

Revolutionizing **Ed-Tech** **Engagement** with **WhatsApp Business API**

Redefining Growth with Smarter
Conversations and Seamless Journeys



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



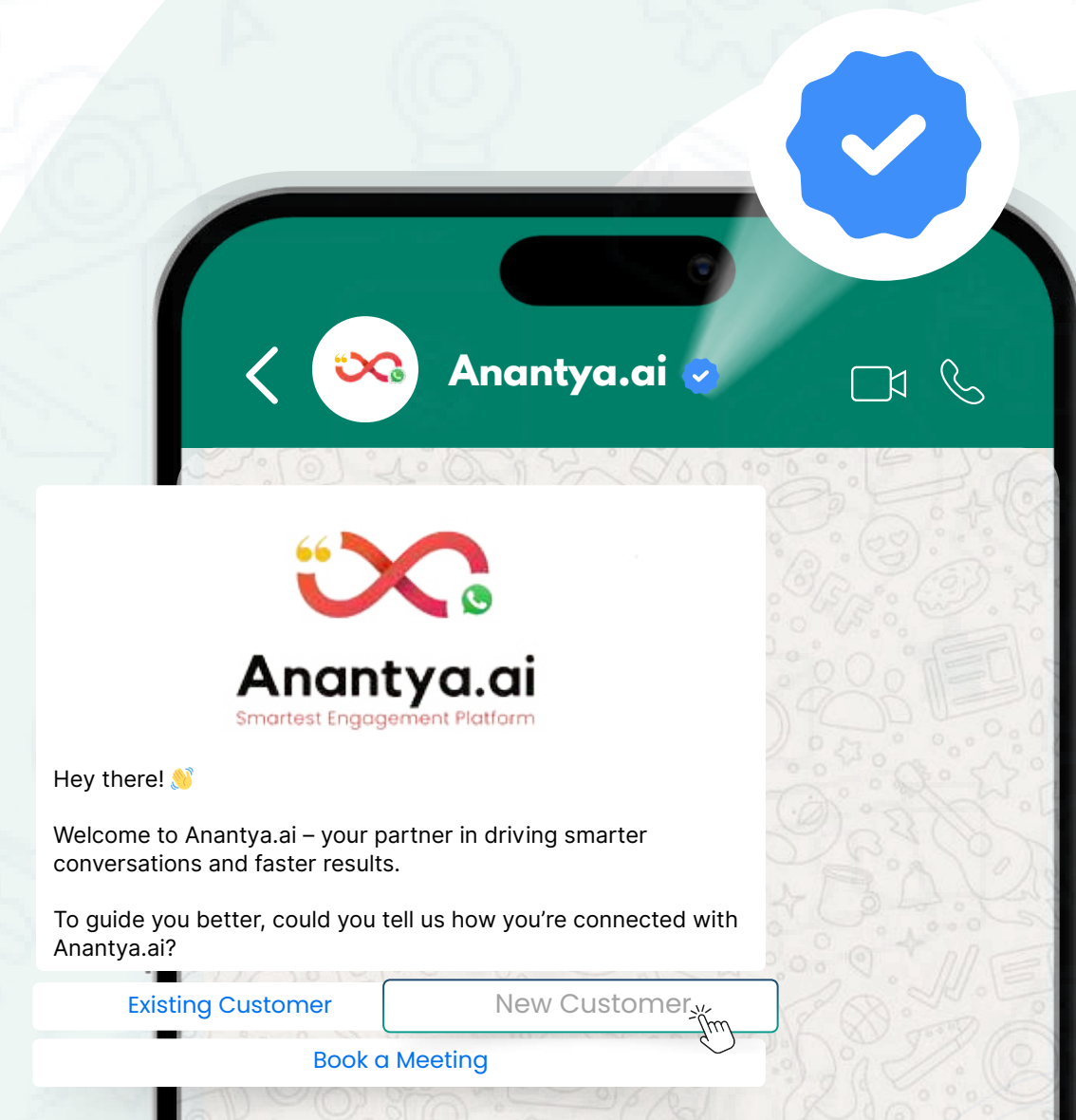
500+ CLIENTS ONBOARDED



3+ YEARS OF EXPERIENCE



20+ COUNTRIES SERVED



Hey there! 🌟
Welcome to Anantya.ai – your partner in dr...
New Customer
12:22 pm

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.

