

Commercial Proposal Alliance

Submitted by:

ValueFirst, a Twilio company

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ValueFirst
A TWILIO COMPANY

An Introduction

Founded in 2003, ValueFirst is an enterprise communication platform company that connects businesses with their consumers. We enable intelligent conversations across telecom and internet channels through our communication platform enabling circa 4 Billion interactions a month. We offer the following:

- **Communication platform as a service (CPaaS):** Cloud-based platform/APIs for SMS, Voice, Emails, and Authentication.
- **Cross Channel communication platform:** A unified cross channel platform enabling enterprises to automate communication workflows and improve customer engagement.
- **AI-driven conversation platform:** Build, host, and manage intelligent, NLP (Natural language processing) enabled bots.



We help a large, diversified customer base across BFSI, E-commerce, Retail, IT Software, Manufacturing, Internet, Automobile, Digital payment, Education, Travel, Media, Hospitality, Healthcare, and Consumer verticals and have strong relationships with global telecom operators. We are driven by about 400 free-spirited people with a global footprint in India, Indonesia, and the Middle East.



In 2020, we enabled over **50 Billion Interactions** between brands and their consumers across channels.



Amongst **top 5 companies globally** in number of interactions empowered for businesses.



We're a **Twilio company**, the world's biggest CPaaS player.

Our Happy Customers

amazon	Microsoft	cisco	Standard Chartered	ORACLE	Google	EY	P&G	SAP	Unilever
NOKIA	ebay	IKEA	pwc	unicef	AVIVA	GMAT	Whirlpool	Infosys	Domino's
NIKE	PEPSICO	DBS	TARGET	bilt	BLACKBERRY'S	GPI GODFREY PHILLIPS INDIA LIMITED	Nestle	MAX LIFE INSURANCE	Coca-Cola
BAJAJ FINSERV	oppo	LG	Panasonic	PayU	AXIS BANK	Johnson Johnson	NSE	BONFLEET	Reliance Industries Limited
Samsonite	ICICI Bank	WIPRO	paytm	BAJAJ FINSERV	CEAT	FoodWorx	IIT	KPMG	ITC Limited
PAYBACK	goibibo.com	RBL BANK	Insurance	SBI	Lenovo	U	PVR CINEMAS	freecharge	HDFC Life

We are also in strategic partnerships with Google, Facebook, Oracle, SAP, Salesforce, Infosys, Adobe, IBM, Shopify, HubSpot and others.

Our Awards



Best Digital
Campaign
IAMAI IDS 2020



Best ICT
Platform
World CSR Day 2019



Most Trusted
Partner
DMA Asia 2018
For Surbo



CMO Choice
Award
DMA Asia 2018
For Surbo



Best Multi
Channel
mCube Awards 2018
For Surbo



Technology
Fast50
Deloitte India 2011

Commercials

1. WhatsApp

Description	Charges (INR)	Inclusion
WhatsApp Docker Setup (One Time)	30,000	Use case approval Template approval Docker Setup Account Configuration
Business Initiated Conversation*	0.53 per conversation*	-
User Initiated Conversation*	0.33 per conversation*	-

*One conversation is of 24 hours, 24 hr window starts from 1st message delivered from Brand.

Terms & Conditions

- Prices are excluding GST 18%
- Payment has to be made in favour of 'ValueFirst Digital Media Pvt. Ltd.'