



Revolutionizing Ed-Tech Engagement with WhatsApp Business API

Redefining Growth with Smarter
Conversations and Seamless Journeys



#startupindia



Meet Anantya-

The Evolution of Intelligent Business Messaging

🚀 Our Journey So Far



Over 1 Billion Conversations
Delivered across industries.



Global Footprint with a strong presence in the Middle East, Asia-Pacific, and Africa — and growing.



Trusted by Businesses ranging from agile **Startups to Enterprise Giants**.



ISO-Certified Infrastructure, ensuring secure, compliant, and enterprise-ready deployments.



Recognized Technology Partner to leading telecom providers and marketing automation platforms.



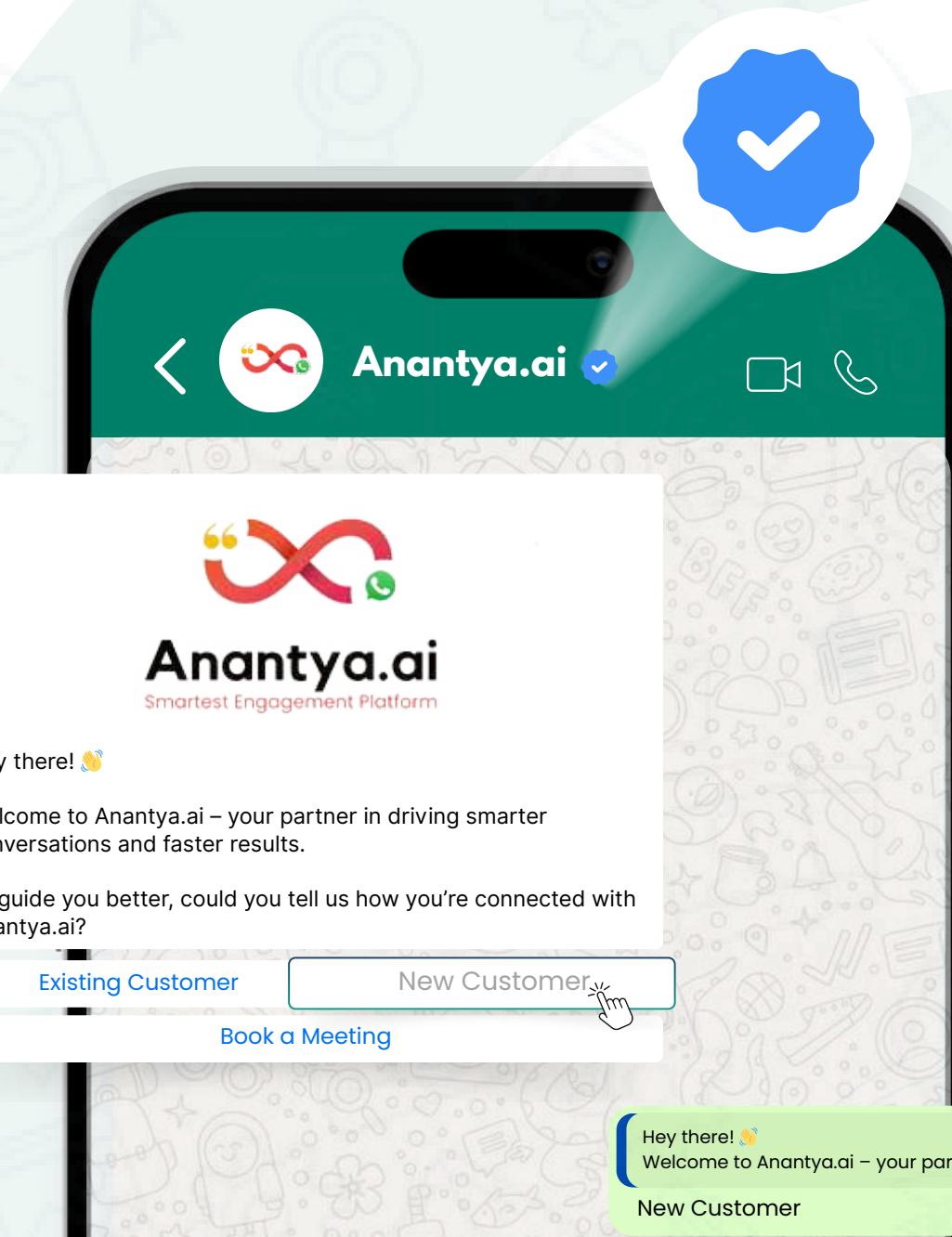
Built for Conversations, Trusted for Results

Anantya isn't just a tool, it **powers conversations** that are **smarter, faster, and built to scale**.