Need for Smarter EdTech Solutions:

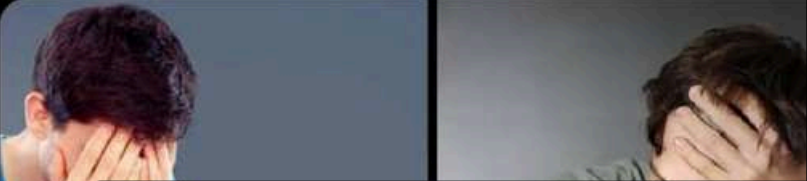
- Revolutionizing education with AI! Anantya.ai delivers **personalized learning**, **instant doubt resolution**, and **24/7 intelligent tutoring**—anytime, anywhere.
- Smarter learning, brighter futures! Our **adaptive AI tailors education**, tracks **progress** in real time, and **enhances student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



 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](#)





Ministry of Education ✓
 @EduMinOfIndia


[#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

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



The Times Of India ✓
 @timesofindia

Follow

...


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

Key Features Tailored for Education Sector

Omnichannel Communication:

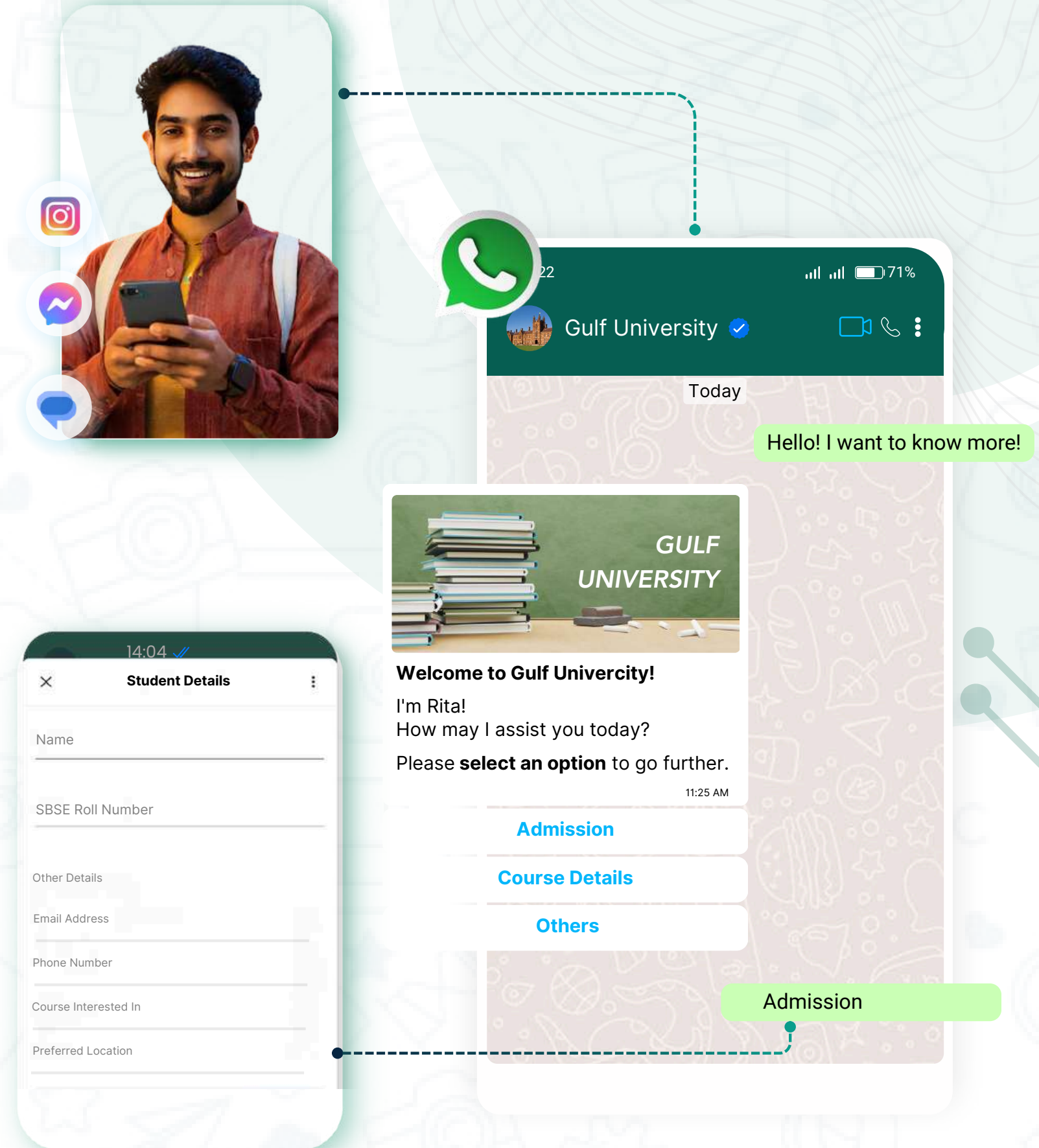
- Ensure critical updates **reach students** on their **preferred channel**.
- **Unified Dashboard:** Centralised management of every conversation.

