

Развивающийся лидер в области CPaaS, специализирующийся



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CPaaS,

Развивающийся лидер в области CPaaS, специализирующийся на решениях для SMS, WhatsApp и голосовой связи.

Компания входит в десятку лучших A2P SMS-компаний в Индии с ростом на 70% по сравнению с предыдущим годом в период с 20 по 21 финансовый год.

Компания является пионером в области коммуникационной платформы как услуги (CPaaS), помогая клиентам вовлекать, уведомлять, продавать и рекламировать инновационным способом на всех мобильных устройствах в Индии.

Компания активно предлагает услуги, связанные с SMS, WhatsApp, голосовой связью и электронной почтой, которые помогают продвигать бренды и повышать их узнаваемость.

Основными клиентами являются банки, финансовые учреждения, крупные розничные сети, коммунальные компании и предприятия электронной коммерции.

Компания генерирует почти 90% повторяющегося дохода из месяца в месяц, а средний срок пребывания клиентов превышает 5 лет как минимум.

Обзор продуктов и услуг

Каналы: SMS, голос, электронная почта и WhatsApp.

Продукты: 4 программных продукта для рекламы и продвижения.

Обзор активов

- Все бизнес-операции, технологическая платформа, клиенты и бренд.
- 40+ серверов, множество компьютеров, ноутбуков и мебели.

Обзор объектов

12 000 кв. футов ковровой площади, расположенной на 4 этажах в MIDC, Andheri East. Это помещение, принадлежащее компании, но не включенное в сделку.

TARGET PRICE

\$75,000,000

SMS, What**GROSS REVENUE**

\$25,000,000

EBITDA

\$0

BUSINESS TYPE

Программное обеспечение и SAAS

COUNTRY

Индия

BUSINESS ID

L#20220353

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