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Updated.



gupshup

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 furfuture.

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

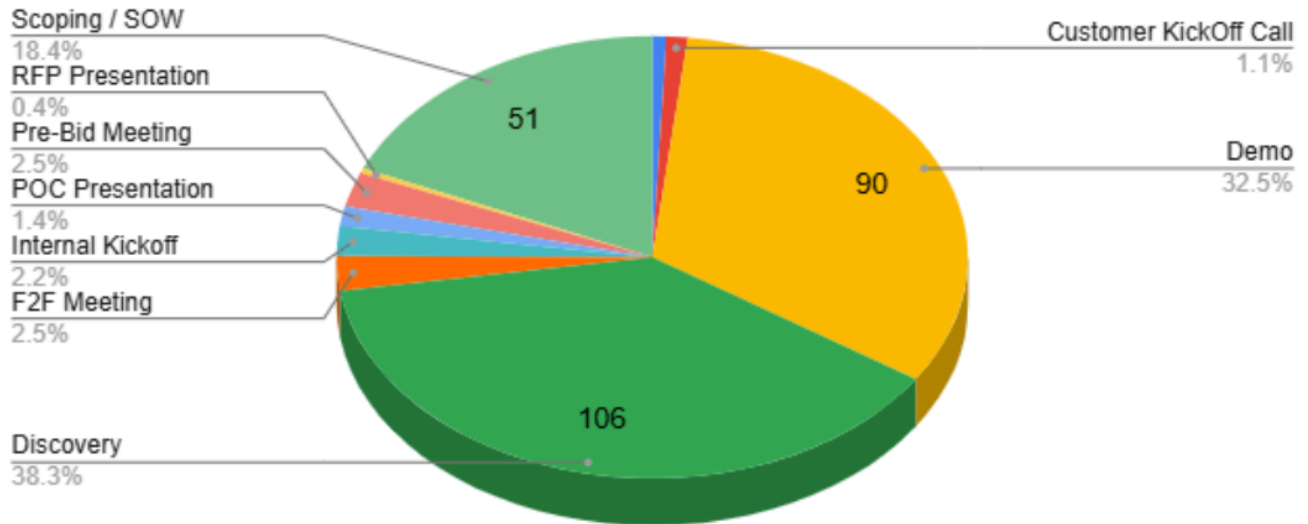
Monthly Activity count

Monthly Activity



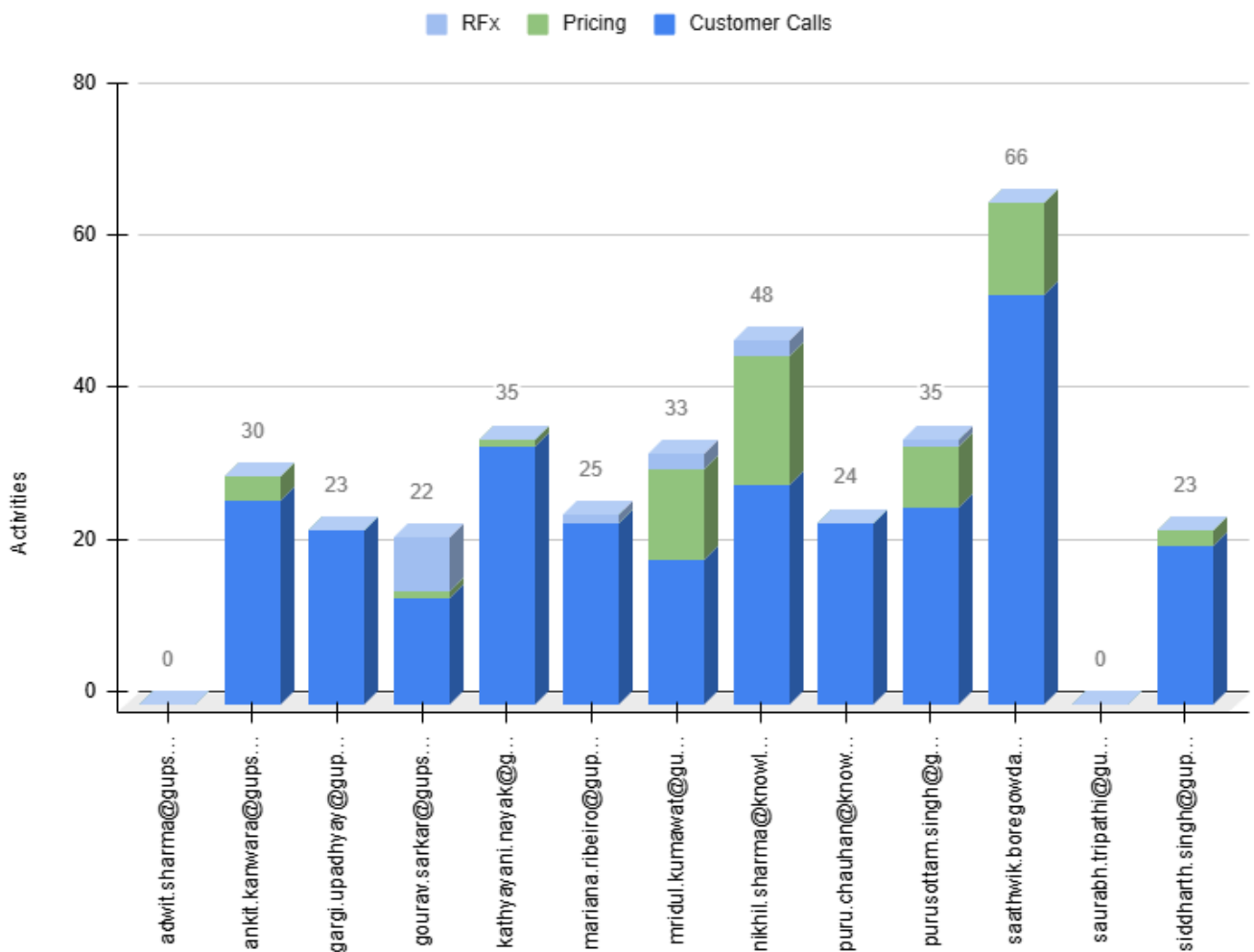
Activity Breakup

Activity Type



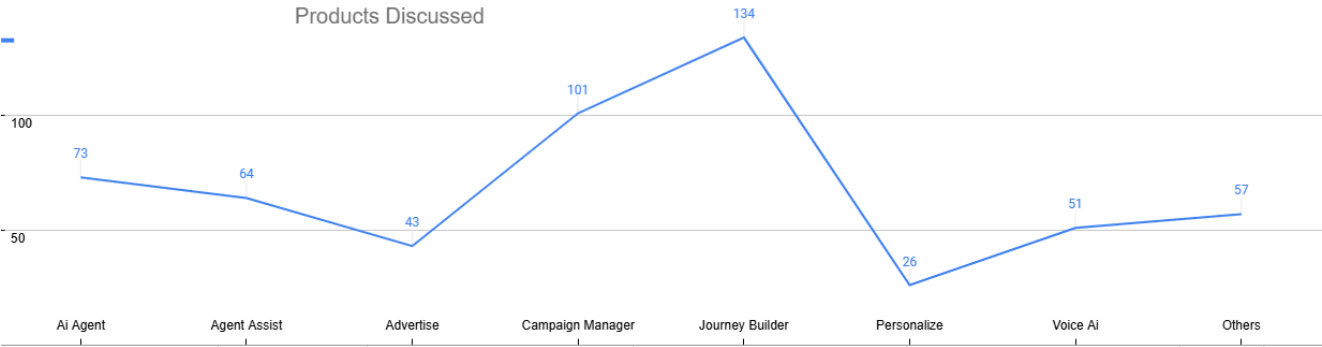
Presales Individual Activities

Individual Presales Activities



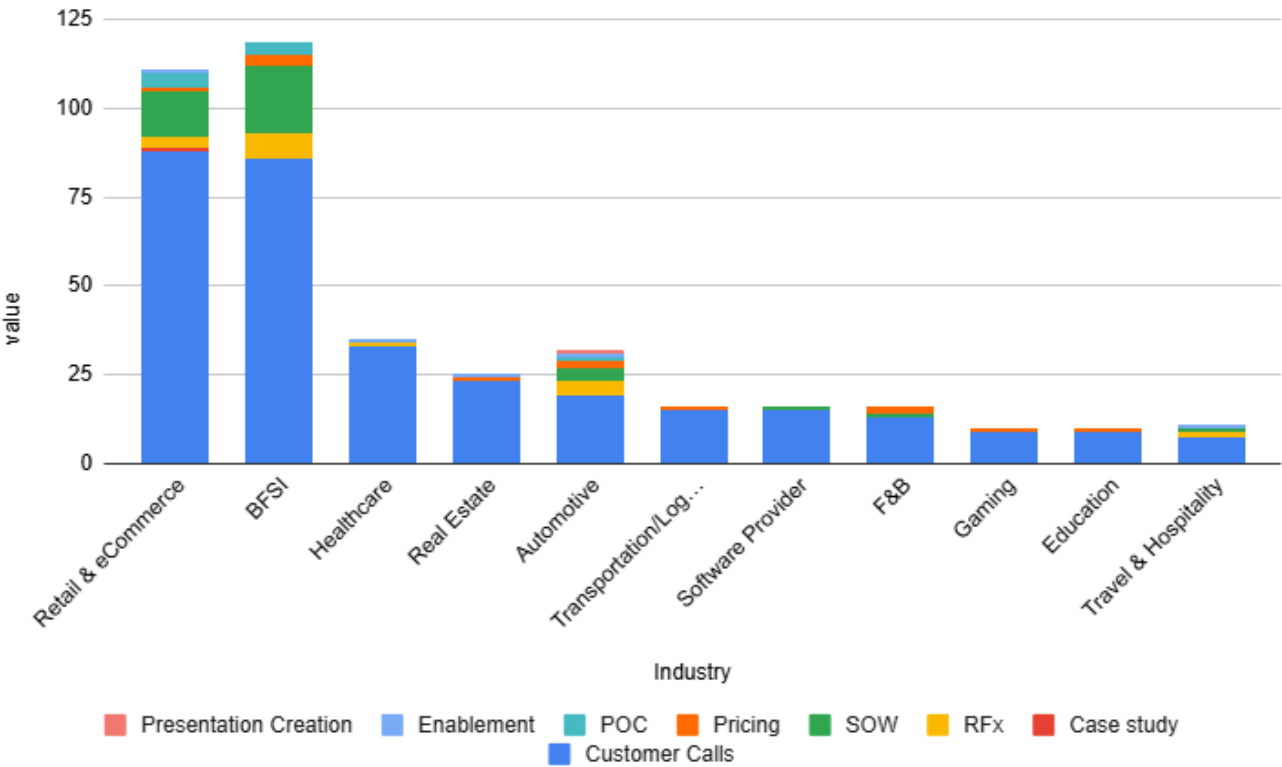
Key trends in Product

Product Discussed With Clients



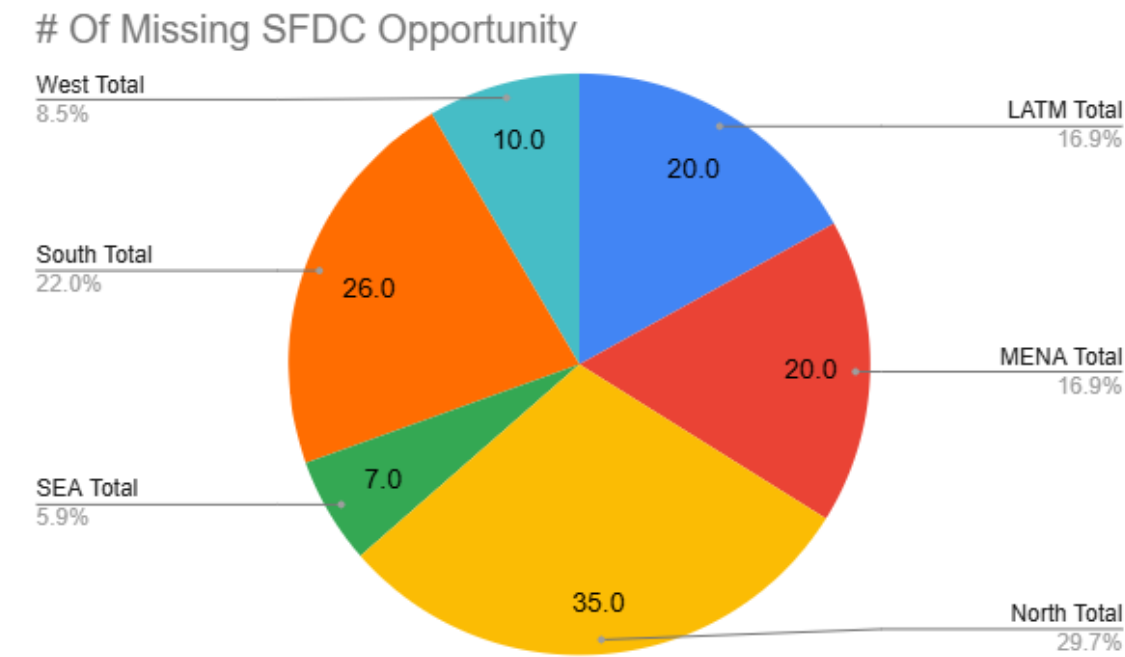
Industry wise activities

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.ribeiro@gupshup.io	1.0
