

Leader émergent en CPaaS spécialisé dans les solutions SMS, WhatsApp et voix





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L'entreprise fait partie des 10 premières entreprises de SMS A2P en Inde, avec une croissance de 70 % en glissement annuel de FY20 à FY21.

C'est un pionnier de la plate-forme de communication en tant que service (CPaaS) qui aide les clients à s'engager, à notifier, à commercialiser et à faire de la publicité de manière innovante sur chaque appareil mobile en Inde.

La société est active dans l'offre de services liés aux SMS, WhatsApp, voix et e-mail qui aident à promouvoir les marques et à créer une notoriété accrue de la marque.

Les principaux clients comprennent les banques, les institutions financières, les grands détaillants, les entreprises de services publics et les entreprises de commerce électronique.

L'entreprise génère près de 90 % de revenus récurrents d'un mois sur l'autre, avec une durée moyenne de séjour des clients supérieure à 5 ans au minimum.

Présentation des produits et services

Canaux : SMS, voix, e-mail et WhatsApp.

Produits : 4 produits logiciels pour la publicité et la promotion.

Aperçu des actifs

- Opérations commerciales complètes, plate-forme technologique, clients et marque.
- Plus de 40 serveurs, plusieurs ordinateurs, ordinateurs portables et meubles.

Aperçu des installations

12 000 pieds carrés de surface de moquette répartis sur 4 étages à MIDC, Andheri East. Il s'agit d'un local appartenant à l'entreprise mais non inclus dans la transaction.

TARGET PRICE

\$75,000,000

GROSS REVENUE

25000000

EBITDA

TBA

BUSINESS TYPE

Logiciels et SAAS, Logiciels et SAAS

REASON FOR SELLING

Retraite

COUNTRY

Inde

BUSINESS ID

L#20220353

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