



Case Study

**Transforming Customer
Communication: Cars24's
Growth with Tata
Communications Kaleyra™
CPaaS**



As a leading digital platform for buying and selling cars, Cars24 depends on seamless and timely communication to support its buyer and seller journeys. From promotional campaigns to critical transactional updates, messaging plays a central role in ensuring customer engagement and operational efficiency across markets.

To support this at scale, Cars24 partnered with Tata Communications to deploy Kaleyra™ CPaaS SMS solution, enabling reliable, cost-effective, and scalable communication.

About Cars24

Cars24 is a leading auto-tech platform focused on transforming how cars are bought and sold through a seamless digital experience. Founded in 2015, the company enables customers to buy, sell, and manage vehicles entirely online, offering services such as pricing, financing, documentation, and doorstep delivery. Operating across multiple markets including India, the UAE, and Australia, Cars24 leverages technology and data-driven insights to bring transparency, convenience, and efficiency to the automotive ecosystem, with a mission to simplify mobility at scale.

Navigating Scale, Cost, and Reliability

As Cars24 expanded internationally, it encountered several challenges in managing customer communication effectively. In the UAE, strict telecom regulations made it difficult to register sender IDs under the brand name, forcing messages to be routed as international traffic. This significantly increased messaging costs.

At the same time, the company faced limitations with previous providers, particularly around slow support response times, with issue resolution often taking one to two days. Combined with rising messaging volumes and the need for consistent delivery, this created a pressing requirement for a partner who could deliver both local expertise and operational reliability.



Driving Efficiency with Kaleyra™ CPaaS



kaleyra™ CPaaS

Tata Communications addressed these challenges by leveraging its Kaleyra™ CPaaS platform and deep understanding of regional telecom ecosystems. By enabling sender ID registration aligned with local regulations in the UAE, Tata Communications helped Cars24 transition from international to local messaging routes—unlocking significant cost efficiencies.

The platform was seamlessly integrated into Cars24's existing systems, ensuring uninterrupted workflows across both transactional and promotional messaging. Equally important was the strong support framework, where Tata Communications' teams provided prompt assistance and quick resolutions, ensuring smooth day-to-day operations.

The Kaleyra platform has been seamless to integrate and very reliable in our day-to-day operations. As our SMS volumes have grown significantly across the UAE and Australia, the platform has scaled effortlessly without any challenges. Additionally, the support in enabling local sender registration in the UAE helped us significantly optimise our messaging costs, making a real difference to our overall efficiency.

Akash Verma,
Commercial Lead | UAE & Australia, Cars24



The Impact: Cost Optimisation, Reliability, and Scale

With Tata Communications as its messaging partner, Cars24 was able to significantly optimise its communication strategy while improving operational efficiency. The shift to local messaging in the UAE led to substantial cost savings, while improved commercials further strengthened the business case. At the same time, the reliability of the platform and the responsiveness of the support teams enhanced the overall experience, addressing one of the key pain points faced with previous providers.

Building on this success in the UAE, Cars24 extended the partnership to Australia. Having experienced the quality of service and support, the team onboarded Tata Communications as their first SMS provider in the region, transitioning from a WhatsApp-only approach to a more robust messaging strategy. This enabled them to establish a strong SMS foundation in Australia, where Tata Communications has since remained the sole messaging partner, supporting the market's rapid growth.

Key outcomes include:



Significant cost optimisation

- Achieved up to **5x reduction in SMS costs** in the UAE through local routing and better commercial terms



Rapid growth in messaging volumes

- UAE volumes scaled beyond initial estimates of **300K-500K messages/month**
- Australia grew to **~2 million messages/month**



Improved operational experience

- Faster issue resolution
- Seamless integration with no technical challenges



Stronger customer engagement

- Enabled both **transactional and promotional messaging**, supporting campaigns, offers, and customer journeys

A Reliable Foundation for Expansion

As Cars24 continues to expand across markets, a dependable communication backbone remains essential. With Tata Communications Kaleyra™ CPaaS, the company has built a strong foundation to support its customer engagement needs, both today and for the road ahead.



The services have been amazing. With Tata Communications, any requirement or issue gets resolved immediately, which was a major challenge with our previous partners. The commercials are also much better, and the support has been extremely reliable—it's been a great experience working with the team.

Akash Verma,

Commercial Lead | UAE & Australia, Cars24

Build your future through a digital customer experience

If you are an enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?

[Transform Now](#)

About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a leading global commtech (communications technology) player powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit

www.tatacommunications.com

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