		C6 Bank	mariana.ribeiro@gupshup.io	1.0
		Grupo SC	mariana.ribeiro@gupshup.io	1.0
		Loreal Brasil Gen AI	mariana.ribeiro@gupshup.io	1.0
		Loreal Paris - 2026	mariana.ribeiro@gupshup.io	1.0
	Fernando Bueno	Loreal SheerMe Integration	mariana.ribeiro@gupshup.io	1.0
		Randstad Projeto Vagas Logis	mariana.ribeiro@gupshup.io	1.0
		Randstad Projeto Vagas Logis	mariana.ribeiro@gupshup.io	1.0
		RFP Loreal LATAM AI	mariana.ribeiro@gupshup.io	1.0
		Acerto	mariana.ribeiro@gupshup.io	1.0
	Javier Bracho	Caeedu	mariana.ribeiro@gupshup.io	1.0
		Estrategia Concursos	mariana.ribeiro@gupshup.io	1.0
		Fogias - NPS	mariana.ribeiro@gupshup.io	1.0
		Gallai	mariana.ribeiro@gupshup.io	1.0
		Rala Drogasil	mariana.ribeiro@gupshup.io	1.0
Africa	Sandra	SME Marketplace	saathwik.boregowda@gupshup.io	1.0
	Esther	devaluation	saathwik.boregowda@gupshup.io	1.0
		GlowfishLabs	saathwik.boregowda@gupshup.io	2.0
		portphillip	saathwik.boregowda@gupshup.io	1.0
		Shanghai	saathwik.boregowda@gupshup.io	1.0
		Watsons	saathwik.boregowda@gupshup.io	1.0
	Tannav	Nestle Indonesia	saathwik.boregowda@gupshup.io	1.0
SEA	Souvik Total			
	Aradhesh Chaturvedi			
	Satadighal			
West	Chirag Panchal Total			
	Vishal Pansari	dhl	purusottam.shingh@gupshup.io	1.0
		pharmeasy	purusottam.shingh@gupshup.io	1.0
	Souvik Total			
South	Dhananjay	Bhima Jewels	saathwik.boregowda@gupshup.io	1.0
		Blackbuck	saathwik.boregowda@gupshup.io	2.0
		Swish club	saathwik.boregowda@gupshup.io	1.0
		KSITM	gourav.sarkar@gupshup.io	1.0
		TheSa	gourav.sarkar@gupshup.io	2.0
	Shanawaz	Dhara Health Finance	kathayani.nayak@gupshup.io	1.0
		KULT	kathayani.nayak@gupshup.io	1.0
		Page Industries	kathayani.nayak@gupshup.io	1.0
		accessmatrix	saathwik.boregowda@gupshup.io	1.0
		Farmgate	saathwik.boregowda@gupshup.io	1.0
	Rupam Nandi	randstad	saathwik.boregowda@gupshup.io	1.0
	Moin	BigBasket	ankit.kanwara@gupshup.io	1.0
		PolicyBazaar	ankit.kanwara@gupshup.io	2.0
		HealthOrbit	kathayani.nayak@gupshup.io	1.0
		Novo Nordisk	kathayani.nayak@gupshup.io	1.0
		Saarens	kathayani.nayak@gupshup.io	1.0
Anand	Abhishek Bhadoria			
	Anand			
	Anand			