What began as a WhatsApp API integration has evolved into a **dynamic, industry-agnostic engagement platform**, trusted by businesses worldwide to **simplify communication, personalize journeys**, and scale effortlessly. **Built for speed**, designed for **flexibility**, and driven by AI — Anantya transforms every **interaction into growth**, no matter the industry or geography.

-  **Customizable workflows**
-  **Official WhatsApp Business Blue Tick**
-  **Seamless Integrations**
-  **AI-powered engine**

-  **500+ CLIENTS ONBOARDED**
-  **3+ YEARS OF EXPERIENCE**
-  **20+ COUNTRIES SERVED**



EdTech Focus Areas:

Anantya.ai is revolutionizing communication and automation in the education sector by catering to:



SCHOOL AND COLLEGES



HIGHER EDUCATION INSTITUTIONS



COACHING INSTITUTES & TEST PREP CENTERS



SKILL DEVELOPMENT & TRAINING INSTITUTES



E-LEARNING PLATFORMS



EDTECH STARTUPS

Anantya.ai boosts **engagement**, streamlines **enrollment**, and ensures **real-time updates**. **Automated follow-ups** improve retention, while **AI-driven support** and **secure payments** enhance efficiency. Plus, **data insights** optimize learning outcomes.





DID YOU KNOW??

WhatsApp is the most effective student engagement tool in EdTech!

80% students prefer instant messaging over emails.

60% Ed-tech leads drop off due to poor communication.

90% of WhatsApp messages are read within 3 seconds.

75% routine queries can be handled by our AI chatbots

Common Challenges in EdTech



Low student engagement and retention due to **ineffective communication**.



Potential enrollments slip away due to **slow follow-ups** and manual processes.



Delayed response to student queries, leading to dissatisfaction.



Lack of **personalized learning** experiences for students.



One-size-fits-all learning **fails to keep students engaged** and motivated.



Missed payment reminders resulting in revenue loss.

ndtv Follow ...

Can't you just publish #CBSE
#BoardsResults for class 10 & 12
even?????? Students are waiting for la
120 minutes but the #CBSEresults site is
not opening 😞😞😞😞😞#FekuModi do
something.
@CPIM_WESTBENGAL @pkprantar1
@aishe_ghosh @salimdotcomrade
@cpimddc

The Times Of India Follow ...

#Onlineeducation creates a safe
space where shy students can flourish
academically. #PowerToSchool
@21Kschool



mesofindia.indiatimes.com
ow Online Schools Are Redefining Education for
troverts: A Game-Changer for Shy Students - T...

14 pm · 25 Feb 25 · 3,545 Views

Reposts 6 Likes 1 Bookmark

Ministry of Education Follow ...

#eLearning in India is picking up with the
changing times!

Did you know that during the #lockdown,
1 Crore+ documents were downloaded
for education/learning purposes by
teachers/students/learners of all ages and
backgrounds.

#OnlineEducation

Ministry of Education Government of India

1 Crore+
documents have been
viewed/downloaded
from National Digital
Library of India during
COVID-19



Piyush Follow @Piyush_p77 · 6d
Replying to @timesofindia and @21Kschool
Great work!! 🙌

