



Sangam

संगम · the gathering

MEDIA RESOURCES

Press Kit

Everything you need to understand Sangam.

FOUNDER

Agent In

LAUNCH DATE

8th November 2026

DOC ID

SANGAM-PK-001

Built in India. For India.

Sangam - June 2026

Press Kit

Everything a journalist, partner, or investor needs to understand Sangam in one document.

Company Overview

Sangam is a completely bootstrapped Indian-first social network, officially launching on 8th November 2026. The product is engineered to make racist abuse structurally hard and conversation civil by default. Built in India, for India, Sangam serves the 200 million Indian Gen-Z users and the global Indian diaspora who deserve a social platform that respects them, their language, and their cultural context.

The name Sangam comes from Sanskrit, meaning confluence or gathering. Three rivers meet at Sangam in Prayagraj, the most sacred gathering point in Hindu cosmology. The name carries cultural weight without being religiously exclusive. The platform launches on Diwali, the festival of lights, as a statement: a lamp against the darkness of racism and rage-bait algorithms.

At a Glance

Company	Sangam (संगम)
Tagline	the gathering
Founder	Agent In
Founded	2026
Headquarters	India
Launch Date	8th November 2026 (Diwali)
Funding	Completely bootstrapped
Phase 1 Budget	~\$50 USD / ₹4,200 for 3 months
Platforms	Android + Web PWA
Target Users	Indian Gen-Z + global diaspora
Languages	Hindi, Hinglish, Tamil, Telugu, Bengali, Marathi, English
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The Problem

Reported anti-Indian incidents have increased by over 440 percent since 2018, compiled from public hate-crime datasets including the FBI Uniform Crime Reporting program, Stop AAPI Hate, the ADL audit, and the US Department of Justice. Indians face coordinated harassment on existing platforms, and content moderation systems demonstrably under-enforce on hate speech against South Asians. Koo, the previous Indian alternative, shut down in 2024 after getting captured by one political faction. The gap for a civil, Indian-first social network remains open.

The Solution

Sangam ships a three-tier moderation pipeline: a pre-publish AI filter using OpenAI Moderation API and Google Perspective API, a custom Indian-language classifier covering six languages, and human review with a four-hour takedown SLA. A three-strike system removes repeat offenders permanently. The product is mobile-first, Hinglish-native, festival-aware, and built for the everyday Android phone with intermittent data. Every account includes a personal AI assistant that drafts posts, fact-checks claims, and suggests growth strategies.

Key Differentiators

Anti-racism by architecture

Pre-publish AI moderation + Indian-language classifiers + 4-hour takedown SLA. No incumbent offers this.

Indian Gen-Z mobile UX

Phone OTP login, Hinglish support, low-data mode, festival themes, UPI native. Built for everyday Android, not flagship iPhone.

Civic neutrality

Transparent moderation policy, public appeals process, quarterly transparency reports. Engineered to resist political capture.

AI Account Manager

Personal AI assistant for every account: growth coaching, content writing, DM assistance, best-time suggestions.

AI Fact-Check

Real-time claim verification with source links before sharing. No recycled old news, no out-of-context images.

Completely bootstrapped

No VC pressure to optimize for engagement at the cost of safety. Founder-controlled, user-aligned.

Founder Bio

Agent In is the founder of Sangam. He is building the product as a solo founder, completely bootstrapped, shipping with AI-assisted development on a fifty-dollar budget. Prior to Sangam, he observed the rising tide of racism and targeted attacks against Indians across major social platforms and decided to build the alternative himself rather than wait for an incumbent to do it. He is building Sangam in public, sharing weekly progress, architecture decisions, and moderation policies openly with the community. The mission is personal: to create a social platform where Indians can gather, speak, and be heard without being targeted for who they are.

Press Contact

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LinkedIn	Sangam
Discord	Sangam Community
Press Kit Date	June 2026

Brand Assets

The Sangam logo is a Devanagari-inspired infinity symbol with a bindu, rendered in a saffron-to-magenta-to-teal gradient. The logo symbolizes the eternal gathering and the point of origin from Indian philosophy. Brand colors are Saffron (#FF6B35), Deep Ink (#0F1419), Cream (#FFF0F0), Magenta (#E94F8C), and Teal Glow (#14B8C5). Typography uses Space Grotesk for display, Inter for body, Noto Sans Devanagari for Hindi, and JetBrains Mono for numerals. High-resolution logo files and brand guidelines are available on request.

Boilerplate

Sangam (संगम) is a completely bootstrapped Indian-first social network, officially launching on 8th November 2026. Built in India, for India, Sangam is engineered to make racist abuse structurally hard and conversation civil by default. The platform serves the 200 million Indian Gen-Z users and the global Indian diaspora with a mobile-first, Hinglish-native, AI-assisted social experience. Founded by Agent In, Sangam is building in public with radical transparency, quarterly transparency reports, and a commitment to never selling user data.