

Развивающийся лидер в области CPA, специализирующийся





CPa,

Продается развивающийся лидер в области CPa, специализирующийся на SMS, WhatsApp и голосовых решениях

Компания входит в топ-10 компаний A2P SMS в Индии с ростом на 70% в годовом исчислении с 20 по 21 финансовый год.

Это первопроходец в области коммуникационной платформы как услуги (CPaaS), помогающий клиентам привлекать, уведомлять, продавать и рекламировать инновационным способом на каждом мобильном устройстве в Индии.

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

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

Ежемесячно компания генерирует почти 90% регулярного дохода при среднем пребывании клиентов как минимум более 5 лет.

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.
- более 40 серверов, несколько компьютеров, ноутбуков и мебели.

Обзор объектов

12 000 кв. футов ковровой площади, раскинувшейся на 4 этажах в Мидке, Андхери Ист. Это помещение, принадлежащее компании, но не включенное в сделку.

TARGET PRICE
SMS, WhatsApp
\$75,000,000

GROSS REVENUE

\$25,000,000

EBITDA

\$0

BUSINESS TYPE

SAAS

COUNTRY

Индия

BUSINESS ID

L#20220353

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