st your reply

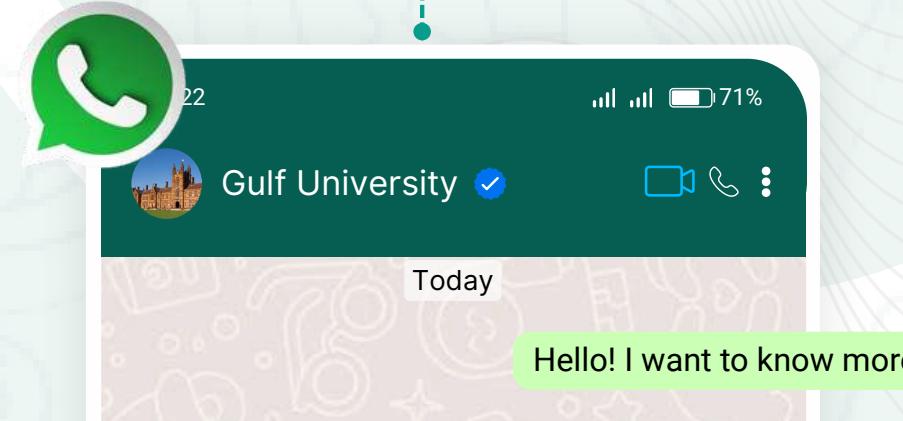
Need for Smarter EdTech Solutions:

- Revolutionizing education with AI! Anantya.ai delivers **personalized learning, instant doubt resolution, and 24/7 intelligent tutoring**—anytime, anywhere.
- Smarter learning, brighter futures! Our **adaptive AI tailors education, tracks progress** in real time, and **enhances student success** effortlessly.

Key Features Tailored for Education Sector

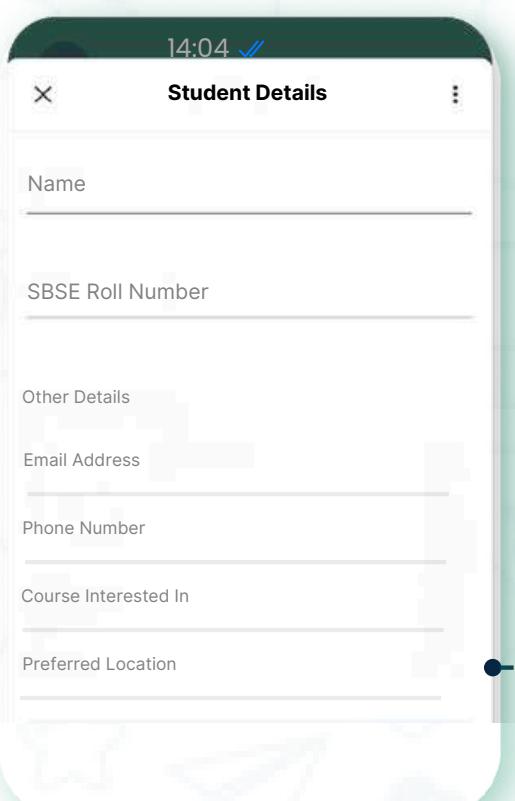
Omnichannel Communication:

- Ensure critical updates **reach students** on their **preferred channel**.
- **Unified Dashboard:** Centralised management of every conversation.

