

## WhatsApp Edited File Info

We provide bulk messaging service on WhatsApp specifically for sending marketing and promotional messages. The price is INR 0.60 per WhatsApp message.

If you go for regular packages, you will get below offer Packages:

Package 1: 3 Lac WhatsApp messages

Offer Name: 2+1

Description: If you purchase a pack of 2 lac WhatsApp messages you will get 1 lac messages for FREE.

Price Breakup: 2 Lac Messages would cost you INR 1,20,000/ plus GST @18% (@INR 0.60/ per message).

But As per above offer you will get total 3 lac WhatsApp messages for INR 1,20,000/ plus 18% GST.

Package 2: 5 Lac WhatsApp messages

Offer Name: 3+2

Description: If you purchase a pack of 3 lac WhatsApp messages you will get 2 lac messages for FREE.

Price Breakup: 3 Lac Messages would cost you INR 1,80,000/ plus GST @18% (@INR 0.60/ per message).

But As per above offer you will get total 5 lac WhatsApp messages for INR 1,80,000/ plus 18% GST (Effective price per message would be INR 0.35).

Package 3: 10 Lac WhatsApp messages

Offer Name: 5+5

Description: If you purchase a pack of 5 lac WhatsApp messages you will get 5 lac messages for FREE.

Price Breakup: 10 Lac Messages would cost you INR 300,000/ plus GST @18% (@INR 0.60/ per message).

But As per above offer you will get total 10 lac WhatsApp messages for INR 300,000/ plus 18% GST (Effective price per message would be INR 0.30).

If you would like to purchase any message quantity of more than 20 lac we will offer special rate of only INR 0.25 per WhatsApp message.

Here the messages refer to WhatsApp Message only.

You can refer to below FAQs to answer customer queries:

**What is WhatsApp Marketing?**

WhatsApp marketing is the bulk messaging service on WhatsApp for sending marketing and promotional messages for business promotions and lead generation.

**How does it work?**

We would be providing you with the web based panel, a dashboard on your company's name. Whenever you have to send the messages you can: Login to the panel—Add the recipient's mobile number—Add Your Message and Click Submit.

The messages would be automatically delivered on WhatsApp within just few hours.

Then You will start getting lead, calls and response.

**Why should I do it?**

There are several benefits of Doing WhatsApp marketing & Promotions to name few:

Get instant leads, enquiries, calls

Increase web traffic, app downloads, registrations

Get surveys, polls, public opinions & vote

Make your brand and company viral

Reach out to the most relevant audience

Save lot of time, efforts & money on cold reach

Lowest cost highest returns (Starts with only 25 paisa/msg)

Get & Stay ahead of your competitors

Reach out on the most active platform  
Maximum readability & shares  
Promote Your Projects  
Promote your sales, offer, discounts  
Promote & Get Admissions  
Send thousands of updates, notifications, invites  
Spread awareness & information  
Run PR campaigns  
Promote without affecting your brand or number  
What type of data will you give me?  
Ask customer what type of data they need? Which location they want to promote?  
What Type of product of services they are promoting?  
And accordingly give the reply. For example if customer is asking If I have a villa project in delhi, then what type of data will I get?  
Then tell them if your villas are midrange to affordable price we will provide working class/corporate employee's data. And If your villa is in premium category/high priced/luxury/high value then we will provide HNI's and Business Owners data.

Similarly if customer asks What type of data will you give me if I want to promote diploma courses?

You can brief me about your target audience like, who you want to reach out to and which location's data you need? Accordingly we would provide the relevant data.

For education we can 10th, 12th and Graduate Student's data available but for certain states and cities only.

what is the guarantee that the data is authentic?

We have procured the database from most trusted data centres, trusted and authorised agencies.

Before buying the database we do our due diligence, we check the sample data and after satisfactory verification we pay and purchase.

Rest be assured that the database would be authentic.