Admission & Enrollment Automation:

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

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.

Different Payment Methods
To Choose From

X

Confirm Payment

Send to Gurukul

paytm

Net Banking

Debit/Credit Card

Total ₹ 3500.00

Continue



Your Exam fee is pending,
Shall we proceed to payment?

Yes

Thanks!
Here's your secure payment link:

Pay Now

₹3500

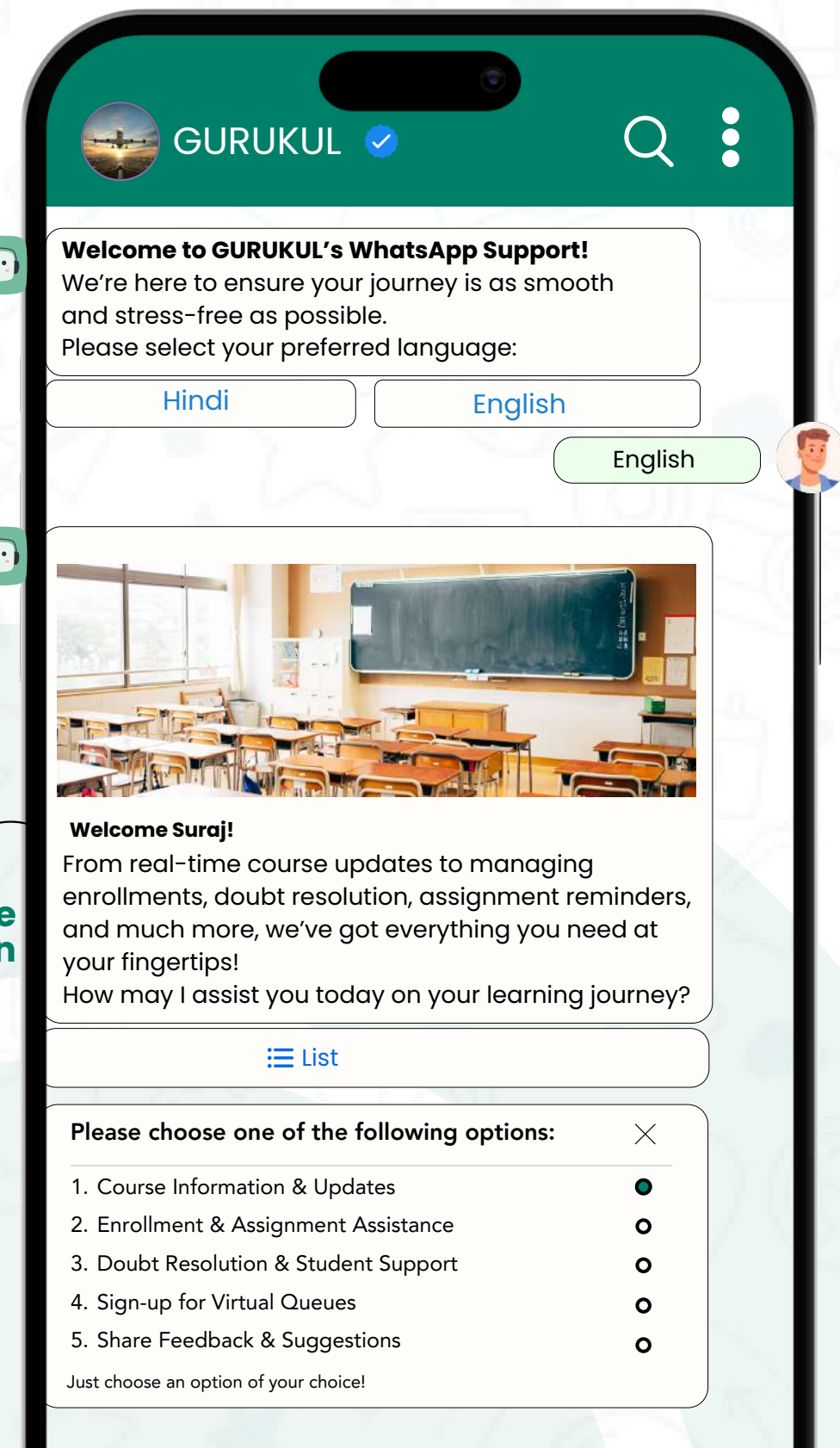
 Sent to the Gurukul
Completed

Paid

05:00 am ✓



Instant Answers for Curious Learners:



Personalise communication

Effortless support at their Fingertips

If the user selects '1'

