



ConnectingDots Infotech x ULLU
Success Story

From Ambitious Vision to 100M+ Users

How we helped build India's leading OTT platform serving millions with near-zero downtime

The Bold Beginning

"Build something better than Amazon Prime & Netflix"

When Vibhu Agarwal approached CDI with this audacious vision, we didn't just accept the challenge—we exceeded it. Debatable comparison? Perhaps. But the results speak for themselves: a profitable, beloved platform that captured India's imagination.



<6 Months

From first meeting to public launch across all platforms



Multi-Platform Launch

Highly scalable architecture for Android, iOS, and Web simultaneously



Cost-Efficient Scale

Scaled to millions of users without exponential cloud cost increases

The Numbers Don't Lie

When you build infrastructure that scales, the metrics tell an extraordinary story of growth, reach, and business excellence.

100M+

Total Users

Combined registered users across
Android, iOS, and Web platforms

50M+

Downloads

ULLU on Google Play Store alone—
a testament to market penetration

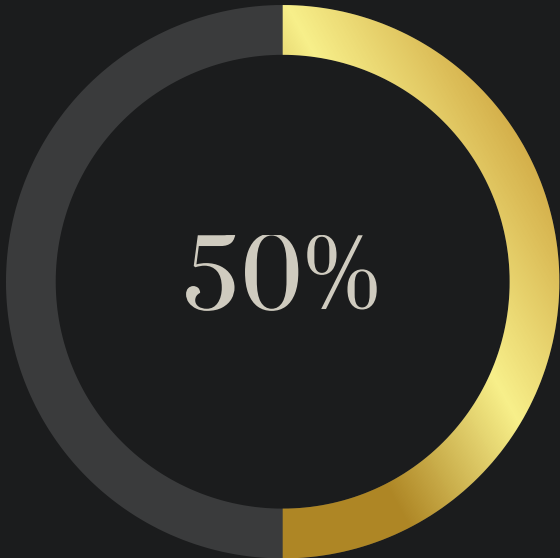
98.9%

Revenue Growth

₹46.8 Cr → ₹93.1 Cr year-over-year
(FY22 to FY23)

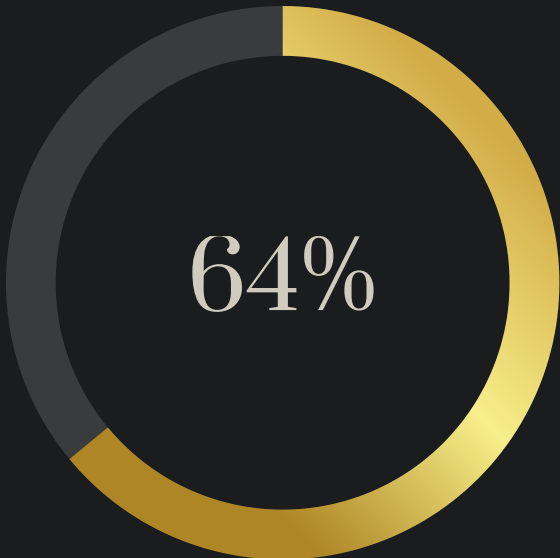
Cost Optimisation Masterclass

Strategic infrastructure decisions don't just improve performance—they transform your bottom line. Here's how intelligent architecture choices delivered massive savings whilst maintaining enterprise-grade reliability.



