

Bengaluru · Founded 2024

# BolDesk

AI support agents that answer your customers on WhatsApp  
and phone — in 11 Indian languages

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## Problem

# Indian businesses lose customers in the queue.

Support teams cannot answer every WhatsApp message and call, in every language, at every hour.

- Customers write on WhatsApp at night and in their own language
- Hiring and training agents for every language is slow and costly
- Missed messages become lost orders and one-star reviews

**About 17 million**

Contact-centre agents worldwide

Gartner · 2022

**US\$80 billion in 2026**

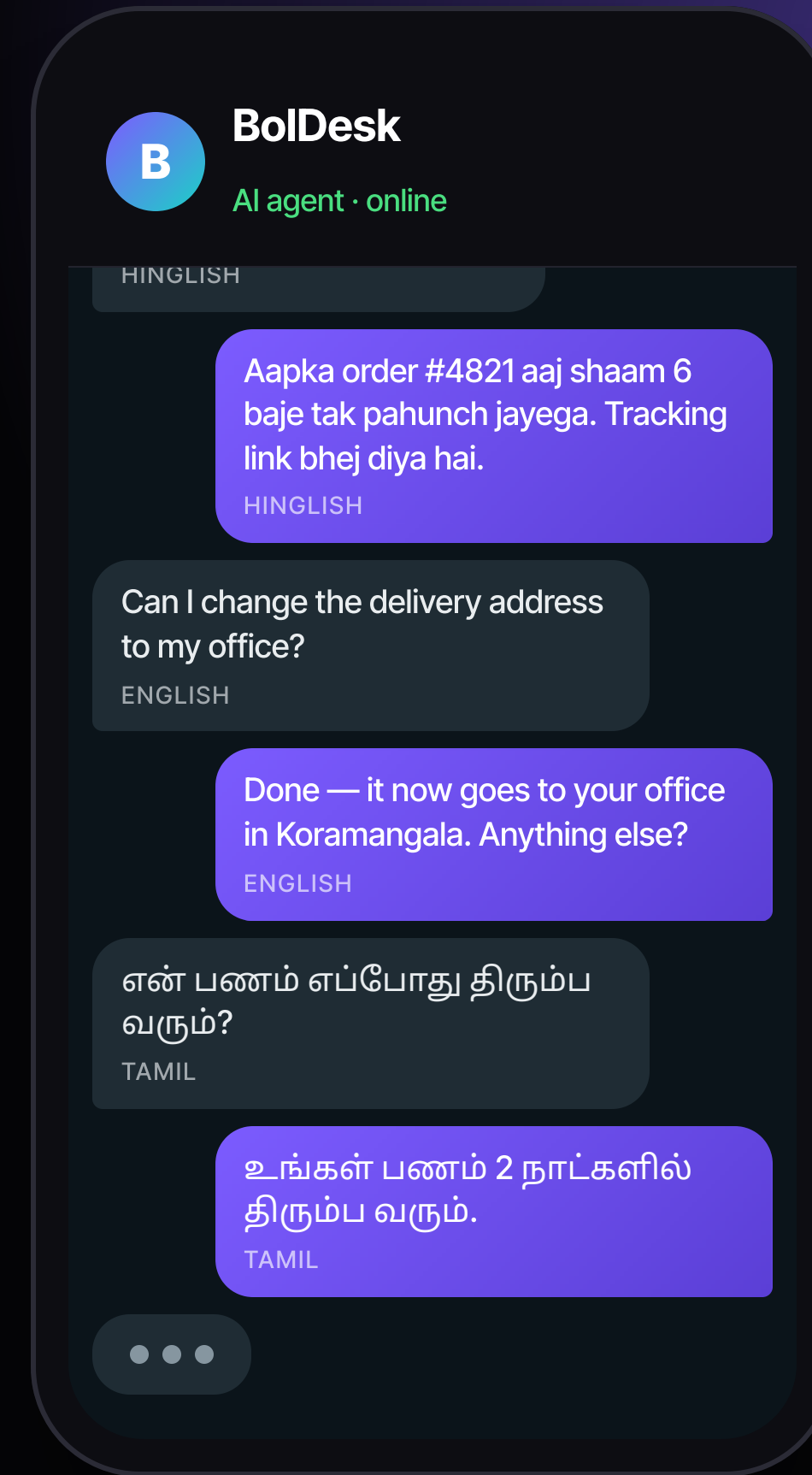
Agent labour cost conversational AI will cut

