traffic spikes, and multi-platform integrations.

Team Composition

A dedicated, cross-functional team was deployed for long-term execution and support



- Frontend Developers: 15
- Mobile App Developers: 12
- Backend & AI Developer: 7

Our Solutions

Personalized Recommendation & AI Engine

- Developed an interest-based recommendation model that adapts dynamically to user behavior and engagement.
- Implemented real-time scoring and feedback loops, ensuring recommendations evolve continuously.
- Built cross-user collaborative filtering, enabling discovery of new content based on similar user behavior.
- Introduced content freshness and fatigue controls to maintain engagement while avoiding repetitive suggestions.

Full-Scale Platform & Architecture

- Delivered the full APK for Android and iOS, ensuring seamless deployment and accessibility.
- Designed a high-performance backend using MongoDB and BigQuery with sub-2-second API responses, capable of supporting over 1 lakh downloads.
- Implemented multi-source content aggregation, initially focusing on YouTube and social feeds, with a scalable architecture for additional platforms.



Social & Engagement Features

- Integrated YouTube-centric social media interactions, enabling likes, shares, and content tracking.
- Developed an Events feature, allowing users to discover, join, and interact with live or scheduled events.
- Enabled collaborative playlists and shared content groups, enhancing user engagement.

Business & Monetization Support

- Built on a business-to-customer model, supporting monetization through campaigns, brand partnerships, and engagement-driven revenue streams.
- Designed flexible recommendation layers, allowing prioritized or promoted content without compromising user experience.

Additional Solutions for Enhanced Experience

- Implemented AI agent—assisted discovery, allowing natural language interaction for content search and suggestions.
- Developed analytics dashboards to monitor engagement, recommendation performance, and content trends.
- Introduced multi-language support and geo-based personalization for global readiness.



8.0 LPA 30.0 LPA

Social

linkedin.com/

Dream Company*

Skills*

Gender*

Male Female Other

Next

4:27

Placebud

30-90 days 90-90 days

Expected CTC*

8.0 LPA 30.0 LPA

Social

linkedin.com/

Dream Company*

Skills*

4:26

Referrals

No referrals found!

Invite friends & earn rewards! Tap the button below to start.



4:25

Placebud

Search

All Jobs view all

Viral Fission

Mumbai, Maharashtra, India

Walk-in and Content Creation a month ago

2K - 5K (Project Basis) Onsite Immediate

Apply

4:26

Refresher

Unwind with your community at a cafe near you. stay tuned for the next hang session.

Location*

Indore

No coupons available!

4:26

Referrals

No referrals found!

4:26

Refresher

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Location*

Indore

No coupons available!

4:26

Referrals

No referrals found!

Connect

Payment Details

Interests

Home

Profile

Placebud profile



Medhavi Chitranshi

Fire Team Leader VF284707

E-mail Address

Connect

Payment Details

Interests

Home

4:26

Referrals

No referrals found!

Contact US



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