

SMS、WhatsApp、音声



MERGERSCORP

SMS WhatsApp

CPaaS

SMS、WhatsApp、音声ソリューションの販売に特化したCPaaSの新興リーダー。

同社はインドのA2P

SMS企業トップ10に入る企業であり、20年度から21年度にかけて前年比70%の成長を遂げた。

CPaaS (Communications Platform as a

Service) のパイオニアであり、インド国内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、広告を支援している。

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同社は、SMS、WhatsApp、ボイス&Eメールに関連するサービスを積極的に提供しており、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、公益企業、eコマース事業者などである。

同社は、毎月ほぼ90%の経常収益を上げ、平均顧客滞在期間は最低でも5年以上である。

製品とサービスの概要

チャンネルSMS、音声、Eメール、WhatsApp。

製品広告 & プロモーションのための4つのソフトウェア製品。

資産概要

- 事業全体、テクノロジー・プラットフォーム、顧客、ブランド。

- 40台以上のサーバー、複数のコンピューター、ノートパソコン、家具。

施設概要

MIDC、Andheri Eastの4フロアに12,000平方フィートのカーペットが敷かれている。

会社所有の敷地だが、取引には含まれていない。

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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