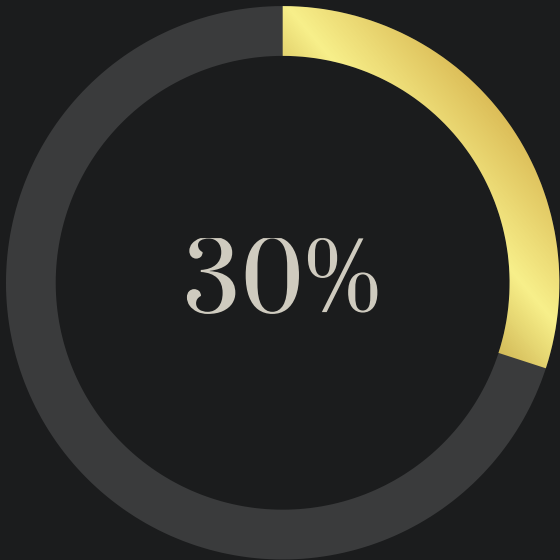
Infrastructure Savings

Self-managed vs AWS managed services



Database Savings

Self-hosted Redis/MongoDB vs managed alternatives



Bandwidth Reduction

Multi-CDN optimisation and AV-1 codec implementation

Technical Excellence

Nearly 0% Downtime

Despite serving millions during peak hours, our infrastructure maintains exceptional reliability. This isn't luck—it's architectural excellence.

10M+ Concurrent Viewers

Served seamlessly during peak hours without degradation in quality or user experience.



Multiple CDNs

Akamai, AWS CloudFront, and custom hybrid networks for optimal content delivery

Adaptive Streaming

Intelligent bitrate adjustment ensuring smooth playback across network conditions

24/7 Monitoring

Real-time alerting and proactive issue resolution keeps services running

Built to Scale

True partnerships aren't measured in months—they're measured in years of mutual success, trust, and continuous innovation together.

01

8-9 Years Partnership

Trusted collaboration from 2018 to 2025—a testament to reliability and results

02

3 Major Platforms

ULLU, Atrangii (10M+ downloads), HariOm (1M+ downloads)—all battle-tested

03

Millions Served Daily

Architecture handling concurrent users reliably across multiple platforms

The Secret Sauce

Why choose self-managed over managed services?

When you're operating at scale, the infrastructure decisions you make early become your competitive advantage. Here's the strategic thinking that powered ULLU's profitability.



Cost

50-80% savings at scale—money reinvested in content and growth



Control

Full optimisation capability tailored to exact workload requirements



Performance

Custom-tuned for specific workload patterns and usage profiles



Flexibility

No vendor lock-in—freedom to adapt and evolve infrastructure

Repeat Business = Trust

After ULLU's extraordinary success, Vibhu Agarwal didn't just return—he entrusted CDI with building two more platforms. That's the ultimate validation.

1

ULLU (2018)

India's premier OTT platform—100M+ users, 50M+ downloads

2

Atrangii (2022)

International content platform expanding global reach—10M+ downloads

3

HariOm (June 2024)

India's first mythology-focused OTT—1M+ downloads in just 6 months

Infrastructure That Scales

Behind every seamless streaming experience lies sophisticated infrastructure engineered for reliability, performance, and cost efficiency at massive scale.

Self-Managed Databases

MongoDB & Redis optimised for OTT workloads

Multi-CDN Routing

Intelligent traffic distribution across providers

Advanced Streaming

Adaptive bitrate with AV-1 codec support

Auto-Scaling

Load balancing that responds to demand

24/7 Monitoring

Proactive support and issue resolution

Cost Optimisation

Continuous refinement for efficiency

Key Takeaways

For OTT Platforms

- Architecture for scale from day one—retrofitting is expensive
- Infrastructure costs = competitive advantage in content wars
- Multi-CDN strategy > single CDN dependency
- Choose partners aligned with your long-term success

For Development Firms

- Deep domain expertise wins over generalist approaches
- Operational partnership > transactional relationships
- Business acumen matters as much as technical skill
- Results speak louder than promises—build reputation

Ready to Scale Your OTT Platform?

ConnectingDots Infotech delivers proven results that transform ambitious visions into market-leading platforms. We don't just build technology—we engineer business success.

Rapid Time-to-Market

MVP in hours, enterprise launch in <6 months

Cost-Optimised Architecture

70-80% infrastructure savings at scale

Battle-Tested Scalability

Proven with 100M+ users, near-zero downtime

Partner with the team that powered ULLU's success

ConnectingDots Infotech

Building platforms that scale

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