## 6. What are the pricing and packages you have?

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But As per above offer you will get total 10 lac WhatsApp messages for INR 300,000/ plus 18% GST (Effective price per message would be INR 0.30).

If you would like to purchase any message quantity of more than 20 lac we will offer special rate of only INR 0.25 per WhatsApp message.

-What better offer you can give me if I want to buy 20 lac messages?

If you would like to purchase any message quantity of more than 20 lac we will offer special rate of only INR 0.25 per WhatsApp message.

The pricing and cost or charges other than above messages are as follows:

WhatsApp Messages between 2 lac to 4 lac INR 0.40 + GST @18% per WhatsApp message.

WhatsApp Messages between 6 lac to 9 lac INR 0.35 + GST @18% per WhatsApp message.

WhatsApp Messages between 11 lac to 20 lac INR 0.30 + GST @18% per WhatsApp message.

any message quantity of more than 20 lac we will offer special rate of only INR 0.25 per WhatsApp message.

If I have my own data, then what are the charges to send messages?

The database is complimentary, we only charge for message credits if you use our database or yours the pricing still remains the same.

How will you ensure my data privacy? What is the data safety or data protection? How will you insure my data will not be leaked or misused?

To Insure data privacy all the steps and practices taken to protect the confidentiality, integrity, and availability of data.

1st the data which you enter in our servers gets hashed out

All our servers are highly encrypted to ensures that it is converted into an unreadable format, making it difficult for unauthorized individuals to access or interpret the information.

We also use data minimization strategy it involves collecting and retaining only the necessary data required to fulfill specific purposes. By reducing the amount of data collected and stored, the risk of potential breaches or misuse is minimized.

The database stays on the servers only till 21 days after that the complete database is deleted forever from the system.

Even the delivery reports can be requested or accessed only within 7 days of completing the campaign.

**Regular Security Audits and Assessments:** Conducting routine security audits and assessments helps identify vulnerabilities, ensure compliance with privacy regulations, and implement necessary security updates and improvements.

Is WhatsApp Marketing legal?

Since WhatsApp is the independent platform and is not been regulated by TRAI, the complete rights are with the end user.

If someone doesn't like your message, they can block or report the particular number from which they have received the message.

Since here we use virtual numbers even if one number gets banned, blocked, discarded or deleted system keeps assigning another number to your campaign.

How much response I can expect? What would be the ROIs or CTR?

We are only a service provider and our role is limited to delivering the messages. We can assure you the successful delivery and execution of your WhatsApp Campaigns and delivery of your WhatsApp messages.

Speaking of the ROIs it based on multiple factors like, market condition, Competition, and campaign duration, budget allocation

We insure proper delivery reports

We will be also assigning an account manager to you who will always listen to your feedback and will also be able to assist you throughout the campaign period.

Can you work on postpaid model? If No- why?

No, as per our company policy we do not provide any post-paid facility.

Also, our business is a very high cash flow business we cannot allocate resources unless we receive the payment.

Who is Troika Tech?

Troika Tech Services is a private limited company established since 2012. Having been serving more than 40 business services & industries including education, real estate, pharma, politics, events & exhibitions, finance, edtech, fintech, entertainment and more..

We have our customers in over 47 cities and 9 countries.

We provide WhatsApp marketing and consulting services to Startups, SMEs, Corporate businesses.

Why I can't use my own number to send messages?

Since WhatsApp doesn't allow you to use personal number for bulk messaging if you try and do so, your number will get banned permanently.

Hence, we do not recommend using your personal number.

How will I know if someone has replied to my message?

This is the one way messaging we cannot see or track who have replied to the message. But we can always add 2 pre-activated Clickable and navigable CTA buttons in every message. So that the interested customer can click on those buttons and reach out to you.

What will be available in delivery report?

Delivery report will have all the successfully executed data records with the server status as sent or delivered (Sent: Single Tick/ Delivered: Double Tick)

How will I get the delivery report?

After completion of the campaign you will have an option of requesting the delivery report

By clicking the "request report" button.

