

BolDesk

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

AI customer support · SaaS / software · Growth · Bengaluru

Sample company. The market facts are real and sourced below; the company, its team and its figures are illustrative – modelled on the industry figures cited, and checked for consistency like any client deck.

Key numbers and how they were worked out

METRIC	VALUE	HOW
MRR	₹25.2 L	Revenue in 2026-09
ARR	₹3 Cr	MRR × 12
Monthly growth (avg, last 3 months)	11%	$(2026-09 \div 2026-06)^{(1/3)} - 1$
Growth, year on year	250%	2026-09 vs 2025-09
Revenue, last 12 months	₹1.8 Cr	Sum of the last 12 months
Runway	11 months	Cash in bank ÷ net monthly burn
Burn multiple	1.1×	Net burn ÷ net new ARR (per month, last 3 months)
Gross margin	72%	Given by the company
Lifetime value (LTV)	₹6.2 L	ARPA × gross margin ÷ monthly churn
LTV ÷ CAC	4.6×	LTV ÷ customer acquisition cost
CAC payback	10 months	CAC ÷ (ARPA × gross margin)

SAAS / SOFTWARE METRIC (GIVEN BY THE COMPANY)	VALUE
Paying customers	140
Average revenue per customer (monthly)	₹18,000
Monthly logo churn	2.1%
Net revenue retention (yearly)	118%
Customer acquisition cost	₹1.4 L
Typical sales cycle	21 days

Monthly revenue

MONTH	REVENUE	CHANGE
2025-09	₹7.2 L	—
2025-10	₹8.09 L	12.4%
2025-11	₹8.8 L	8.8%
2025-12	₹10 L	13.6%
2026-01	₹10.83 L	8.3%
2026-02	₹12.21 L	12.7%
2026-03	₹13.42 L	9.9%
2026-04	₹15.12 L	12.7%
2026-05	₹16.48 L	9.0%
2026-06	₹18.59 L	12.8%
2026-07	₹20.35 L	9.5%
2026-08	₹22.79 L	12.0%
2026-09	₹25.2 L	10.6%

The plan

YEAR	REVENUE	EBITDA	GROWTH
FY27	₹5.2 Cr	-₹3.1 Cr	1.7× today's run-rate
FY28	₹14 Cr	-₹1.2 Cr	2.7×
FY29	₹32 Cr	₹4.5 Cr	2.3×

Market

TAM ₹4,341 Cr · SAM ₹1,302 Cr · SOM ₹39 Cr. 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.

FACT	FIGURE	SOURCE	CHECKED
India conversational AI market	US\$516.8 million	IMARC Group, 2024 https://www.imarcgroup.com/India-Conversational-AI-Market	Found in search results; source page to be opened
India conversational AI market, forecast	US\$4,936.9 million by 2033 (26.4% a year)	IMARC Group, 2025–2033 https://www.imarcgroup.com/India-Conversational-AI-Market	Found in search results; source page to be opened
Global conversational AI market	US\$13.2 billion ■ US\$49.9 billion by 2030	MarketsandMarkets, 2024 https://www.globenewswire.com/fr/news-release/2024/05/06/2875945/0/en/Conversational-AI-Market-worth-49-9-billion-by-2030-growing-at-a-CAGR-of-24-9-Report-by-MarketsandMarkets.html	Found in search results; source page to be opened
WhatsApp users in India	Over 500 million	Meta, at the WhatsApp Business Summit (Business Standard), 2024 https://business-standard.com/companies/news/whatsapp-business-revenue-doubled-in-a-year-meta-s-sandhya-devanathan-124091201135_1.html	Found in search results; source page to be opened
Contact-centre agents worldwide	About 17 million	Gartner, 2022 https://www.gartner.com/en/newsroom/press-releases/2022-08-31-gartner-predicts-conversational-ai-will-reduce-contact-centre-agents-worldwide	Found in search results; source page to be opened

FACT	FIGURE	SOURCE	CHECKED
Agent labour cost conversational AI will cut	US\$80 billion in 2026	Gartner, forecast 2022 https://www.gartner.com/en/newsroom/press-releases/2022-08-31-gartner-predicts-conversational-ai-will-reduce-contact-centre-costs	Found in search results; source page to be opened

Competition

- **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

Consistency checks

All checks passed: use of funds adds to 100%, TAM ■ SAM ■ SOM, months in order, runway and plan growth within normal ranges.

