

Your Complete WhatsApp Engagement Platform

Anantya.ai is a leading CPaaS (Communication Platform as a Service) provider enabling seamless, secure, and scalable communication across multiple channels — including WhatsApp, SMS, RCS— through a unified API and platform. Our goal is to simplify communication for businesses and enhance customer engagement through automation, integrations, and omnichannel support.

Our platform also offers businesses a team inbox equipped with smart routing, automated responses, data tagging, and analytics, enabling them to efficiently support their customers. We proudly serve clients in over **12 countries**, offering **multi-currency** and **multi-language support** to cater to diverse market needs. Additionally, we provide **advanced technical support** to ensure our clients have the assistance they need to thrive in today's competitive environment.

500+
Clients
Onboarded

12+
Countries
Served

50+
Use Cases
Discovered

60M+
Conversational
Volume

Brands that trust in us!



Why WhatsApp Business API?



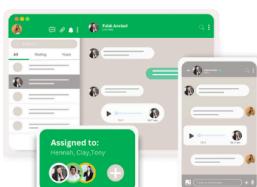
- Broadcast Promotional Messages**
- Send Exciting Offers, Discounts, and Festival Wishes
 - No risk of getting your number blocked!
 - Promote easily with automated messages and grow customer engagement.



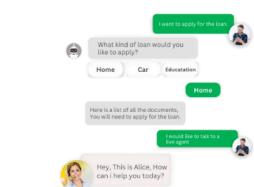
- Sell your Products on WhatsApp**
- WhatsApp Catalog, Cart & Payments all in One Place!
 - Showcase products, allow customers to add items to their cart, and even make payments seamlessly through WhatsApp.



- Run CTWA for 5X More Leads**
- Drive more leads from Facebook & Instagram Ads, directly to WhatsApp.
 - Achieve 2-3X higher conversion rates instantly!
 - Segregate leads by campaigns, build chatbot flows, and retarget with broadcasts.



- Multiple Human Live Chat**
- Enable multiple agents to handle live chat support using the same WhatsApp number.
 - Filter chats based on tags, campaigns, and customer attributes to ensure efficient service.



- Solve Customer Queries 24x7**
- Build Smart Chatbots
 - Monitor conversations through the Live Chat Dashboard.
 - Automate responses to customer queries and send multimedia (images, files, videos) for effective customer service.



- Connect your CRMs with APIs**
- Integrate with CRMs, payment portals, and eCommerce platforms like Shopify, HubSpot, and many more.
 - Automate notifications for Abandoned Cart, Order Confirmations, Event Updates, and more to streamline your operations.



Anantya Neo Platform Pricing



One-time setup fee @ INR 2,999

To get started with the WhatsApp Business API, there is a one-time setup fee of INR 2500, which covers initial onboarding, FBM verification, and configuration of your WhatsApp Business account.

Anantya NEO	Anantya NEO Pro	Anantya NEO Elite
<p>Annual Platform Charge ₹10,999</p> <p>Quarterly Platform Charge ₹4,999</p>	<p>Annual Platform Charge ₹24,999</p> <p>Quarterly Platform Charge ₹11,499</p>	<p>Platform Charge Customizable</p>
<ul style="list-style-type: none"> • Unlimited Service Conversations • Unlimited Template Approvals & Sessions • Campaign Messaging • Welcome & Away Messages • Quick Replies • Basic & Carousel Message Formats • Unlimited Smart Labeling <p style="text-align: center;">+</p> <p>Any 5 Customizable Add-ons</p>	<p>All core features of Anantya Neo</p> <p style="text-align: center;">+</p> <ul style="list-style-type: none"> • Social Media Integrations (Facebook, Instagram) • Lead Management System • Priority Support • Keyword Alert <p style="text-align: center;">+</p> <p>All customizable add-ons</p>	<ul style="list-style-type: none"> • All features of Anantya Neo Pro • Industry-Specific WhatsApp Account Setup • RCS - SMS Fallback Setup • 2 Basic Industry-Specific Integrations (CRM, ERP, or HR tools depending on industry) • Advance Chatbot • Dedicated Account Manager & Consultation • Retrospective Smart Agent Routing • OTP Generation System • Custom Message Pricing

