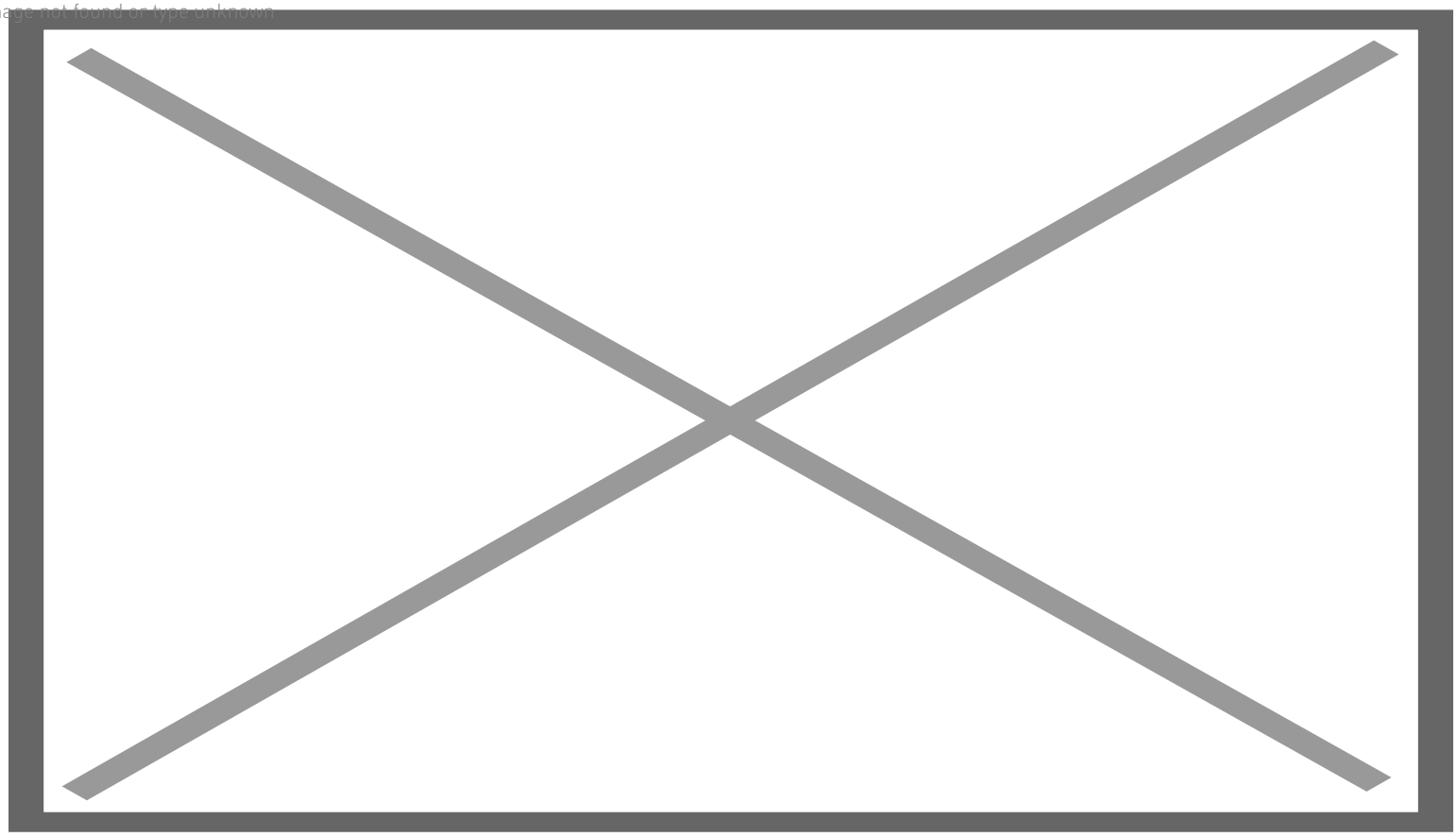
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Líder emergente en CPaaS especializado en soluciones de SMS, WhatsApp y voz

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Líder emergente en CPaaS especializado en soluciones de SMS, WhatsApp y voz

TARGET PRICE
$75,000,000

GROSS REVENUE
$25,000,000

EBITDA
$0

BUSINESS TYPE
Software y SAAS

REASON FOR SELLING
Jubilación

COUNTRY
India

BUSINESS ID
L #20220353

Líder emergente en CPaaS especializado en soluciones de SMS, WhatsApp y voz a la venta.

La empresa se encuentra entre las 10 principales empresas de SMS A2P de la India, con un crecimiento interanual del 70% entre el año fiscal 20 y el 21.

Es pionera en la Plataforma de Comunicaciones como Servicio (CPaaS), que ayuda a los clientes a captar, notificar, comercializar y anunciarse de forma innovadora en todos y cada uno de los dispositivos móviles de la India.

La empresa se dedica a ofrecer servicios relacionados con SMS, WhatsApp, voz y correo electrónico que ayudan a promocionar marcas y a crear una mayor conciencia de marca.

Entre los principales clientes se encuentran bancos, instituciones financieras, grandes minoristas, empresas de servicios públicos y empresas de comercio electrónico.

La empresa genera casi un 90% de ingresos recurrentes mes a mes, con una permanencia media de los clientes de más de 5 años como mínimo.

Productos y servicios

Canales: SMS, Voz, Correo electrónico y WhatsApp.

Productos: 4 productos de software para publicidad y promoción.

Visión general de los activos

– Todas las operaciones empresariales, la plataforma tecnológica, los clientes y la marca.

– Más de 40 servidores, varios ordenadores, portátiles y mobiliario.

Resumen de las instalaciones

12.000 pies cuadrados de superficie alfombrada repartidos en 4 plantas en MIDC, Andheri Este. Es un local propiedad de la empresa, pero no está incluido en la transacción.

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