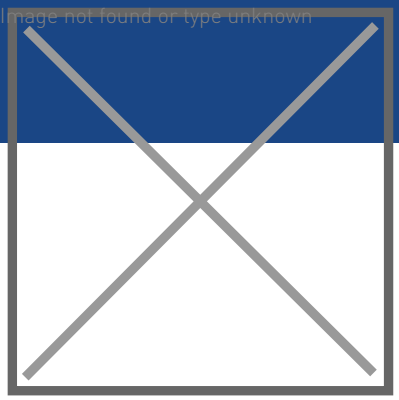
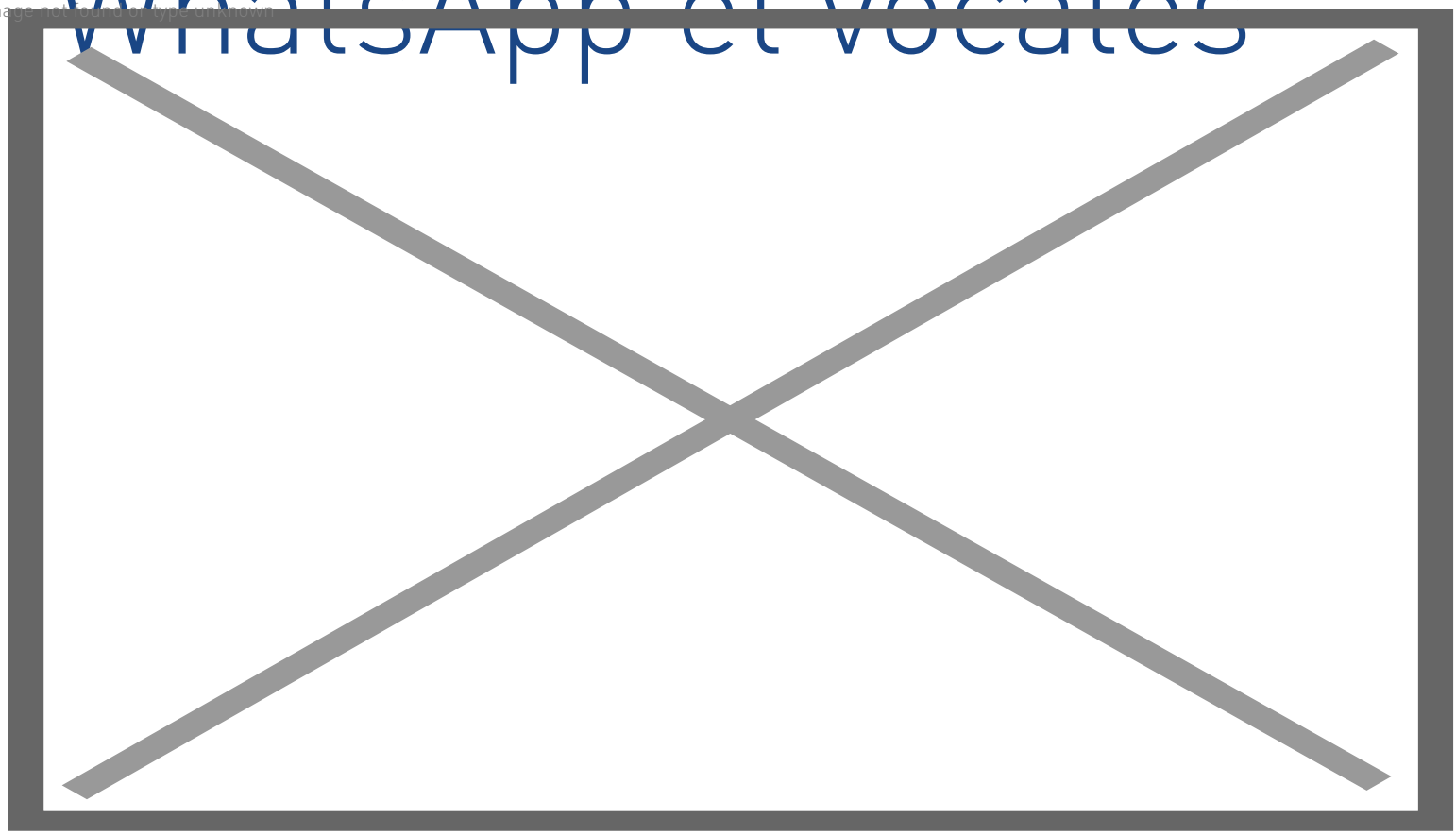


Leader émergent dans le domaine du CPaaS spécialisé dans les solutions SMS, WhatsApp et vocales



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TARGET PRICE
$75,000,000

GROSS REVENUE
$25,000,000

EBITDA
$0

BUSINESS TYPE
Logiciels et SAAS

REASON FOR SELLING
Retraite

COUNTRY
Inde

BUSINESS ID
L#20220353

Leader émergent du CPaaS spécialisé dans les solutions SMS, WhatsApp et vocales à vendre.

L'entreprise figure parmi les 10 premières sociétés de SMS A2P en Inde, avec une croissance de 70 % en glissement annuel entre l'exercice 20 et l'exercice 21.

Elle est pionnière en matière de plate-forme de communication en tant que service (CPaaS) et aide ses clients à s'engager, à notifier, à commercialiser et à faire de la publicité de manière innovante sur tous les appareils mobiles en Inde.

L'entreprise propose des services liés aux SMS, à WhatsApp, à la voix et à l'e-mail qui permettent de promouvoir les marques et d'accroître leur notoriété.

Les principaux clients sont les banques, les institutions financières, les grands détaillants, les entreprises de services publics et les entreprises de commerce électronique.

L'entreprise génère près de 90% de revenus récurrents mois après mois avec une durée moyenne de séjour des clients de plus de 5 ans au minimum.

Aperçu des produits et services

Canaux : SMS, Voice, Email et WhatsApp.

Produits : 4 logiciels pour la publicité et la promotion.

Vue d'ensemble des actifs

– L'ensemble des opérations commerciales, la plateforme technologique, les clients et la marque.

– Plus de 40 serveurs, de nombreux ordinateurs, des ordinateurs portables et du mobilier.

Aperçu des installations

Une surface de 12 000 m² répartie sur 4 étages dans le MIDC, Andheri East. Il s'agit d'un local appartenant à l'entreprise, mais qui n'est pas inclus dans la transaction.

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