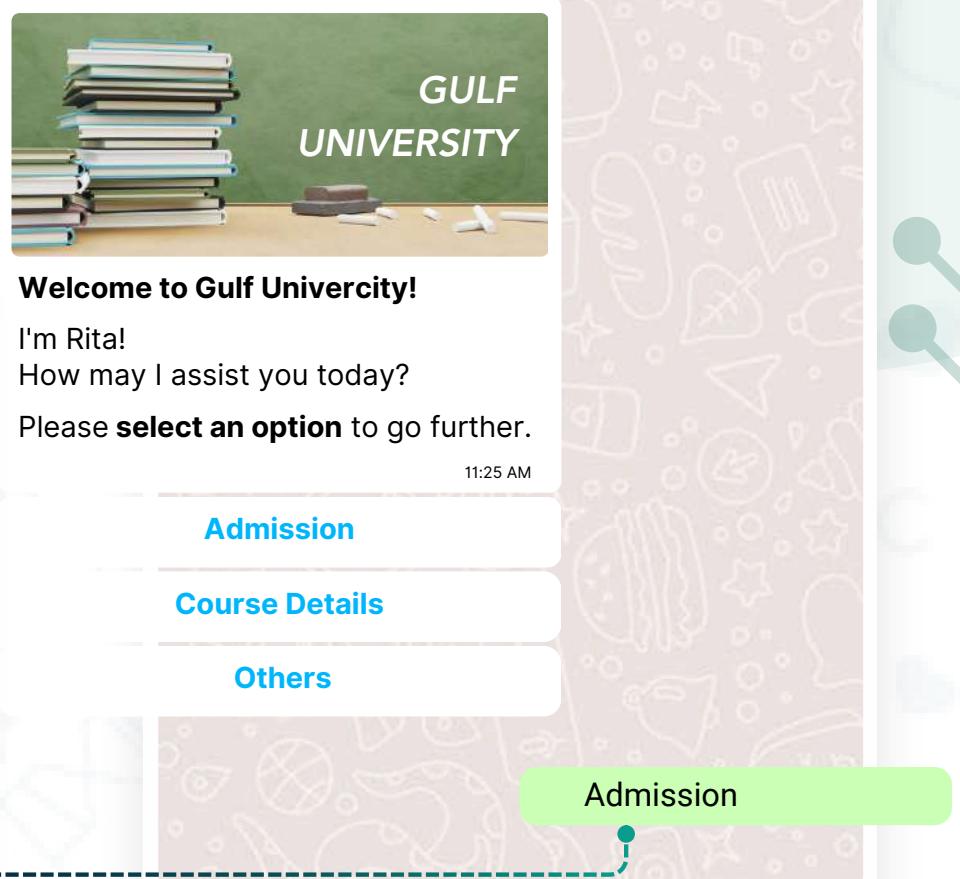


Admission & Enrollment Automation:

- AI chatbots- **guide students through every stage**, from first inquiry to final enrollment.
- **Instant Document Collection** right in the Chat.



Name
SBSE Roll Number
Other Details
Email Address
Phone Number
Course Interested In
Preferred Location



Smart Flows:

- **Seamless Data Collection:** Capture student preferences, application details, surveys — all through interactive, mobile-friendly WhatsApp forms.

Seamless Fee Reminders & Payments:

- Send **automated payment reminders** with secure links.
- Generate **instant fee receipts** & installment notifications.

Smart Student Engagement:

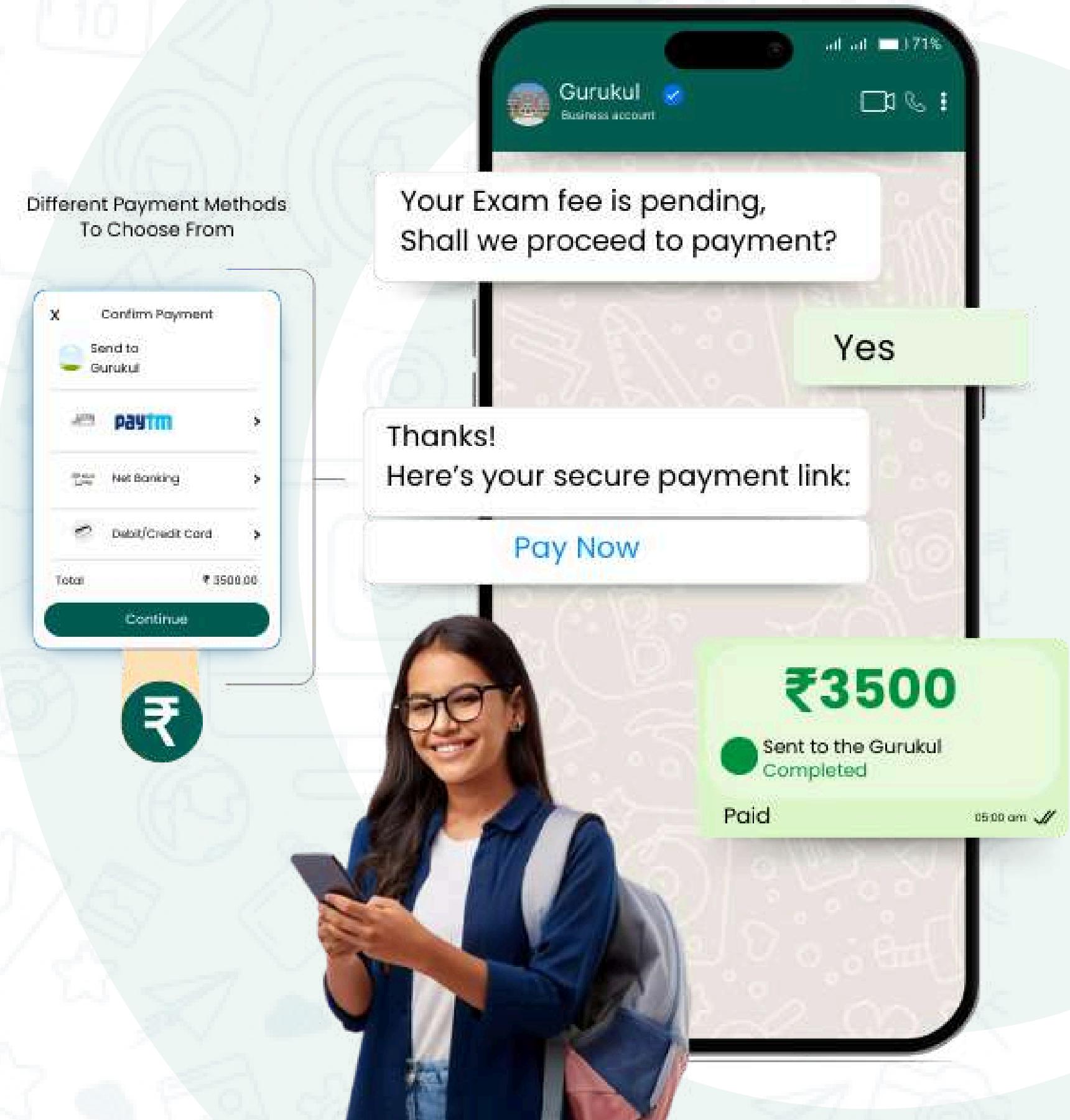
- Personalized **Multichannel Alerts**
- **Intelligent reminders** for attendance, assignment deadlines, & more.

