



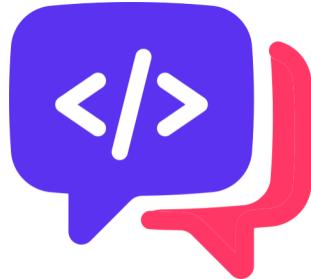
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Ankit Kanwara <ankit.kanwara@gupshup.io>
To: Adwit Sharma <adwit.sharma@gupshup.io>

Fri, Sep 5, 2025 at 2:04 PM

Updated.



Hello!

This is the August edition of our monthly PreSales update series, offering detailed analyses of Team Impact, highlights of major customer headlines, and requests from Product Teams.

***** This report covers data for entire month of August*****

Business headlines

- **Presales activity** count (Demos, PoC, RFP and SoW): **434**
- Including - RFX : 13 | POCs : 25
- Also, a Voice AI Case study, one of the early adopters i.e. Dot & Key
- As well as, 3 Enablement Sessions & 2 Webinars and over 26 SOW's shared.

Key use cases discovered

Success stories

River

Description :

The company needs to solve the problem of fragmented and manual lead management and customer communication processes. The current system lacks the capability for end-to-end chatbot interactions, robust lead management (including capture, qualification, and routing), and comprehensive automated communications.

This results in missed opportunities and inefficiencies in engaging with both potential and existing customers.

Gupshup environment provided the River team with major required analytics and the ease of use of the platform impressed the customer.

Deal Size (MRR): 4,00,000 INR

OTD: 2,80,000 INR

Presales Owner: Kathyayani Nayak

The First Group

Description :

Lead Nurturing: WhatsApp bot journeys to capture and qualify leads (Hotel Ownership, Careers, Tourism, Residency).

Lead Acquisition: Click-to-WhatsApp ads integrated with CRM to acquire new leads seamlessly.

One of the key differentiators was the ability for the client to create customer segments in Microsoft Dynamics and push time-sensitive events into our Personalize module. We can then leverage those events to trigger automated, contextual campaigns, sending real-time alerts and updates to customers using our Automated Campaign Module.

Deal Size (MRR): 1,63,104 INR

OTD: 2,15,873 INR

Presales Owner: Gargi Upadhy

ICICI HFC

Description :

Migration from FAQ Structured bot to agentic ai. Key point was that we were able to retain existing customer who had stopped the project due to responses being below par

Deal Size (MRR): 3,50,000 INR

OTD: 0

Presales Owner: Adwit Sharma

Casas Bahia BCG

Description :

Full self-service customer in which Gupshup will provide training and support

Deal Size (MRR): 25,000 USD

Presales Owner: Mariana Ribeiro

Cars24 UAE

Description :

Cars24 UAE selected Gupshup as its conversational platform due to the dedicated efforts of the Sales and Presales teams. Detailed consultations, and strategic CXO-level engagements were instrumental in demonstrating the value of the platform.

These efforts clearly showcased how Gupshup's WhatsApp solution could enhance customer engagement, streamline communication, and support operational efficiency.

This win highlights the effectiveness of a well-executed Presales approach in enabling digital transformation for Cars24 UAE

Deal Size (MRR): 1,20,000 INR

OTD: 1,50,000 INR

Presales Owner: Nikhil Sharma

Kerala Gramin Bank

Description :

Kerala Garmin bank was looking for implementing multiple BFSI bots for its customers to provide end to end banking experience over WhatsApp.

We have several journeys that will allow both domestic and NRI customers to leverage the services from KGB over WhatsApp.

The customer is currently starting phase one but we are in talks to also develop Voice and Chat Ai products in the future.

