SMS, WhatsApp 및 음성 솔루션에 특화된 CPaaS 분야의 신흥 리더



PRINTED ON: *October 26, 2026, 3:49 PM (EST)* **PUBLISHED ON:** *October 26, 2026, 2:49 PM (EST)* **UPDATED ON:** *October 26, 2026, 2:49 PM (EST)*

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SMS, WhatsApp CPaaS

SMS, WhatsApp 및 음성 솔루션 판매에 특화된 CPaaS 분야의 신흥 리더입니다.

이 회사는 인도 내 상위 10개 A2P SMS 회사 중 하나로, 20회계연도부터 21회계연도까지 전년 대비 70% 성장했습니다.

인도의 모든 모바일 기기에서 고객이 혁신적인 방식으로 참여, 알림, 마케팅 및 광고를 할 수 있도록 지원하는 서비스형 커뮤니케이션 플랫폼(CPaaS)의 선구자입니다.

이 회사는 브랜드를 홍보하고 브랜드 인지도를 높이는 데 도움이 되는 SMS, WhatsApp, 음성 및 이메일 관련 서비스를 제공하는 데 적극적으로 나서고 있습니다.

주요 고객으로는 은행, 금융 기관, 대형 소매업체, 공공 유틸리티 회사 및 전자상거래 비즈니스가 있습니다.

이 회사는 매월 거의 90%의 반복 수익을 창출하고 있으며, 평균 고객 체류 기간은 최소 5년 이상입니다.

제품 및 서비스 개요

채널: 채널: SMS, 음성, 이메일, WhatsApp.

제품: 광고 및 프로모션용 소프트웨어 제품 4종.

자산 개요

– 전체 비즈니스 운영, 기술 플랫폼, 고객 및 브랜드.

– 40대 이상의 서버, 여러 대의 컴퓨터, 노트북 및 가구.

시설 개요

안데리 이스트 MIDC의 4개 층에 걸쳐 12,000평방피트의 카펫 면적이 펼쳐져 있습니다. 회사 소유의 건물이지만 거래에 포함되지 않은 건물입니다.

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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