Feedback & Performance Tracking:

- Collect **real-time student feedback** on courses and faculty.
- Send **personalized progress reports** and learning insights.

Student Support & Helpdesk:

- **Instant Query Resolution:** AI chatbots + live agent takeover for complicated cases = zero frustration.
- Multilingual Capabilities: **Speak their language**, earn their trust.



Instant Answers for Curious Learners:

Personalise communication

Welcome to GURUKUL's WhatsApp Support!
We're here to ensure your journey is as smooth and stress-free as possible.
Please select your preferred language:

Hindi English

English

Welcome Sura!
From real-time course updates to managing enrollments, doubt resolution, assignment reminders, and much more, we've got everything you need at your fingertips!
How may I assist you today on your learning journey?

List

Please choose one of the following options:

- 1. Course Information & Updates
- 2. Enrollment & Assignment Assistance
- 3. Doubt Resolution & Student Support
- 4. Sign-up for Virtual Queues
- 5. Share Feedback & Suggestions

Just choose an option of your choice!

Effortless support at their Fingertips

If the user selects 'Course Information & Updates'

Thank you for choosing our WhatsApp support for your learning journey. Please select the type of assistance you need, and we'll guide you through the process.

Course Enrollment
Check Class Schedule
Get Study Assistance

Course Enrollment

If the user selects 'Course Enrollment'

We're excited to guide you on your learning journey and make the enrollment process seamless! Let us know how we can assist you. Please select from the options below:

ONLINE COURSES Course Info **ENROL NOW** Enrollment & Fees **Scholarships** Scholarships **Talk to Advisor** Talk to Advisor

Choose Option **Choose Option** **Choose Option** **Choose Option**
Back to menu **Back to menu** **Back to menu** **Back to menu**