The report will be available within 24 hours under "Delivery Report" tab.

Note: The reports can only be requested maximum within 7 days of completing the campaign

After 7 days the report data would get deleted.

How many messages I can send in 1 day?

You can setup unlimited campaigns and send up to 1 crore messages in a day

In one campaign you can add minimum 5000 to maximum 10 lac numbers.

I can send multiple messages to 1 number?

Yes, you can.

Why there's a limit of minimum 5000? what if I have to send messages to only 500 -1000 numbers?

This is the bulk messaging platform, it has meant to sent messages in huge quantity 5000 is the lowest limit for you to do the test

If you do not have a database then we can also provide the data

Technically the messages gets released from the server in a lot of 25 to 30 thousand messages, whenever you do small campaigns the resources of 20 thousand messages are wasted, which counts to our losses.

Hence we cannot help you with campaigns less than 5000 numbers

Can I make part payment or pay in EMI?

It is a 100% advance payment.

We do not have any part payment or EMI options.

Who will provide the virtual number?

Virtual numbers would be automatically assigned to your campaign.

It may require multiple number's inventory to complete one campaign

How much response your clients are getting?

Since you know that our role is majorly of a service providers.

We cannot assure you any fix percentage or response

But you can be rest assured , that you will get a good response

Reason being our customers are using the same platform and they are doing well

(Give same industry or brand example and client names)

Since when you are doing WhatsApp marketing?

We are doing WhatsApp marketing since 2014 general election

Why I did not get any such marketing messages on my WhatsApp?

WhatsApp is usually done on a very specific and most targeted database

Even if you have received the marketing message in the past it doesn't look like spam or marketing message, because the sender number looks like a normal telephone number.

What if someone complains about us for sending them WhatsApp messages what will happen?

- Since WhatsApp is the independent platform and is not been regulated by TRAI, the complete rights are with the end user.

If someone doesn't like your message, they can block or report the particular number from which they have received the message.

Since here we use virtual numbers even if one number gets banned, blocked, discarded or deleted system keeps assigning another number to your campaign.

Do I have to take permission to send messages to the customers?

You do not need any permissions to send WhatsApp communications

Is there any validity of this package?

Yes, the validity of the WhatsApp packages is between 7 days to 30 days. Or As per packages.

Can I send messages to US or UK using your panel?

Yes, you can if you have a database of respective countries and you are aware of the GDPR rules

However, the panel and pricing will be different for international WhatsApp

The messages would be still sent from Indian Virtual numbers and as per IST (Indian Time)

What are the charges for sending messages to International numbers?

The charges will be INR 120 per message any country other than India.

What happens if I don't use the messages in the given validity?

The messages get's expired and we won't be able to re-instate your lost/expired credits

It is always recommended to use the credits within the validity period

Or you can recharge with new credits so that the remaining credits will get carry forward.

Or we also have validity extension packages (INR 25,000/- per month).

Can you extend the validity if I buy 10 lacs messages?

The validity would still be 30 days

If you fail to use those credits, let us know before the expiry date we can try and extend it for few days.

How will I know if the messages have been delivered to all the customers?

You will get the delivery report to check the data and delivery ratio

You can also check with the recipient and confirm

Can I send Video and PDF files?

You can only send Image or Video as a WhatsApp message.

If you wish to share any other media you can add it in the form of link or URL.

For example if you wish to send video you can upload it on YouTube and share the link in the message

Is there any character limit for sending WhatsApp message?

If you are sending only text it is up to 1000 characters

If you are sending Image or video then the text caption should be up to 500 characters

How do I add 1 lac numbers in the panel? Can I upload CSV or Excel file of the mobile numbers?

It is a simple copy paste, you can copy up to 10 lac number and paste it in the panel.

Can I edit the message once I have submitted the campaign?

If the campaign is in the pending status, then only you can request an edit

You cannot do it yourself, you need to contact your campaign manager or send an email request

How long does it take to complete the campaign?