Assumptions

- Company, team and figures are a sample. Market sizes are the cited published figures; the serviceable share (30%) and our 5-year share (3%) are our estimates.
- Conversion at ₹84 per US\$.
- Average revenue per customer ₹18,000 a month, between the Starter and Growth plans; MRR = 140 × ₹18,000.
- Gross margin 72% after AI model and telephony costs, typical for AI-heavy SaaS.
- CAC ₹1.35 lakh blended across partners, trial and outbound sales.

Narration

01 • TITLE

This is BolDesk. AI support agents that answer your customers on WhatsApp and phone – in 11 Indian languages. We are raising 12 crore rupees to get to the next stage.

02 • 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. Contact-centre agents worldwide: About 17 million, according to Gartner. Agent labour cost conversational AI will cut: US\$80 billion in 2026, according to Gartner.

03 • 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. Live in 7 days on the existing WhatsApp Business number. Reads orders, bookings and policies from the company's own systems. Speaks 11 Indian languages, including Hinglish.

04 • PRODUCT

One dashboard for every conversation: the AI agent, the human inbox, and reports on what customers ask about most. Answers order status, refunds, bookings and FAQs. Voice agent for inbound calls. Weekly report on top questions and lost sales.

05 • MARKET

The total market is about 4341 crore rupees a year. of which 1302 crore rupees is the part we can serve. and we aim to win 39 crore rupees of it in the next few years. India conversational AI market in 2024 (IMARC, US\$516.8 million at 84 rupees per US\$); serviceable: mid-sized businesses on WhatsApp (30 percent, our estimate); our 5-year goal: 3 percent of that. India conversational AI market: US\$516.8 million, according to IMARC Group. India conversational AI market, forecast: US\$4,936.9 million by 2033 (26.4 percent a year), according to IMARC Group.

06 • BUSINESS MODEL

Monthly subscription by conversation volume, billed in rupees. Plans start at 9999 rupees a month; the average customer pays 18000 rupees. Pricing starts at 9999 rupees / month for Starter – 2,000 conversations.

07 • TRACTION

We are at 3 crore rupees of annual recurring revenue. growing 10.7 percent a month on average over the last three months. 140 paying businesses, 1.9 million conversations handled in September, 71 percent resolved without a human. Net revenue retention of 118 percent. Median go-live in 6 days.

08 • UNIT ECONOMICS

It costs us 1.4 lakh rupees to win a customer. Lifetime value (lifetime value) is 6.2 lakh rupees. lifetime value ÷ customer acquisition cost is 4.6 times. customer acquisition cost payback is 10 months.

09 · GO-TO-MARKET

We sell through WhatsApp Business solution partners and a self-serve trial, then expand accounts as their volume grows. Today 40 percent come from Partner referrals, 35 percent come from Self-serve trial, 25 percent come from Outbound sales.

10 · COMPETITION

Customers today choose between Enterprise conversational AI (Yellow.ai, Haptik), Messaging platforms (Gupshup), Helpdesk suites (Freshworks). 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.

11 · TEAM

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.

12 · FINANCIALS

We made 1.8 crore rupees in the last twelve months. at a gross margin of 72 percent. Our plan takes revenue to 32 crore rupees by FY29, with EBITDA of 4.5 crore rupees. Today we have about 11 months of runway.

13 · THE ASK

We are raising 12 crore rupees as Pre-Series A. to fund the next 18 months. 40 percent goes to Product & languages, 35 percent goes to Sales & partners, 15 percent goes to Infrastructure & compliance.

14 · THANK YOU

Thank you for your time. We would love to tell you more about BolDesk.

Prepared with AirTikal Pitch from information provided by the company (a sample). Not an offer of securities.