

Anantya.ai Platform (Whatsapp Marketing)

What is Anantya.ai?

- A service for businesses to chat with customers using WhatsApp, SMS, and more.
- Helps send messages, automate replies, and track customer talks.
- Works for small startups to big companies.
- Key numbers:
 - 500+ clients.
 - In 20+ countries (focus on Middle East, Asia, Africa).
 - Over 1 billion messages sent.
 - 3+ years in business.
 - Trusted by brands like SBI, Nykaa, DTDC.
- Powered by Meta (WhatsApp owners), with secure setup.

Why Use WhatsApp for Business?

- 83% customers use apps like WhatsApp to ask about products.
- 64% businesses say it builds personal connections.
- Chatbots on WhatsApp grow 92% – fast customer help tool.

Main Features (What It Does)

- **Chat Tools:** Team inbox for handling messages, auto-replies, labels for organizing.
- **Automation:** Chatbots for 24/7 answers, quick buttons, welcome messages.
- **Campaigns:** Send bulk messages to many people, with SMS backup if WhatsApp fails.
- **Ads & Sales:** Click-to-WhatsApp ads, product catalogs, shopping carts.
- **Payments:** Pay via UPI right in WhatsApp chat.
- **Leads & Data:** Track customer info, segment groups, real-time reports.
- **Integrations:** Connects to Facebook, Instagram, Shopify, Zoho, CRM tools.
- **Extra Add-ons:** Pick extras like more users, schedulers, or custom bots.
- Works for: Sales, support, marketing in industries like travel, retail, health.

Pricing (Simple Breakdown)

- **Setup Fee:** One-time ₹2,500 (for account setup and verification).
- **Yearly Plans:**
 - Basic (NEO): ₹10,999 – Unlimited chats, templates, 5 add-ons.
 - Pro: ₹24,999 – Adds social integrations, leads system, priority help.

- Elite: Custom price – Full features + industry setup, advanced bots, personal manager.
- **Message Costs (India, per chat):**
 - Marketing: ₹0.85
 - Utility/OTP: ₹0.15
 - Service (customer starts): Free
- **Discounts for High Volume:** Lower price for more messages (e.g., over 200k: ₹0.78 for marketing).
- **Notes:** Prices in INR + taxes. 10% yearly increase. Meta can change rates.

How It Works (Simple Flowchart in Text)

Start → Setup Account (Pay ₹2,500, verify with Meta) → Choose Plan & Add-ons → Integrate Tools (e.g., CRM) → Send Messages/Campaigns → Automate Chats → Track Results & Pay Per Use → Grow Business.

- **Step 1:** Sign up and verify WhatsApp account (Anantya helps).
- **Step 2:** Pick plan based on needs (basic for small, elite for big).
- **Step 3:** Add features like chatbots or payments.
- **Step 4:** Use for daily tasks: Broadcasts → Auto-replies → Sales → Reports.
- **End:** Earn extra via their referral program.

Benefits

- Easy global reach with multi-language.
- Saves time with auto-tools.
- Boosts sales and trust (official green tick).
- Secure and reliable (ISO certified).

Important Rules (Terms)

- Meta controls verification and message delivery (not 100% guaranteed).
- Pay invoices in 15 days or service stops.
- Support: Email/chat/call on weekdays; quick fix for big issues.
- Rates can change; billed monthly on usage.

Next Steps

- Pros: Cheap start, flexible, good for our WhatsApp work.
- Cons: Depends on Meta, possible price changes.
- Suggest: Book a demo.
- Contact: info@anantya.ai or +91 9355249992.

Pack Name	Yearly Cost	Main Facilities
Basic (NEO)	₹10,999	Unlimited chats, free templates, 5 add-ons like bots/campaign tools, use for sales, support, basic analytics
Pro	₹24,999	All Basic + connect to social media (FB, Insta), advanced lead system, priority customer support
Elite	Custom	All Pro + specialized setup for your industry, advanced bots, personal account manager, more integrations & extras
Message Cost	-	Marketing: ₹0.85/chat, Utility/OTP: ₹0.15/chat, Customer-initiated: Free, Bulk discounts for large volumes (> 200,000 msgs: ₹0.78 for marketing)