Deal Size (MRR): 6,00,000 INR

OTD: 18,00,000 INR

Presales Owner: Nikhil Sharma

Missed Opportunities

ICICI Prudential

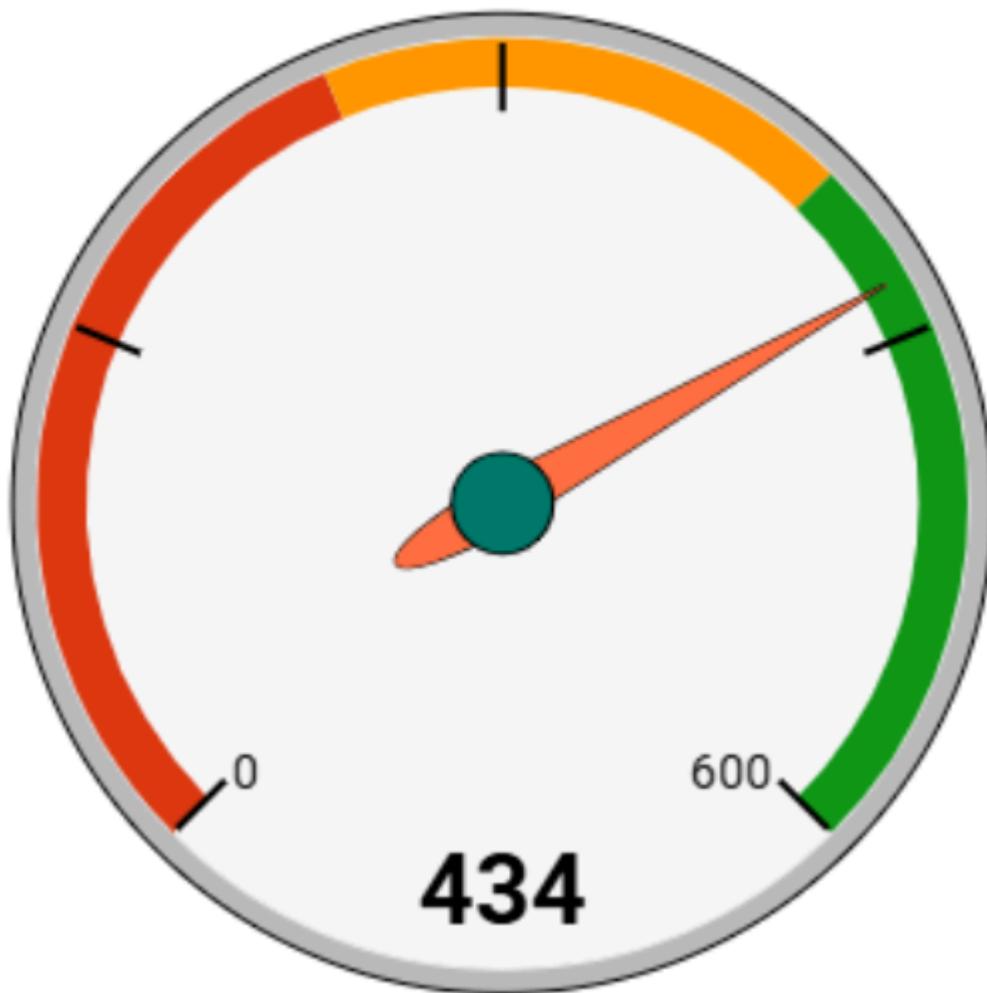
Description:

We provided a feedback journey for ICICI Prudential. The client requested analytics comparable to SurveyMonkey, for which we quoted an additional one-time cost of ₹5 lakhs. This is in addition to the current monthly recurring revenue (MRR) of approximately ₹3 lakhs.