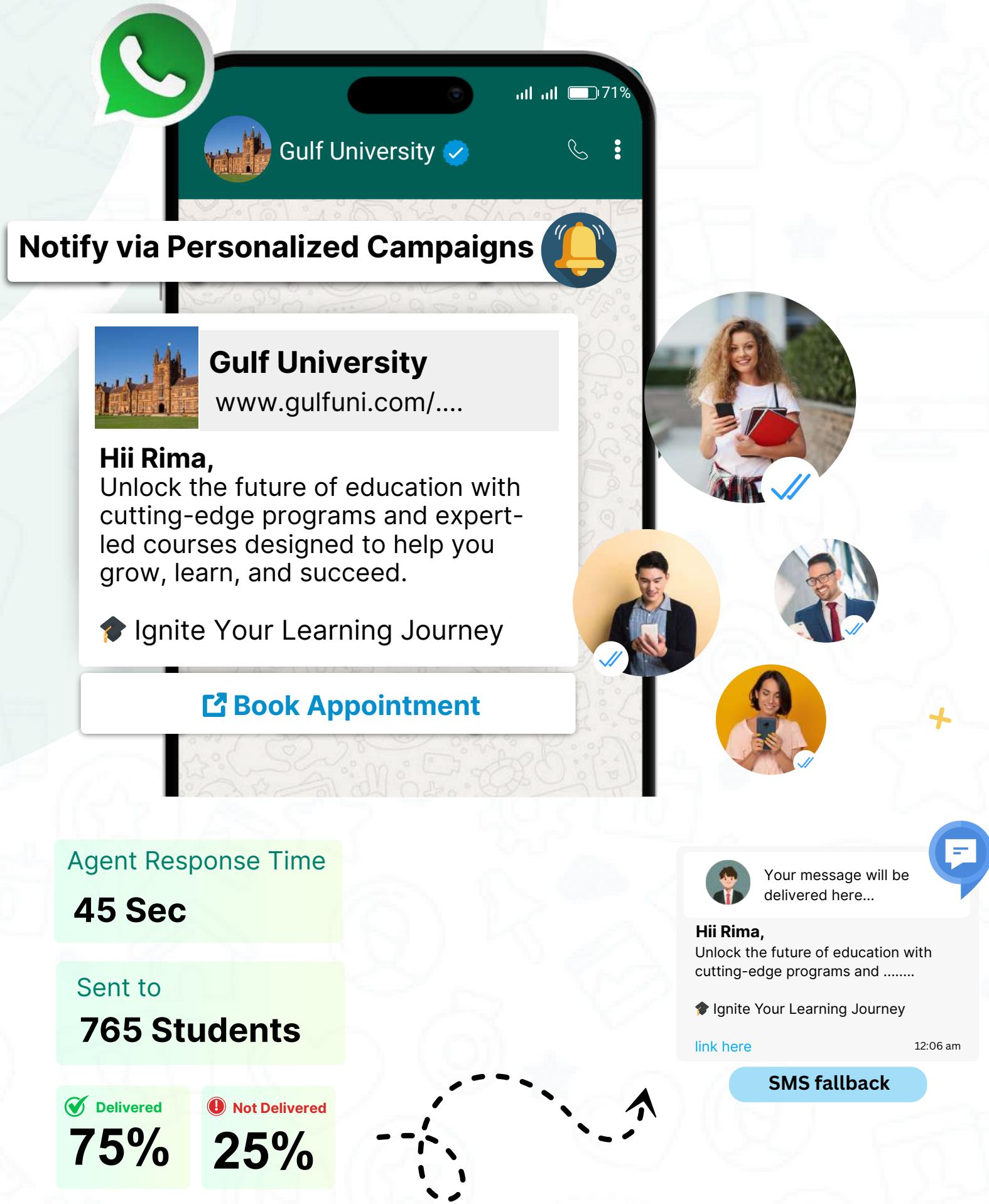
Back to menu

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- 5. Share Feedback & Suggestions

Get all your admission support in one place



Benefits for EdTech industry

- **Guaranteed Message Delivery:** If WhatsApp fails (no internet, no app installed), deliver messages via SMS.
- Enhanced **Student Experience:** Provide instant, accurate information on courses, schedules, and exams.
- **Cost Efficiency:** Reduce expenses on call centres and manual student support
- **24/7 Availability:** AI-powered chatbots ensure round-the-clock student assistance.
- **Streamlined Operations:** Automate enrollment, reminders, and student queries for efficiency.
- **Scalability:** Handle high student volumes effortlessly during peak admission and exam seasons with chatbots.

Brands that trust in us!



॥वसुधैर् कुटुम्बकम्॥





Get In Touch With Us!

We'd love to know your Whatsapp Use-Case and help
your Business Grow using Whatsapp!



+91 9355249992



info@anantya.ai



www.anantya.ai