North	Rashid Raza	BSNL	gourav.sarkar@gupshup.io	1.0	MENA	Gaurav Tomar	Al Forsan	siddharth.singh@gupshup.io	1.0		
		DIPR Punjab	gourav.sarkar@gupshup.io	2.0			Al Forsan - new	siddharth.singh@gupshup.io	1.0		
		IGL	gourav.sarkar@gupshup.io	3.0			alhamra.ae	nikhil.sharma@knowlarity.com	1.0		
		TATA power	gourav.sarkar@gupshup.io	1.0			Imperium APP	siddharth.singh@gupshup.io	1.0		
	Ranjay Tiwari		gourav.sarkar@gupshup.io	1.0			Lulu Exchange	siddharth.singh@gupshup.io	1.0		
			gourav.sarkar@gupshup.io	2.0			Luxury Closet	siddharth.singh@gupshup.io	1.0		
			Mcoram state	gourav.sarkar@gupshup.io		1.0		Rave Hotels	siddharth.singh@gupshup.io	1.0	
			Mpsedc	gourav.sarkar@gupshup.io		2.0		The Luxury Closet	siddharth.singh@gupshup.io	3.0	
	Vikas Kumar	Housing.com	nikhil.sharma@knowlarity.com	2.0		Hemant	MEP - KSA	gargi.upadhyay@gupshup.io	1.0		
		IFB	nikhil.sharma@knowlarity.com	2.0			MEP - KSA	gargi.upadhyay@gupshup.io	1.0		
			INTERNETMOGULS.COM	nikhil.sharma@knowlarity.com			1.0		Nahdi	gargi.upadhyay@gupshup.io	1.0
			Centurply	puru.chauhan@knowlarity.com			1.0				2.0
	Arpan Datta	Centurply	nikhil.sharma@knowlarity.com	1.0		Nayeeem Total	Mohd Abbas	Al Karama Motors	nikhil.sharma@knowlarity.com	1.0	
		Sahaj	nikhil.sharma@knowlarity.com	1.0			ababulbazz.com	nikhil.sharma@knowlarity.com	1.0		
		skispesimltd.com	nikhil.sharma@knowlarity.com	1.0			Randedad	Gabriel Oustroz	mariana.ribiero@gupshup.io	1.0	
		UCLINDIA	saathwik.borogowda@gupshup.io	1.0			Blitu George	Nazih Group	siddharth.singh@gupshup.io	1.0	
	Rahul Verma	ApiBee	gourav.sarkar@gupshup.io	1.0		Abbas M	Lil Alfa Clinic	gargi.upadhyay@gupshup.io	1.0		
		CP Plus	nikhil.sharma@knowlarity.com	1.0							
		MRCO	nikhil.sharma@knowlarity.com	1.0							
		Unicharm	nikhil.sharma@knowlarity.com	1.0							
Nitin Bhatia	MyMoneyMantra	puru.chauhan@knowlarity.com	1.0								
	Omaxe	puru.chauhan@knowlarity.com	1.0								
	Purple Drone	gourav.sarkar@gupshup.io	1.0								
	Sovia Health	puru.chauhan@knowlarity.com	1.0								
Mohd Abbas	Keen Enterprise	nikhil.sharma@knowlarity.com	2.0								
	Dhananjay	puru.chauhan@knowlarity.com	1.0								
	Abhishek Bhadoria	Treebo	puru.chauhan@knowlarity.com	1.0							



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

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