Presales Owner: Mridul Kumawat

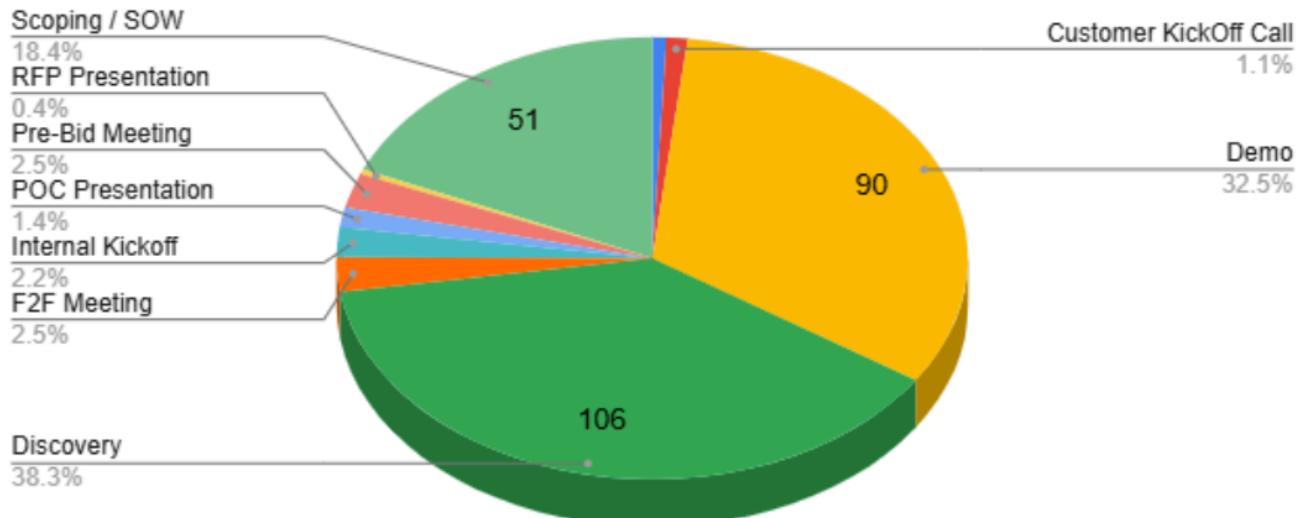
Monthly Activity count

Monthly Activity



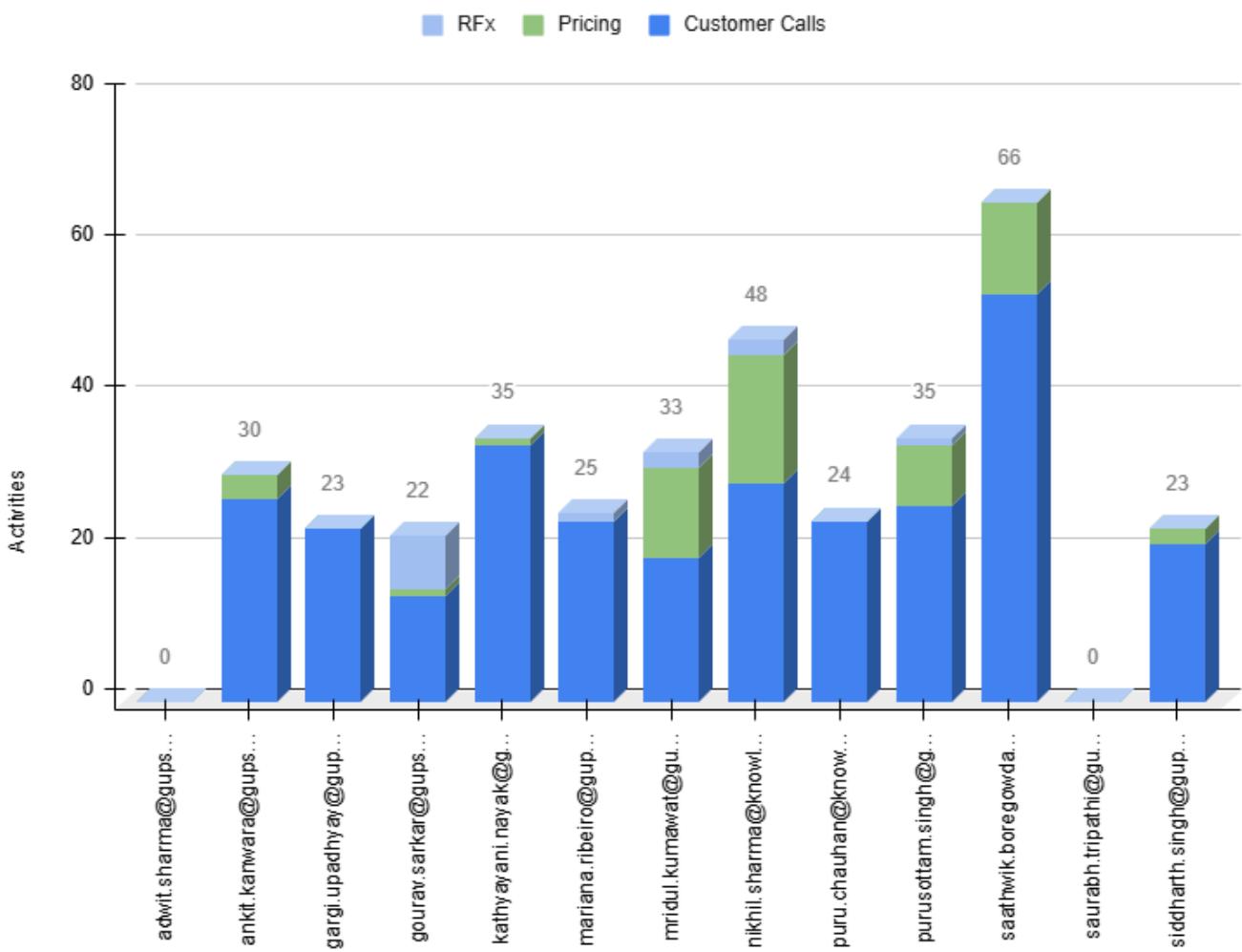
Activity Breakup

Activity Type



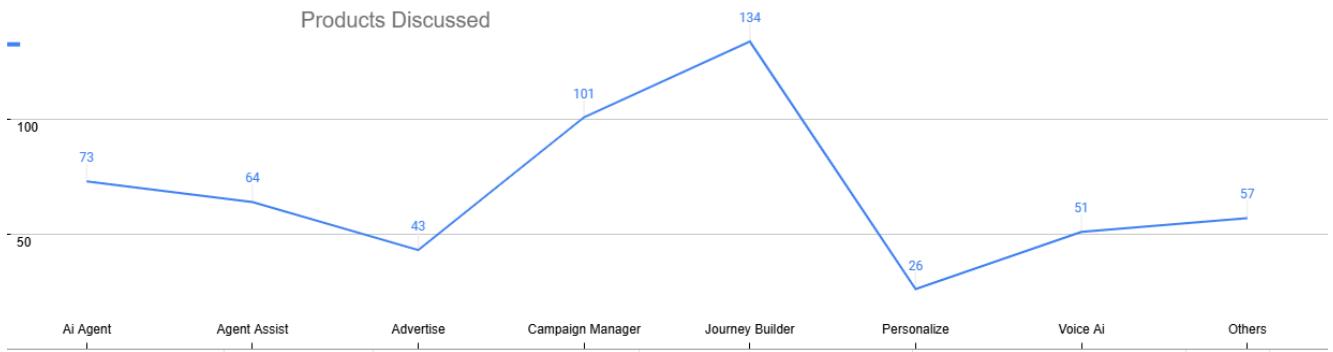
Presales Individual Activities

Individual Presales Activities



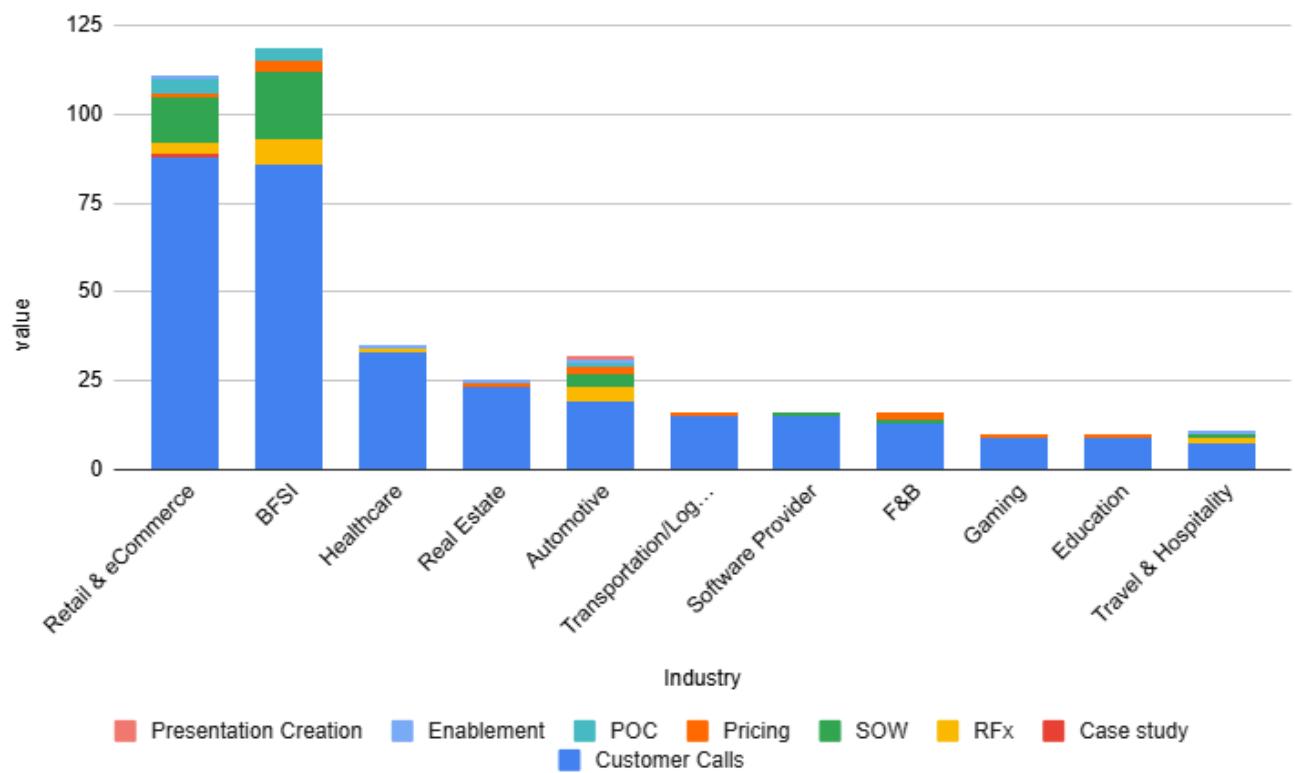
Key trends in Product

Product Discussed With Clients



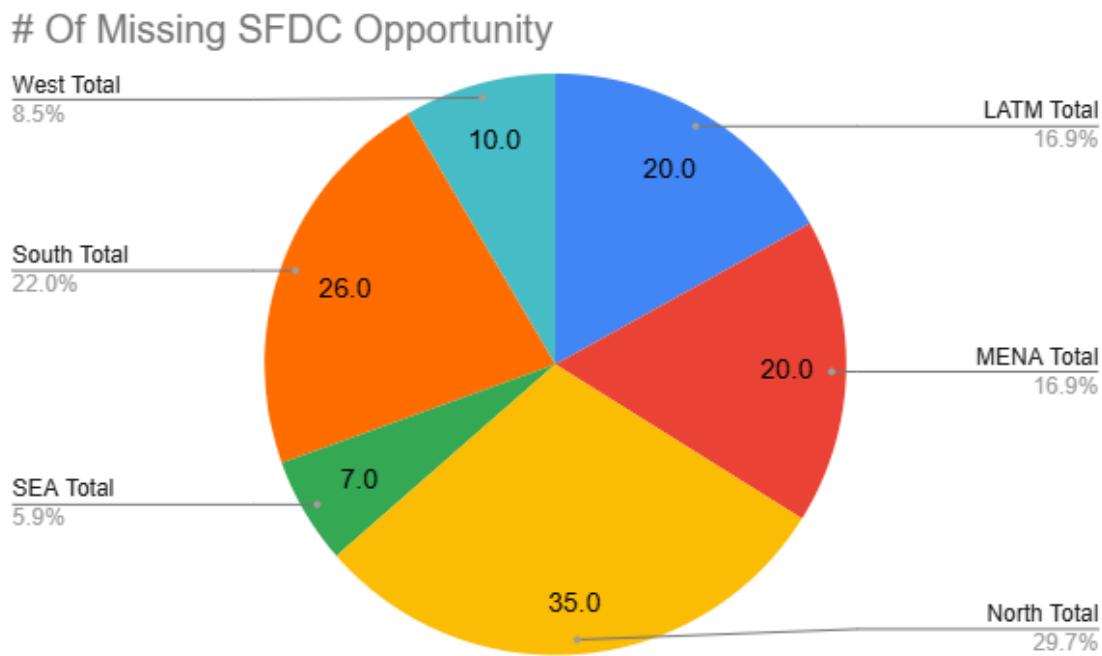
Industry wise activities

Top 10 Industries Activities



Key trends in Sales interest