Gartner · forecast 2022

## Solution

**BolDesk puts an AI agent on a company's WhatsApp number and phone line that resolves routine questions end to end and hands the rest to a human with the full context.**

- 01 Live in 7 days on the existing WhatsApp Business number
- 02 Reads orders, bookings and policies from the company's own systems
- 03 Speaks 11 Indian languages, including Hinglish
- 04 Hands over to a human agent with a summary when needed



# One dashboard for every conversation: the AI agent, the human inbox, and reports on what customers ask about most.

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01

Answers order status, refunds, bookings and FAQs

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02

Voice agent for inbound calls

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03

Weekly report on top questions and lost sales

# A ₹4,341 Cr market, ₹1,302 Cr we can serve

India conversational AI market in 2024 (IMARC, US\$516.8 million at ₹84 per US\$); serviceable: mid-sized businesses on WhatsApp (30%, our estimate); our 5-year goal: 3% of that.

**US\$516.8 million**

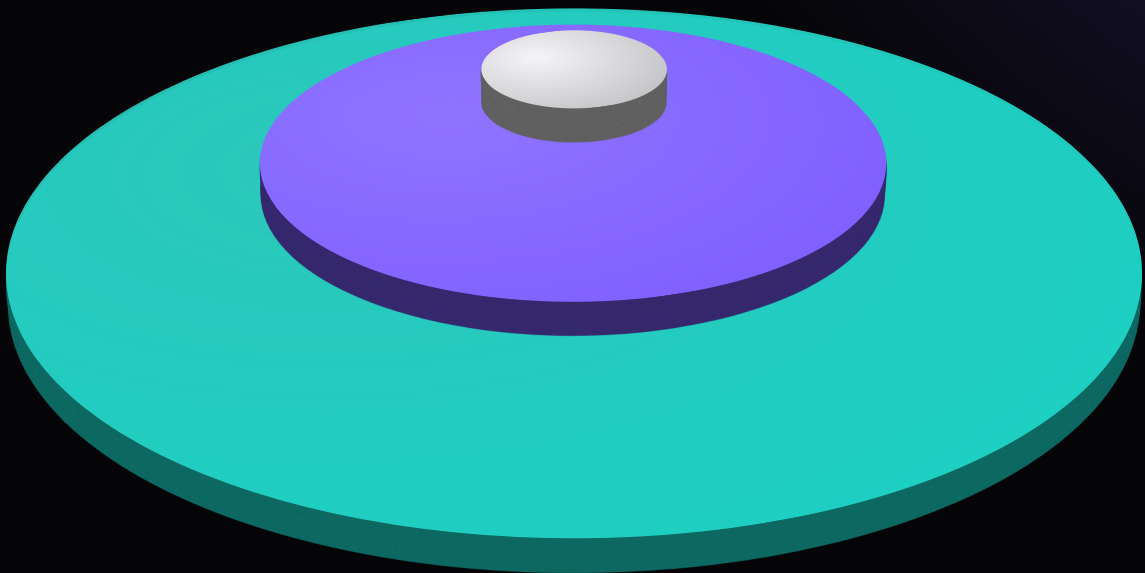
India conversational AI market

IMARC Group · 2024

**US\$4,936.9 million by 2033 (26.4% a year)**

India conversational AI market, forecast

IMARC Group · 2025–2033



- Total market (TAM)  
**₹4,341 Cr**
- Serviceable (SAM)  
**₹1,302 Cr**
- Within reach (SOM)  
**₹39 Cr**

# Monthly subscription by conversation volume, billed in rupees.

Plans start at ₹9,999 a month; the average customer pays ₹18,000.

| PLAN / PRODUCT                               | PRICE                |
|----------------------------------------------|----------------------|
| <b>Starter — 2,000 conversations</b>         | ₹9,999 / month       |
| <b>Growth — 10,000 conversations + voice</b> | ₹24,999 / month      |
| <b>Scale — custom volume</b>                 | From ₹60,000 / month |

Traction

₹3 Cr

ARR

₹3 Cr ARR, growing 11% a month

- Net revenue retention of 118%
- Median go-live in 6 days

10.7%

Avg monthly growth

140

Paying customers



## Unit economics

# Lifetime value (LTV): ₹6.2 L

It costs us ₹1.4 L to win a customer.

