Leader emergente nel settore CPaaS specializzato in soluzioni SMS,



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Leader emergente nel settore CPaaS specializzato in soluzioni SMS, WhatsApp e voce

Leader emergente nel settore CPaaS specializzato nella vendita di soluzioni per SMS, WhatsApp e voce.

L'azienda è tra le prime 10 aziende di SMS A2P in India con una crescita del 70% YoY dal FY20 al FY21.

È un pioniere della Communications Platform as a Service (CPaaS) che aiuta i clienti a coinvolgere, notificare, commercializzare e pubblicizzare in modo innovativo su ogni singolo dispositivo mobile in India.

L'azienda è attiva nell'offerta di servizi relativi a SMS, WhatsApp, voce ed e-mail che aiutano a promuovere i marchi e a creare una maggiore consapevolezza del brand.

I principali clienti includono banche, istituti finanziari, grandi rivenditori, aziende di servizi pubblici e attività di e-commerce.

L'azienda genera quasi il 90% di entrate ricorrenti mese per mese, con una permanenza media dei clienti di oltre 5 anni, come minimo.

Panoramica dei prodotti e dei servizi

Canali: SMS, voce, e-mail e WhatsApp.

Prodotti: 4 prodotti software per la pubblicità e la promozione.

Panoramica delle attività

– Intere operazioni aziendali, piattaforma tecnologica, clienti e marchio.

– 40+ server, diversi computer, portatili e mobili.

Panoramica delle strutture

12.000 metri quadrati di superficie coperta distribuiti su 4 piani in MIDC, Andheri East.
È un locale di proprietà dell'azienda ma non è incluso nella transazione.

TARGET PRICE
$75,000,000

GROSS REVENUE
$25,000,000

EBITDA
$0

BUSINESS TYPE
Software e SAAS

COUNTRY
India

BUSINESS ID
L#20220353

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