

Infobip, a global cloud communications provider, announced that it has been delivering four billion A2P SMS per month across India since the start of 2017. Infobip accounts for 30 per cent of all A2P traffic in the region.

Infobip forayed into the Indian marketplace in 2014, and has seen short message service (SMS) traffic across its platform increase exponentially. The company handles A2P SMS traffic from all mobile operators in Asia's third largest country, and provides services for the rapidly growing number of enterprises across the region.

Commenting on the developments Harsha Solanki, managing director (India), Infobip said, "Banking in India has been transformed by the mobile payments revolution, with consumers and business able to make and confirm transactions easily and securely via SMS. As a result, a large number of banks across India have established service partnerships for A2P messaging, enabling them to authorise payments and send notifications to their customers. Infobip is also witnessing a boom in demand for A2P SMS in the retail sector, accounting for large volumes of e-commerce transactions. The technology has been embraced by major brands such as Amazon and eBay. All of this activity accounts for the significant increase in A2P SMS traffic that Infobip has experienced over the last year."

Infobip's A2P SMS Business-as-a-Service solution has been adopted by three major Indian operators including Aircel. Infobip works operators to support their communications operations, engage with subscribers, and provide wholesale SMS support for their enterprise customers. Infobip expects a greater demand for its services, particularly with the availability of its OMNI communications platform, which launched globally in February 2017.

Enterprises and communications service providers want a consistent, high-quality messaging experience across all of their communications channels, including SMS, email or chat apps like Facebook Messenger and Viber. OMNI delivers this in a single, cloud-based platform, servicing the specific messaging needs of the market.

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