**₹6.2 L**

Lifetime value (LTV)

$\text{ARPA} \times \text{gross margin} \div \text{monthly churn}$

**4.6×**

$\text{LTV} \div \text{CAC}$

$\text{LTV} \div \text{customer acquisition cost}$

**10 months**

CAC payback

$\text{CAC} \div (\text{ARPA} \times \text{gross margin})$

**72%**

Gross margin

Given by the company

Go-to-market

**We sell through WhatsApp Business solution partners and a self-serve trial, then expand accounts as their volume grows.**

- Partner referrals: WhatsApp Business solution partners resell BolDesk
- Self-serve trial: 14-day trial on the customer's own number
- Outbound sales: Mid-market brands in D2C, health and fintech



Competition

**BolDesk is the only product a mid-sized Indian business can switch on in a week and pay for monthly, in their customers' languages.**

- ◆ Indian-language voice and text, tuned on real support conversations
- ◆ Priced per conversation, not per seat
- ◆ Ready-made connections to Shopify, Razorpay and popular CRMs

ALTERNATIVE

WHERE IT FALLS SHORT

Enterprise conversational AI (Yellow.ai, Haptik)

Built and priced for large enterprises

Messaging platforms (Gupshup)

Infrastructure — the business still builds its own bot

Helpdesk suites (Freshworks)

