

# SMS, WhatsApp 및 음성 솔루션에 특화된 CPaaS의 신흥 리더





## SMS, WhatsApp

## CPaaS

SMS, WhatsApp 및 음성 솔루션 판매를 전문으로 하는 CPaaS의 신흥 리더입니다.

이 회사는 FY20에서 FY21까지 전년 대비 70% 성장한 인도의 상위 10대 A2P SMS 회사 중 하나입니다.

고객이 인도의 모든 단일 모바일 장치에서 혁신적인 방식으로 참여, 알림, 마케팅 및 광고할 수 있도록 지원하는 CPaaS(Communications Platform as a Service)의 개척자입니다.

회사는 브랜드 홍보 및 브랜드 인지도 제고에 도움이 되는 SMS, WhatsApp, 음성 및 이메일과 관련된 서비스를 제공하는 데 적극적입니다.

주요 고객으로는 은행, 금융 기관, 대형 소매업체, 공공 시설 회사 및 전자 상거래 비즈니스가 있습니다.

이 회사는 평균 고객이 최소 5년 이상 체류하며 매월 거의 90%의 반복 수익을 창출합니다.

### 제품 및 서비스 개요

채널: SMS, 음성, 이메일 및 WhatsApp.

제품: 광고 및 판촉용 소프트웨어 제품 4개.

### 자산 개요

- 전체 비즈니스 운영, 기술 플랫폼, 고객 및 브랜드.
- 40개 이상의 서버, 여러 대의 컴퓨터, 노트북 및 가구.

### 시설개요

Andheri East의 MIDC에 있는 4개 층에 걸쳐 있는 12,000제곱피트의 카페 면적. 회사 소유 건물이지만 거래에 포함되지 않습니다.

### TARGET PRICE

\$75,000,000

### GROSS REVENUE

\$25,000,000

### EBITDA

\$0

### BUSINESS TYPE

소프트웨어 및 SAAS

### REASON FOR SELLING

퇴직

### COUNTRY

인도

### BUSINESS ID

L#20220353

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