Number of SFDC Opportunities Missing



List of SFDC Tagging Pending (Sales Rep Wise)

LATM	Gabriel Queiroz	BB - Campanha Imagens	mariana.ribelio@gupshup.io	1.0	
		C6 Bank	mariana.ribelio@gupshup.io	1.0	
		Grupa SC	mariana.ribelio@gupshup.io	1.0	
		Loreal Brasil Gen AI	mariana.ribelio@gupshup.io	1.0	
		Loreal Paris - 2026	mariana.ribelio@gupshup.io	1.0	
		Loreal SheenMe Integrat	mariana.ribelio@gupshup.io	1.0	
		Randstad Projeto Vegas Logis	mariana.ribelio@gupshup.io	1.0	
		Randstad Projeto Vegas Logis	mariana.ribelio@gupshup.io	1.0	
		RFP Loral LATAM AI	mariana.ribelio@gupshup.io	1.0	
		Strategic Concursos	mariana.ribelio@gupshup.io	1.0	
		Fogata - NPS	mariana.ribelio@gupshup.io	1.0	
		Gallai	mariana.ribelio@gupshup.io	1.0	
		Rala Drogasil	mariana.ribelio@gupshup.io	1.0	
		Loreal Colombia	mariana.ribelio@gupshup.io	1.0	
		Saba Regio	mariana.ribelio@gupshup.io	1.0	
		CEO Forum	mariana.ribelio@gupshup.io	2.0	
		Diageo MX Baileys	mariana.ribelio@gupshup.io	1.0	
	Fernando Bueno				
	Javier Bracho				
	Bruno Montoro				
	Paulo Pinto				

Africa	Sandra	SME Marketplace	saathvik.boregowda@gupshup.io	1.0	
SEA	Esther	devalsolution	saathvik.boregowda@gupshup.io	1.0	
		GlowfishLabs	saathvik.boregovda@gupshup.io	2.0	
		portphill	saathvik.boregovda@gupshup.io	1.0	
		Shanghai	saathvik.boregovda@gupshup.io	1.0	
		Watsons	saathvik.boregovda@gupshup.io	1.0	
		Nestle Indonesia	saathvik.boregovda@ousshue.io	1.0	
	Tanmav				

West	Chirag Panchal Total	dhl	purusottam.singh@gupshup.io	5.0	
	Vishal Pansari	pharmeasy	purusottam.singh@gupshup.io	1.0	
	Souvik Total	tatadigital	purusottam.singh@gupshup.io	2.0	
	Avadhesh Chaturvedi			1.0	