Ticketing first; AI as an add-on

Hiring more agents

Slow to scale across languages and night shifts

Team

# 3 founders who have done this before

Sample team · portraits are AI-generated



**Ritika Sharma**

**CEO**

Ran customer experience for a 2 crore-user consumer app



**Arjun Nair**

**CTO**

Built speech and language systems for 8 years



**Farhan Qureshi**

**Head of Sales**

Sold SaaS to 400+ Indian SMBs

Financials

₹1.8 Cr

Revenue, last 12 months

Plan: ₹32 Cr revenue in FY29

72%

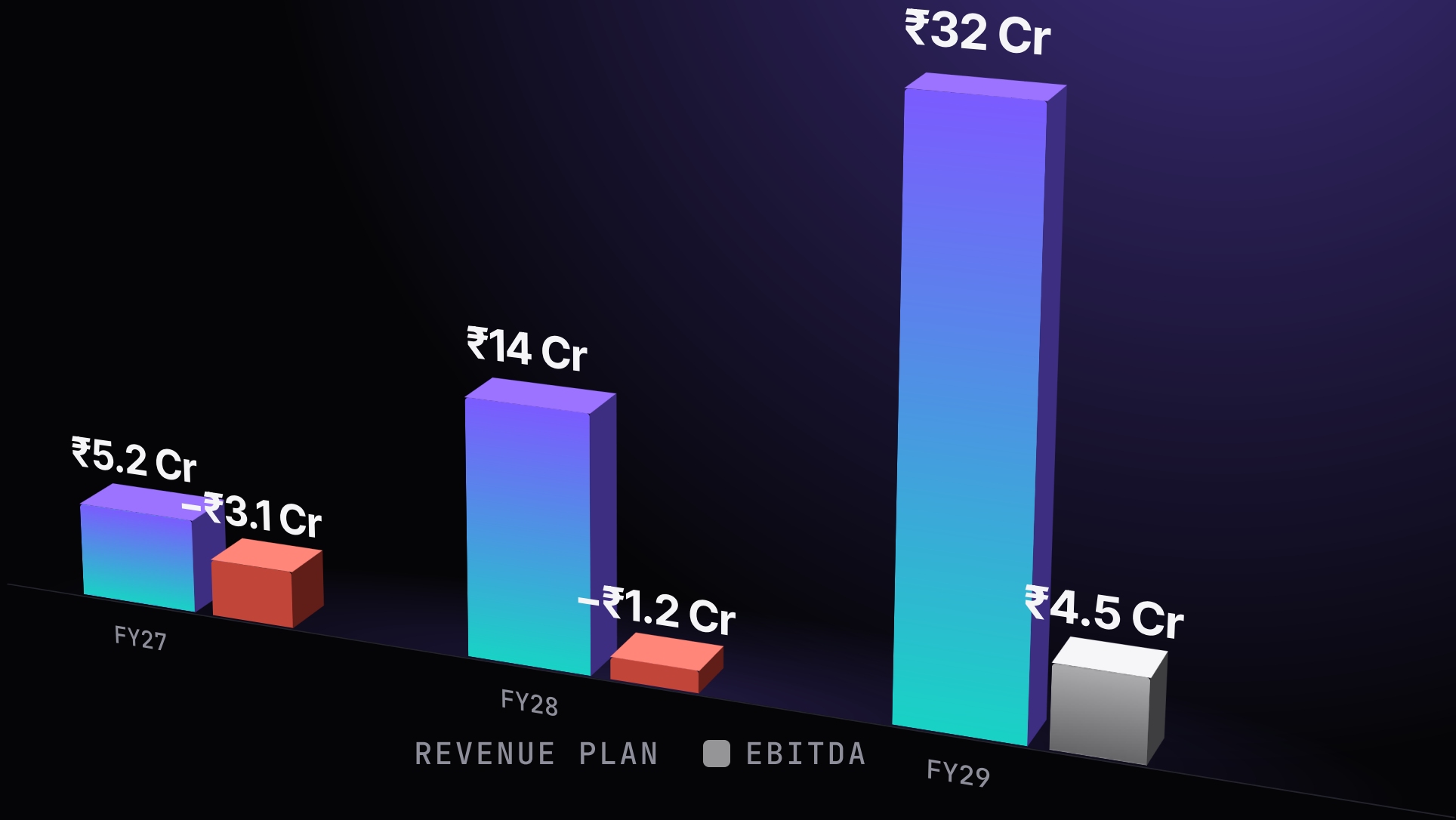
Gross margin

Given by the company

11 months

Runway

Cash in bank ÷ net monthly burn



The ask

# Raising ₹12 Cr (Pre-Series A)

To fund the next 18 months.

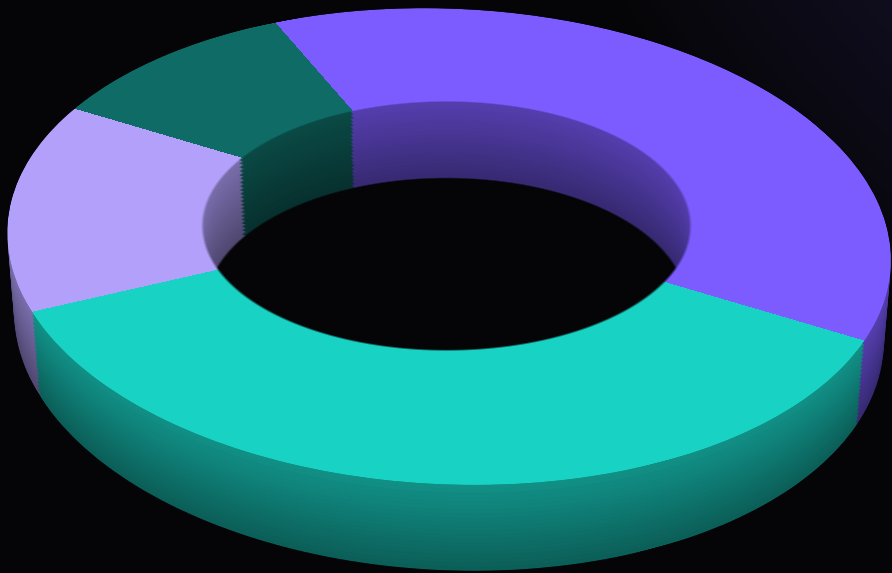
₹60 Cr

Pre-money valuation

₹4.5 Cr

seed

Raised so far



- Product & languages 40%
- Sales & partners 35%
- Infrastructure & compliance 15%
- Reserve 10%

USE OF FUNDS

Thank you

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and phone — in 11 Indian languages

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