

Líder emergente em CPaaS especializado em soluções de SMS, WhatsApp e voz



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A empresa está entre as 10 principais empresas de SMS A2P na Índia, com um crescimento de 70% em relação ao ano anterior, do ano fiscal de 2020 ao ano fiscal de 21.

Ela é pioneira em CPaaS (Communications Platform as a Service, plataforma de comunicação como serviço), ajudando os clientes a se envolverem, notificarem, comercializarem e anunciarem de maneira inovadora em todos os dispositivos móveis da Índia.

A empresa é ativa na oferta de serviços relacionados a SMS, WhatsApp, voz e e-mail, o que ajuda a promover marcas e a aumentar o reconhecimento da marca.

Os principais clientes incluem bancos, instituições financeiras, grandes varejistas, empresas de serviços públicos e negócios de comércio eletrônico.

A empresa gera quase 90% de receita recorrente mês a mês, com uma média de permanência dos clientes de mais de 5 anos, no mínimo.

Visão geral dos produtos e serviços

Canais: SMS, voz, e-mail e WhatsApp.

Produtos: 4 produtos de software para propaganda e promoção.

Visão geral dos ativos

– Todas as operações comerciais, plataforma de tecnologia, clientes e marca.

– Mais de 40 servidores, vários computadores, laptops e móveis.

Visão geral das instalações

12.000 pés quadrados de área de carpete distribuídos em 4 andares em MIDC, Andheri East. É uma instalação de propriedade da empresa, mas não está incluída na transação.

TARGET PRICE

\$75,000,000

GROSS REVENUE

\$25,000,000

EBITDA

\$0

BUSINESS TYPE

Software e SAAS

REASON FOR SELLING

Aposentadoria

COUNTRY

Índia

BUSINESS ID

L#20220353

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