South	Dhananjay	Bhims Jewels	saathvik.boregovda@gupshup.io	1.0	
		BeadsBuck	saathvik.boregovda@gupshup.io	2.0	
		Swish club	saathvik.boregovda@gupshup.io	1.0	
		KSTM	gourav.sarker@gupshup.io	1.0	
		TeeGa	gourav.sarker@gupshup.io	2.0	
		Dvara Health Finance	kathyayani.nayak@gupshup.io	1.0	
		KULT	kathyayani.nayak@gupshup.io	1.0	
		Page Industries	saathvik.boregovda@gupshup.io	1.0	
		accessmatrix	saathvik.boregovda@gupshup.io	1.0	
		Farmgate	saathvik.boregovda@gupshup.io	1.0	
		ramos	saathvik.boregovda@gupshup.io	1.0	
		BioBakri	ankit.kumarw@gupshup.io	1.0	
		PolicyBazaar	ankit.kumarw@gupshup.io	2.0	
		HealthOrbit	kathyayani.nayak@gupshup.io	1.0	
		Novo Nordisk	kathyayani.nayak@gupshup.io	1.0	
		Siemens	kathyayani.nayak@ninninum.in	1.0	
	Abhishek Bhadaria				

North	Rashid Raza	BSNL	gourav.sarkar@gupshup.io	1.0
		DIPR Punjab	gourav.sarkar@gupshup.io	2.0
		IGL	gourav.sarkar@gupshup.io	3.0
	Ranjay Tiwari	TATA power	gourav.sarkar@gupshup.io	1.0
		Chips	gourav.sarkar@gupshup.io	1.0
		Mitsam state	gourav.sarkar@gupshup.io	2.0
	Vikas Kumar	Mpsvad	gourav.sarkar@gupshup.io	1.0
		Housing.com	nikhil.sharma@knowlarity.com	2.0
		IFB	nikhil.sharma@knowlarity.com	2.0
		INTERNETMOGULS.COM	nikhil.sharma@knowlarity.com	1.0
	Arpan Dutta	Century	puru.chauhan@knowlarity.com	1.0
		Centuryly	nikhil.sharma@knowlarity.com	1.0
		Sapna	nikhil.sharma@knowlarity.com	1.0
	Rahul Verma	Spesimilited.com	nikhil.sharma@knowlarity.com	1.0
		UCILINDIA	sathvik.kongowda@gupshup.io	1.0
		ApBees	gourav.sarkar@gupshup.io	1.0
		CP Bus	nikhil.sharma@knowlarity.com	1.0
		MRDC	nikhil.sharma@knowlarity.com	1.0
	Nitin Bhatia	Unicharm	nikhil.sharma@knowlarity.com	1.0
		MyMoneyMantra	puru.chauhan@knowlarity.com	1.0
		Omni	puru.chauhan@knowlarity.com	1.0
		Surge Done	gourav.sarkar@gupshup.io	1.0
		Sova Health	puru.chauhan@knowlarity.com	1.0
		Keen Enterprise	nikhil.sharma@knowlarity.com	2.0
	Mohd Abbas	Swischub.in	puru.chauhan@knowlarity.com	1.0
	Dhananjay	Treebo	puru.chauhan@knowlarity.com	1.0
	Abhishek Bhadaria			
MENA				
	Gaurav Tomar	Al Forsan	siddharth.singh@gupshup.io	1.0
		Al Forsan - new	siddharth.singh@gupshup.io	1.0
		alhamra.ae	nikhil.sharma@knowlarity.com	1.0
		Impelium APP	siddharth.singh@gupshup.io	1.0
		Lulu Exchange	siddharth.singh@gupshup.io	1.0
		Lulu Closet	siddharth.singh@gupshup.io	1.0
		Rove Hotels	siddharth.singh@gupshup.io	1.0
		The Luxury Closet	siddharth.singh@gupshup.io	3.0
		Hemanth	MEP - KSA	1.0
			MEP - KSA	1.0
			Nahdi	1.0
		Nayem Total	gargi.upadhyay@gupshup.io	2.0
		Mohd Abbas	Al Karama Motors	1.0
			pkcarparts.com	1.0
			nikhil.sharma@knowlarity.com	1.0
		Gabriel Queiroz	Randstad	1.0
		Bittu George	marianna.nicola@gupshup.io	1.0
		Nazch Group	siddharth.singh@gupshup.io	1.0
		Abbas M	La Alla Clinic	1.0
			gargi.upadhyay@gupshup.io	1.0



That is all for today. Cya next in the September edition soon!

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