Customizable Add-Ons

To make Anantya work perfectly for your business needs, you can **choose any additional features** from the list below:

- 1 Admin + 5 Sub Logins
- Prospective Smart Agent Routing
- Custom Agent Rules
- Comprehensive Customer Support (Email, Chat & Call)
- WhatsApp Pay UPI Integration
- Smart Audience Segmentation
- Campaign Click Tracking
- Multi-Node Chatbot
- Unlimited WhatsApp Flows
- Multi Templates Campaign
- Campaign Scheduler
- Round-Robin Chat Assignment
- Cart & Catalogue Support
- APIs or Webhooks Access

Per-Conversation Prepaid Rates

Conversation Type	Marketing (Business Initiated)	Utility (Business Initiated)	Authentication (Business Initiated)	Service (User Initiated)
Per Conversation Cost (India)	₹0.85	₹0.15	₹0.15	₹0.0
Per Message cost (other countries)	https://anantya.ai/pdf/Anantya_Global_Conversation_Rate.pdf			

\$ Additional Upgrades

Features	One-Time (INR)	Monthly (INR)	Annually (INR)
META -Blue Tick Verification	3000	-	-
Additional Agent/ Sub-login (per agent)	0	699	5999
Add-on Channel    (Unlimited Conversation) (Per Channel)	0	499	1999
Multi Channel - Click & Engage Reports	-	1499	-
Integrated Lead Management System & Directory Management	-	1500	-
Dedicated Person for Reporting and Analysis	-	1500	-
On-Premises Database Hosting	-	-	25000
Multi-channel Fall Back Setup (SMS/RCS)	-	-	4000/ Channel
API Integration with any CRM tool	Based on scope of work.		
OTP System Setup	-	-	4000
Advanced Chatbot(Up to 500 nodes)	6999/yearly		

🎯 Buy It. Use It. Earn from It.

Why just use it for your business when you can **earn** from it too?

Become a part of the **Anantya Affiliate or White-Label Reseller Program** and unlock a new income stream while empowering others to grow their communication capabilities.

 Refer your clients, contacts, or network — and let Anantya handle the rest while you earn commissions or build your brand.

📜 Terms of Service (Key Points)

Platform Control & Verification:

- The verification of business accounts on WhatsApp (including Facebook Business Verification and Green Tick approval) and all associated restrictions or template pauses are solely governed by Meta Platforms Inc. While we will provide full assistance in submitting required documentation, the outcome remains at Meta's discretion. Message delivery depends on recipient device, network conditions, and Meta's systems. 100% delivery is not guaranteed.

Messaging Policy & Charges:

- WhatsApp and RCS pricing structures may be revised by Meta or telecom partners without prior notice. All platform-related

- rate changes will directly affect billing.
- WhatsApp campaigns sent outside agreed countries will incur [Global Conversational Pricing](#).
- RCS messages are categorized as Basic (<160 chars), Rich (media & carousel), and Conversation-based (24-hour sessions triggered on brand replies). Charges apply based on message type and engagement logic.

Currency & Invoicing:

- All prices are quoted in INR and exclusive of applicable taxes, which will be charged additionally.
- The billing cycle is monthly, starting from the 1st day of each month. The first billing cycle begins on the service commencement date.
- Invoices are based on usage logs (sent, delivered, read) from the Anantya.ai panel. Internal customer logs will not override Supplier logs.
- Rates per message will be shared via email in the form of a coverage list.
- A **10% annual increment** will be applied to all base platform packages and service fees, effective on the anniversary of the onboarding/start date
- The Supplier may revise prices in response to market dynamics, platform policy changes, operator rate updates, legal obligations, or other external cost changes. Notification will be given via email, and if the Client disagrees, the agreement may be terminated per the agreed terms.

Payment Terms:

- All invoices must be paid within 15 days of the issue date.
- Failure to make timely payments may result in service suspension without further notice.
- Partial payments do not waive the right to collect full dues. Any legal, bank, or collection charges incurred due to late payment will be borne by the Client.

Support & SLA

- Standard support is available via Email, Call & Chat during working hours (Mon-Fri).
- Critical support issues are addressed within 4-6 hours; non-critical queries within 48 hours.