

SMS、WhatsApp、ボーイ





SMS WhatsApp

CPaaS

SMS、WhatsApp、音声ソリューションの販売に特化したCPaaSのエマージングリーダー。

同社はインドのA2P

SMS企業トップ10に入り、FY20～FY21で前年比70%の成長を遂げています。

同社はCommunications Platform as a Service

(CPaaS)のパイオニアであり、インドのあらゆるモバイルデバイスにおいて、革新的な方法で顧客のエンゲージメント、通知、マーケティング、広告を支援しています。

同社は、SMS、WhatsApp、音声、Eメールに関連するサービスを積極的に提供し、ブランドのプロモーションや認知度向上に貢献している。

主な顧客は、銀行、金融機関、大手小売業者、公益事業者、Eコマース事業者です。

同社は、毎月90%近い経常収益を上げ、平均顧客滞在期間は最低でも5年以上となっています。

製品・サービスの概要

チャンネル SMS、音声、Eメール、WhatsApp。

製品 広告・宣伝用ソフトウェア4製品

資産の概要

-

ビジネスオペレーション全体、テクノロジープラットフォーム、クライアント、ブランド。

- 40台以上のサーバー、複数のコンピューター、ラップトップ、家具。

施設概要

Andheri

EastのMIDCにある4つのフロアにまたがる12,000平方フィートのカーペットエリア。

会社所有の敷地ですが、今回の取引には含まれません。

TARGET PRICE

\$75,000,000

GROSS REVENUE

\$25,000,000

EBITDA

\$0

BUSINESS TYPE

ソフトウェア & SAAS

REASON FOR SELLING

退任

COUNTRY

インド

BUSINESS ID

L#20220353

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