It takes minimum 30 minutes to Maximum 4 hours to complete the campaign.

If I setup a campaign at 5:30pm, what time will it be completed?

If the other campaigns are in que it will be delivered next working day.

What happens to the numbers which are not on WhatsApp?

You will be only charged for successfully delivered messages (Which will reflect in Delivery Report).

Failed Message's credits would be refunded back to your account

You need to request delivery report to get the refund

How will I know in my database how many numbers are on WhatsApp?

Our system already has an inbuilt filter, which separated invalid data.

Can I resell your services?

Yes, you can buy from us through reseller panel and sell it to your customers at your own pricing

If I resell it to my clients what is my benefit?

Yes, we would offer our services to you @X amount and you can sell it @Y amount to your customers, the difference would be your profit.

Give example of 1 crore messages and retail price difference.

What are the plans and packages for reseller?

Plans and packages are the same

You can buy it in bulk at lowest cost and sell it at your own retail price.

Will I get any referral commission?

Yes, if your reference buys the service from us you will get 3% to 5% referral commission

What is the smallest pack you have for start-up?

We have smallest pack of 1 lac WhatsApp messages for INR 60,000/- plus GST.

Can I buy 10,000 and see the response first before buying big?

The lowest pack we have is of 1 lac messages. We do not sell 10k quantity.

What If I don't get the response?

Why do you think you won't get response?

All our customers are very happy and satisfied with our services

You will also get very good response

If your product is good, quality is best, and price is competitive you will get good business and response.

We will make sure of it that you do.

Is there any refund policy?

No. There is no refund policy.

Who are your clients?

We are working with one of the best companies and clients in India below are some of our clients as per industry.

Education Clients:

- Athena
- Parul University
- ITM
- MGR Institute
- Ace Academy
- Samarth classes

- Kshitij classes
- Shiv class
- Perfect classes
- Edupoint
- Navneet
- autoinstitute
- Global School
- Allen Coaching Institute

#### Real Estate Clients:

- Remax
- Provisio
- Ekta Developers
- Karnik Developers
- Lodha Palava
- Vijay Group
- Gold stone realty
- prop villa realty
- Realtydepot
- Platinum Heritage
- S.P Construction
- kursijacorp
- insightsrealty
- Cityhome
- Mumbai Space Realty
- Sanskrutiproperties
- regalprop
- poonaproperty
- Peninsular

#### Events & Exhibitions Clients:

- Worldex Expo
- Intex Fair
- Futuristic Expo
- moments event
- eventfactory

Retail Clients:

- Raymond
- Siyaram's
- Vijay sales
- Burger King
- Dominos'

Entertainment Clients:

- Shemaroo
- Sony
- Movie Houses
- Productions
- Bhavani cinema

Fitness Clients:

- Micky Mehta
- Gold's Gym
- Fitness Fever
- Evolve Fitness
- globalfitness
- fitnessfuel
- fitnessbeaty
- Spinfitness
- Sculptorfitness
- Agilityfitness
- Egym
- multifit

How can I trust you?

Sir, we are not a new company, our brand name speaks for us

You can ask anyone about Troika they will surely tell

Our company have established since 2012. Having been serving more than 40 business services & industries including education, real estate, pharma, politics, events & exhibitions, finance, edtech, fintech, entertainment and more..

We have our customers in over 47 cities and 9 countries.

Can you come to my office and explain?  
We do not have a field or a Desk support  
Also, our product doesn't involve any physical demonstration  
There's nothing we can't explain you over a call  
However, we can connect on WhatsApp, Phone or Gmeet

Can I come visit your office and understand?  
We do not have a field or a Desk support  
However, we can connect on WhatsApp, Phone or Gmeet

What are the payment options available?  
You can pay through: Bank Transfer, UPI, Credit Card (3% additional Fees)  
Or you can do NEFT or IMPS

Who is the owner of this company?  
This is the private limited company which has 3 directors and co-founders:  
Parvati Matkate  
Godwin Pinto  
Mawin Pinto

Do you have any office in Bangalore?  
No, we operate only from Mumbai.  
Our registered office is in Mira Road and Corporate office is in Virar west.