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 Information & Updates](#)

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:



Course Info

[Choose Option](#)

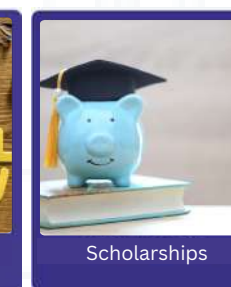
[Back to menu](#)



Enrollment & Fees

[Choose Option](#)

[Back to menu](#)



Scholarships

[Choose Option](#)

[Back to menu](#)



Talk to Advisor

[Choose Option](#)

[Back to menu](#)

[Course Enrollment](#)

[Back to menu](#)

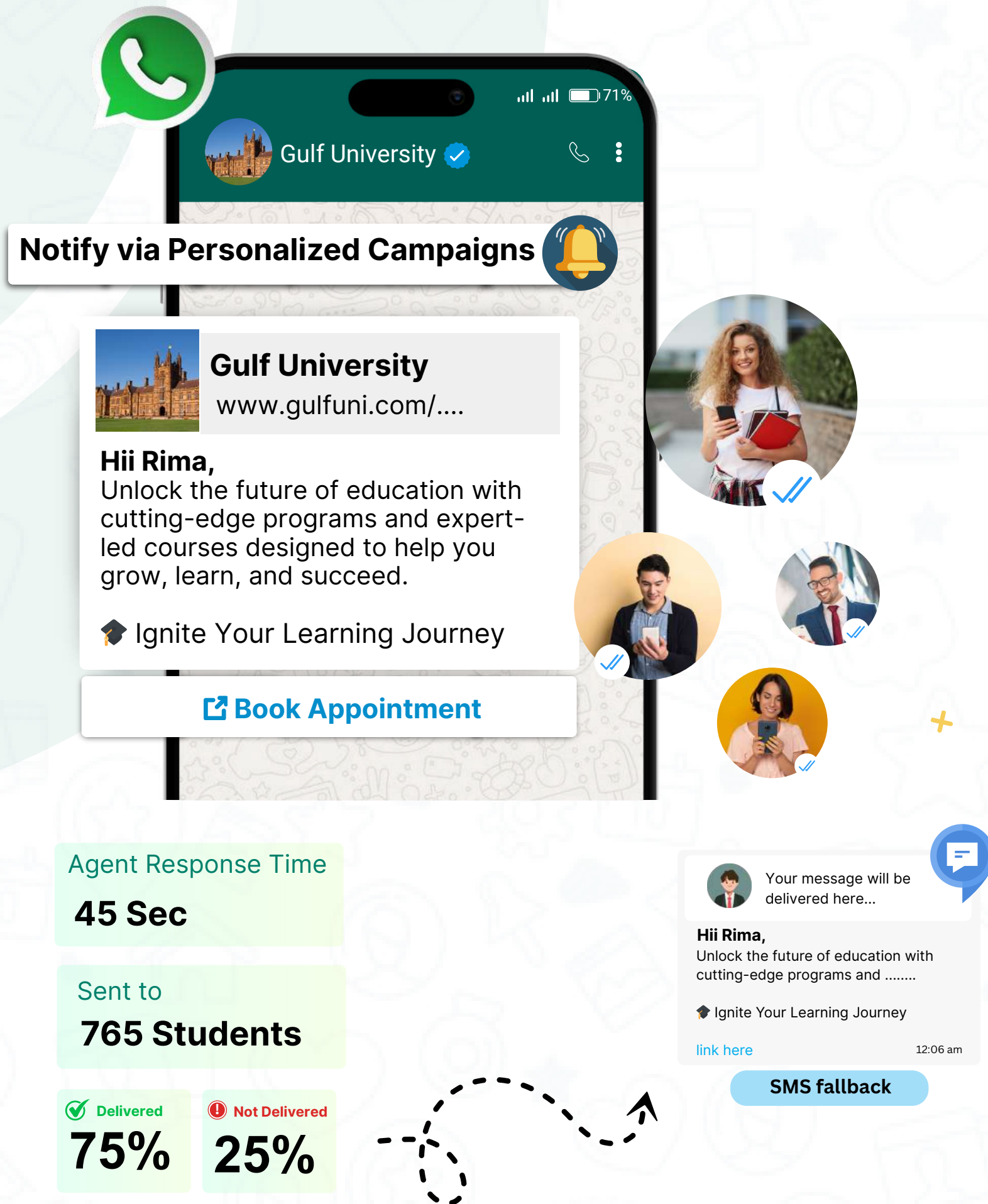
List all the assistance options

If the user selects 'Back to menu'

Please choose from 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

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!





Get In Touch With Us!

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



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