

# Emerging Leader in CPaaS specialized in SMS, WhatsApp and voice solutions





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The company is amongst the top 10 A2P SMS companies in India with a grown 70% YoY from FY20 to FY21.

It is a pioneers in Communications Platform as a Service (CPaaS) helping customers engage, notify, market and advertise in an innovative manner across every single mobile device in India.

The company is active in offering service related to SMS, WhatsApp, voice & email which helps to promote brands and create increased brand awareness.

Major customers include banks, financial institutions, large retailers, public utility companies & e-commerce business.

The company generates almost 90% recurring revenue month on month with an average customers stay of more than 5 years at the minimum.

### Products & Services Overview

Channels: SMS, Voice, Email and WhatsApp.

Products: 4 software products for advertisement & promotion.

### Assets Overview

- Entire business operations, technology platform, clients and brand.
- 40+ servers, multiple computers, laptops and furniture.

### Facilities Overview

12,000 sq ft of carpet area spread across 4 floors in MIDC, Andheri East. It's a company owned premises but not included in the transaction.

### TARGET PRICE

\$75,000,000

### GROSS REVENUE

25000000

### EBITDA

TBA

### BUSINESS TYPE

Software & SAAS

### REASON FOR SELLING

Retirement

### COUNTRY

India

### BUSINESS ID

L#20220353

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