Can I get your Franchise?  
We do not offer any franchise  
You can offer our services to your customers and clients as reseller

Can I Pay with credit card?  
Yes, Credit Card (3% additional Fees over and above total amount)

What is the process to start this?  
The process is very simple  
You let us know which package you want to buy?  
We will share the quote

Once you have shared your GST details we will raise the invoice

After receiving your payment will share the login credentials and you can start using it

How will I get the data? Will it be uploaded in my panel?

The database would be shared in an excel sheet over an email.

Can you manage campaigns for me? I need help in setting up the campaigns can you do that?

Yes, we will assign a dedicated campaign manager. if you are unable to setup your campaign then we can do it on your behalf

You need to email us the message content and database.

Why the validity is only 7 days to 30 days?

WhatsApp is the only platform which is continuously evolving hence to ensure the updated and better experience we have to dedicate resources to the limited period only.

We also request you to plan your budget and packages as per validity.

How much data you will provide?

The database would be provided as per availability and credits you have bought

If you have bought 10 lacs messages we will provide 10 lacs data

Can I use your data for sending SMS as well?

Yes, the database would be shared with you in an excel sheet

You can use it, if it is suitable for other platform

What all services you offer, other than WhatsApp?

Currently we are only offering WhatsApp marketing.

Your rates are very high?

The rates are purely based on the operational costs involved in sending the messages.

Still you can let me know what is the quantity and price you are looking for?

Accordingly I can try and give you the best possible offer and rates

Why are you charging more? if others are offering the same service at less cost?

We do not define price based on others'

The cost is been defined considering our operation and service cost

We always try and give the best and lowest possible rates and offer whenever we can

It is purely a volume based pricing if you buy more you pay less and vice versa.

Can I send Unicode messages? Any regional language messages?

Yes, you can send messages in any language you wish.

If I send Video Link + Image + text how many credits would be deducted?

1 credit per message only.

If you send video or video + caption then it will be 2 credits per message

Can I integrate it with my website or CRM?

No, this is an independent platform it cannot be integrated with any CRM, forms or website.

What is the difference between API and your service?

The API is meant for registering and communicating from your business number

You can mostly send messages which are transactional and notificational in nature

With our platform you can send bulk messages on any data for marketing and promotion

API is used with your own business number, our platform uses virtual numbers to send messages.

You do not need to get the template approved

Also, you don't need Opt-in permissions to send WhatsApp communication

Can I send message on Sunday? If no - Why?

The messages would be sent only from Monday to Saturday between 10am to 6 pm.

The servers are under maintenance on Sunday

Also, maximum of our customers are corporates and mostly don't work on weekends

What documents you need from me to start this?

We would need your email and GST details.

Do I have to verify my number as well?

No, the messages would be sent from virtual number, you don't need to verify your number.

How many numbers I can add in the demo?

You can add up to 5 numbers in demo

Can I get demo on at least 100 or 1000 numbers?

Demo is created only to understand the interface.

Sending it on 100 numbers won't serve any purpose

Can I pay without GST? If Yes, will I get the invoice?

Yes, you can pay in separate savings account if you do not wish to pay tax (GST).

Can I make a payment through credit card without GST?

Since our Payment Gateway is connected to our company account you cannot pay by credit card without paying GST. (Plus inform 3% transaction fees)

If I make a payment today how much time it will take to start the campaign?

Once we have received your payment, we will try and share the login details within couple of hours and you can immediately start doing campaigns.

What is the difference between software and panel?

We have very little to no idea about software, but I can take you through our free demo panel to give you the better understanding.

What if my number gets blocked? Is there a possibility of my own number getting blocked?

There's very rare to no chance that your number will get banned

Because your brand or number is not involved in the process of sending the messages.

Do you have and NDA? If yes, can you share it with us?

